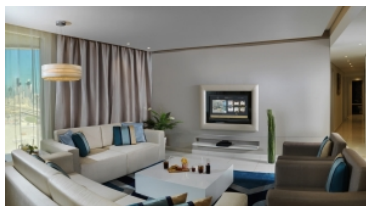


DAMAC Hotels & Resorts Selects InnSpire for Approximately 4,000 Hotel Units



Hospitality operator inks exclusive agreement for guest engagement solutions to provide superior guest experience
Dubai, United Arab Emirates - 04 October 2016: DAMAC Hotels & Resorts, the hospitality arm of luxury real estate developer, DAMAC Properties, has announced that it has signed an exclusive contract with InnSpire, a global provider of guest engagement solutions for leading hotels around the world. Under the new agreement, 4000 units across 15 properties within the portfolio of DAMAC Hotels & Resorts, will be upgraded to the InnSpire Guest Engagement solution in 2016 and 2017

Tim Fallon, Vice President for Corporate Communications, DAMAC Properties said:

"At DAMAC Hotels & Resorts we have several key values that drive us including thoroughly understanding our guests' needs, whilst innovating in order to enhance the guest experience and maintaining our competitive-edge in the luxury hospitality industry. With a clear emphasis on these values, InnSpire was the obvious choice for us to partner with to provide both an elegant and superior experience for the guest while simultaneously providing us, as the operators, with the data and information we need to meet and surpass our guest's high standards."

DAMAC Properties' hospitality portfolio will extend to reach around 15,000 units of hotel rooms, serviced hotel apartments and serviced villas by 2021. The company's pipeline of hospitality projects are operated under the AYKON Hotels & Resorts, DAMAC Maison Royale, DAMAC Maison and DAMAC Maison de Ville brands. DAMAC Properties also has partnerships with global luxury brands such as Paramount Hotels & Resorts, Bugatti, Versace, and others, which will introduce unique concept serviced hospitality units and residences to the market.

Currently around 1,450 hotel units in five properties are in operation, with the first hotel to receive the upgrade being DAMAC Maison The Vogue, a 177-room 4.5 star hotel in the heart of Dubai's Burj district.

Further information is available at www.damacproperties.com

Notes to editor

About DAMAC Properties: DAMAC Properties has been at the forefront of the Middle East's luxury real estate market since 2002 ? bringing luxury living experiences to residents from all over the world. Making its mark at the highest end of stylish living, DAMAC Properties has cemented its place as the leading luxury developer in the region, offering iconic design and the upmost quality. The company's footprint now extends across the Middle East with projects in the UAE, Qatar, Saudi Arabia, Jordan and Lebanon.

As of 30th June 2016, DAMAC Properties has delivered approximately 16,000 homes. The company has a development portfolio of over 44,000 units at various stages of progress and planning, comprising more than 13,000 hotel rooms, serviced apartments and hotel villas, which will be managed by its hospitality arm, DAMAC Hotels & Resorts. With vision and momentum, DAMAC Properties is building the next generation of Middle East luxury living.

Further information is available at www.damacproperties.com or join DAMAC Properties on [Facebook](#), [Twitter](#) (@DAMACofficial) and [YouTube](#).

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