



**Press release  
For Immediate Release**

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## **Deloitte report: ongoing demand is identified for Palm Jumeirah managed residences in Dubai**

*Seven Tides' commissioned report highlights sustained demand for luxury internationally branded units, as investors eye Dubai on back of the Expo2020 win and economic growth prospects*

UAE-based developer Seven Tides has commissioned Deloitte, the largest professional services firm in the world, to issue a report analysing the current supply and future demand potential for luxury serviced apartments located on Palm Jumeirah in Dubai.

The newly released report entitled 'Assessment of Luxury Serviced Apartment Provision for Palm Jumeirah Dubai' states that the Palm Jumeirah is likely to remain the prime location for luxury hotel and serviced apartment provision in Dubai, with demand being driven by increasing tourist arrivals to Dubai and increasing tourism infrastructure provision in the Emirate.

Martin Cooper, Director, Real Estate, Deloitte Middle East states that "the Palm Jumeirah is set to remain as the prime luxury beach resort destination in Dubai, as further critical mass is established as new hotels open."

Seven Tides' Anantara Residences Dubai, which welcomed its first tenants in Q4 2013, is one of several developments where unit owners stand to benefit from positive tourism growth for the Emirate, which expects to register 10.9 million visitors by the end of 2013, growing to a forecasted high of 25.8 million by 2023 according to the World Travel & Tourism Council.

The findings in the report follow an announcement by the Dubai Department of Tourism & Commerce Marketing (DTCM), which plans to expand the Emirate's current accommodation offering by permitting the rental of furnished properties as short-term holiday lets through a new two-tier licensing system.

"Palm Jumeirah currently has a total of 950 luxury serviced apartments managed by international hotel operators, and the Deloitte report confirms that the sector is continuing to mature and continues to attract a growing target market looking for a prime location and the luxury beachfront resort lifestyle," said Abdulla Bin Sulayem, CEO, Seven Tides.

According to Dubai Statistics Centre figures, the serviced apartment sector has shown steady growth over the last five years with a compound annual growth rate for number of guests and length of stay increasing by 14% and 19% respectively; with strong interest from GCC nationals in particular.

Performance over the last 18 months at the nine high-end hotels on Palm Jumeirah shows sustained growth with an annual average occupancy of 68.1%, Average Daily Rate (ADR) of AED 1,734 and Revenue per Available Room (RevPAR) of AED 1,221 in 2012. Between January and July 2013 the figures were 71.6%, AED 1,678 and AED 1,243 respectively.

“This ADR and RevPAR stability, and rise in occupancy levels, reflect the strong fundamentals driving sustained growth in Dubai’s tourism and hospitality market and has a complementary effect on the serviced apartment sector with branded units charging around AED 2,000 per night during peak periods, according to the Deloitte research. This confirms that there is latent demand for units on Palm Jumeirah and that those that are part of a full service luxury beach resort have a distinct advantage in terms of ROI potential,” said Bin Sulayem.

“With the cost for one-bedroom units starting at AED 2.6 million, the potential for income generation from a managed rental perspective, based on the equivalent hotel occupancy figures and average year-to-date rates, is substantial – making it even more attractive to investors looking to build their overseas portfolios,” he added.

The report also notes that luxury and upscale international standard operators have experienced performance consistently above market averages, concluding that the demand for luxury serviced apartments is likely to remain strong in the medium to long term buoyed by news of the Emirate’s Expo2020 win and government commitment to expanding its already diversified tourism product.

For more information on the Anantara Residences, please contact the sales office on: 800 STIDES (784337) or email: [sales@seventides.com](mailto:sales@seventides.com)

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**Notes to the editor:**

**About The Anantara Residences Dubai The Palm**

The Anantara Residences’ collection of 442 fully furnished one and two bedroom luxury apartments and 14 penthouses are fronted by a private stretch of white sand beach and all enjoying spectacular panoramic views of the Arabian Gulf and Dubai Marina skyline.

Facilities available to residence owners at the adjacent 293-room five-star Anantara Dubai The Palm Resort & Spa include a state-of-the-art gym, 107,600-square feet of temperature controlled lagoon pools, six dining and entertainment venues and the Anantara Spa.

The development was also recently honoured at the 2013 International Property Awards in the Arabian regional competition, receiving a 'Highly Commended' for the Best Apartment in the Dubai category.

For more information, please visit [www.anantararesidences.com](http://www.anantararesidences.com) [www.seventides.com](http://www.seventides.com)

### **About Seven Tides**

Based in Dubai, the United Arab Emirates, privately owned Seven Tides is an internationally oriented holding company established in 2004. Currently focusing on hospitality and real estate sectors, Seven Tides thinks progressively, works creatively, partners strategically and acts quickly. The result is a current portfolio of offerings from landmark hospitality acquisitions and commercial buildings to residential towers and multi-use complexes in the gateway cities of London and Dubai.

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