

DAMAC



THE BEACH

DAMAC
MaisonDeVille
HOTELS & RESORTS

CAMPAIGN BRIEF

CAMPAIGN DETAILS

PROJECT

- THE BEACH by Maison Deville
- **Location:** AKOYA Oxygen
- **9 Towers:**
 - Hotel
 - Hotel Apartments
 - Residences

CAMPAIGN DATES

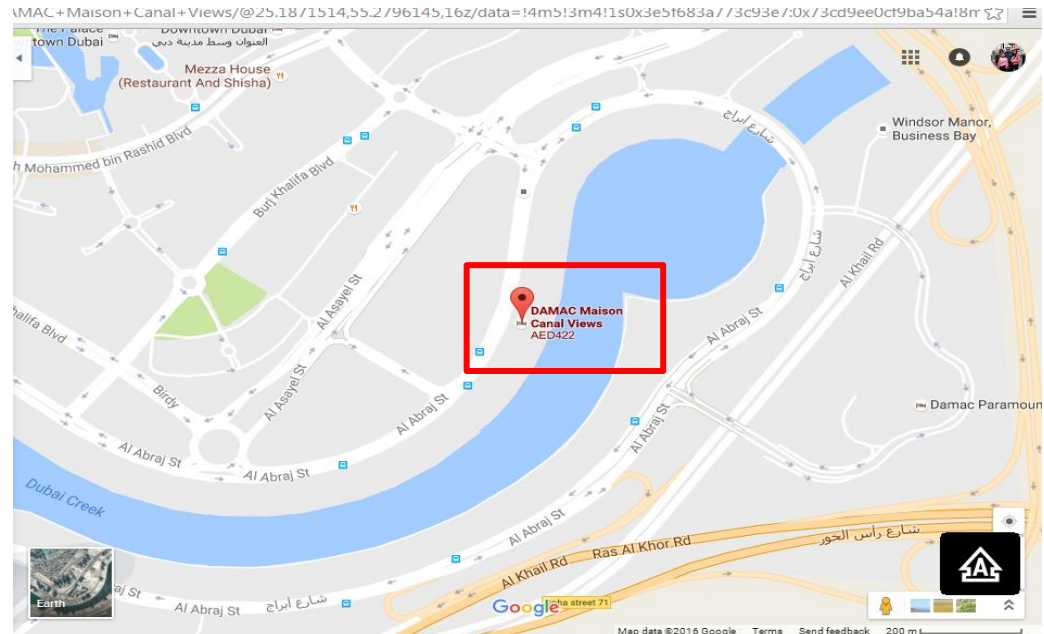
- Monday 22nd – Saturday 27th

PRIMARY MESSAGE

- 2 Bedroom Residence
- Full Golf Views
- From AED 1,07,5000

SALES EVENT (DUBAI)

- Saturday 27th August 2016
DAMAC Maison Canal Views,
Maison Café, 3rd Floor,
Al Abraj Street, Burj area
Time: 4pm to 10am



THE PRODUCT

CONFIGURATION

NAVITAS

- **Tower A:** Residential
- **Tower B:** Residential
- **Tower C:** Residential
- **Tower D:** Residential
- **Tower E:** Hotel (Maison Deville)

VIRDIS :

- **Tower A:** Hotel Apartments (Maison Deville)
- **Tower B:** Hotel Apartments (Maison Deville)
- **Tower C:** Residential
- **Tower D:** Residential



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WHY THE BEACH?

The Beach is a blissful escape that caters to an array of needs. It's a place where you can feel like you're on holiday without venturing far from home. A golfer's paradise, The Beach presents a resort-style vibe that boasts stunning golf course views and an inviting beach-inspired landscape.



REASONS TO INVEST

WHY DUBAI

- **No Taxes**
 - No Capital Gains Tax
 - No Land Tax
 - No Income Tax
- **World's 2nd best** property market for investors
 - Savills World Residential Invisiblity Ranking, September 2015
- Consistently **high rental returns** of 7.5%+
- **Highly liquid** property market
- Dubai's **Combined Annual Growth Rate (CAGR)** of **5% over past 4 years** outperforms other global cities including London and Sydney
 - Deloitte ME Real Estate Predictions 2016
- **Stable currency** pegged to USD
- **Strategic location** with world class infrastructure
- Political and economic **stability**

WHY THE BEACH

- **Dynamic Lifestyle**
- **Great location at AKOYA Oxygen**
- **Variety of Hotel, Hotel Apartments & Residence Towers**
- **Hotel:** Luxurious hotel rooms with superior interiors, great furnishings and superior services
- **Hotel Apartments:** Spacious suites that combine comfort with luxury of Damac Maison de Ville hospitality. Fully furnished with 24 hour service.
- **Residence:** breathtaking views, relaxing leisure activities. Studios, one, two and three bedroom apartments. Elegant lobby, 24-hour concierge, fitted kitchen, swimming pool, gymnasium, kids play area, ample parking



THE BEACH WITHIN AKOYA OXYGEN



- Great location in AKOYA Oxygen and less than 20 minutes to most of the major sites and attractions in Dubai including:
 - Dubai Marina
 - Palm Jumeirah
 - Mall of the Emirates
 - emirates and Jumeirah Estates Golf Courses
 - The famous Sheikh Zayed Road and
 - Al Maktoum International Airport
- Neighboring to Dubai Sports City, Arabian Ranches, The Springs and Jumeirah Islands

THE BEACH PAYMENTS

Starting from **AED 1,07,5000***

THE BEACH PAYMENT PLAN

INSTALLMENTS	MILESTONE	PERCENTAGE
Down Payment	Immediate	24
1st Installment		0
2nd Installment	Within 120 Days of Sale Date	10
3rd Installment	Within 360 Days of Sale Date	10
4th Installment	On Completion of 6th Floor Structure	20
5th Installment	On Completion of 10th Floor Structure	10
6th Installment	On Completion of the Structure	10
7th Installment	On Completion	20


* Terms & conditions apply

MARKETING MATERIALS



BROCHURE

MARKETING MATERIALS





2 BEDROOM RESIDENCES
FULL GOLF VIEWS
FROM AED 1,075,000*

THE BEACH
by
MaisonDeVille

[REGISTER NOW](#)

Every day feels like you're on holiday

The Beach by Maison de Ville is a nine-tower development comprising residences, hotels and hotel apartments with access to a huge beach-style swimming pool and an array of retail and dining options.

[REGISTER NOW](#) [E-MAIL US](#)

CALL US: +971 4 373 1999

[DOWNLOAD BROCHURE](#)

*Terms and conditions apply.

Visit us at our exclusive event

Saturday 27th August 2016

DAMAC Maison Canal Views,
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EDM

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Live at The Beach by Maison de Ville

 27 AUG TO 27 AUG
  4:00PM TO 10:00PM



 [VIEW EVENT MAP \(DAMAC Maison Canal Views \)](#)

The Beach by Maison de Ville is a place where you can unwind, disconnect and wash away tension. With nine towers, it offers a collection of luxurious hotel rooms and suites, residences and hotel apartments – each with access to an impressive swimming pool, array of dining and shopping options, swim-up pool bar and golf course.

Located in an international golf community, AKOYA Oxygen, residents can enjoy a relaxing way of life with a world of amenities just moments away.


2 bedroom resort-style residences with full golf view from AED 1,075,000.

Book your residence at our exclusive event!

Visit us on Saturday 27th August 2016 from 4pm to 10pm!

DAMAC Maison Canal Views, Maison Café, 3rd Floor, Al Abraj Street, Burj area

Register for the event

 Your telephone

WEBSITE PROJECT PAGE

MARKETING MATERIALS



Visit us at DAMAC Canal Views on 27 August at 4pm to 10pm to book your resort-style residence at The Beach by Maison de Ville.



Energising community spirit

[Book now](#)



Visit us at DAMAC Canal Views on 27 August at 4pm to 10pm to book your resort-style residence at The Beach by Maison de Ville.



Full golf views

[Book now](#)

FACEBOOK AD EXAMPLES

MARKETING MATERIALS



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2 BEDROOM RESIDENCES
FULL GOLF VIEWS
FROM AED 1,075,000*

VISIT US AT DAMAC CANAL VIEWS
ON 27 AUGUST

MORE INFO | ➔

*Terms and conditions apply.

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FULL GOLF VIEWS
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VISIT US **ON 27TH AUGUST**
AT DAMAC MAISON CANAL VIEWS

MORE INFO | ➔



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*T&C apply

GOOGLE DISPLAY NETWORK AD EXAMPLES

DAMAC