**Jumeirah Golf Estates Wins International Property Award for Best International Development Marketing**

**Dubai, United Arab Emirates, 10 December 2017** –Jumeirah Golf Estates, the world-class residential golf destination offering luxury homes and leisure facilities among two internationally-acclaimed championship golf courses, has been recognised for its outstanding achievements this year by winning the coveted ‘Best International Development Marketing’ at the International Property Awards. Souzane Abou Eid, Head of Corporate Marketing from Jumeirah Golf Estates, received the awards at the gala dinner in London.

While employing a bold and effective year-round marketing strategy, Jumeirah Golf Estates’ marketing efforts were recognised in particular for its dedicated campaign to promote the mid-market luxury residential community, Alandalus. The integrated campaign helped Alandalus achieve remarkable sales, with the first phase of the townhouses selling out in just three hours, and the first two apartment towers to launch also sold out.

**Yousuf Kazim, CEO of Jumeirah Golf Estates, said:** “Jumeirah Golf Estates’ reputation for anticipating and catering to the needs of the Dubai market is well-established; we strive to offer the right product at the right price, and with the finest layout, finishing, design, location, community and lifestyle facilities.

“We have constantly delieverd against our ambitions, as evidenced by the strong sales of Alandalus, and a major contributing factor to our success is a solid marketing strategy. Our accomplishments are possible thanks to the commitment of a talented and dedicated team, and we are proud to be recognised on a global stage by the International Property Awards.”

The International Property Awards celebrate the highest levels of achievement by companies in all sectors of the property and real estate industry across the globe. Over 1700 entries were received during 2017 from 115 countries. Jumeirah Golf Estates went through several stages before winning Best International Development Marketing award. They were firstly awarded Winner for Development Marketing Dubai, Five Star Award Winner Development Marketing Dubai, Regional Nominee for Development Marketing Arabia. They were then awarded for both levels, regional and international. The international awards ultimately determine the world’s finest property companies. For Africa and Arabia, Jumeirah Golf Estates was also awarded ‘Best Mixed-use Development’ and ‘Best Residential Development’ in September.

More than just a destination, Jumeirah Golf Estates offers an unmatched outdoor community living experience in the heart of new Dubai. While its championship golf courses are among the best in world, the luxury standard of homes on the side-lines matches the superior quality of the greens. In addition to high quality and superior finishings, a remarkable 75 per cent of properties face the Fire and Earth golf courses, with the remaining 25 per cent facing lakes and nature strips, ensuring uninterrupted views for all.

From dining to fitness facilities and activities, leisure and well-being are at the heart of the destination’s offerings, ensuring an enriched lifestyle experience at the doorstep of its residents. The Mediterranean-themed Clubhouse offers the finest F&B choices for members and residents and is a perfect focal point for families and friends. Residents also benefit from other amenities including a gymnasium, Tennis Academy, a Rehabilitation & Performance Centre, running club, swimming pools and children’s play area. Meanwhile, the first retail centre at Jumeirah Golf Estates has opened. It is also home to the European Tour Performance Institute (ETPI), which is one of only two in the world and the only in the Middle East.

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**Notes to Editor**

**About Jumeirah Golf Estates**

Host to the DP World Tour Championship since 2009, Jumeirah Golf Estates is one of the Middle East’s most prestigious residential golf communities, offering a wide range of world-class golfing facilities and individually designed homes in the United Arab Emirates. Situated just 15 minutes from the Palm Jumeirah and Dubai Marina and only minutes away from the site of Dubai Expo 2020 and Al Maktoum International Airport, Jumeirah Golf Estates is well placed to provide an unforgettable experience for golfers at its two world-class Greg Norman-designed golf courses, Fire & Earth, and residents seeking quality, luxury homes and a peaceful setting within easy reach of Dubai’s top attractions.

The Fire & Earth courses are part of Jumeirah Golf Estates Phase A development, which consists of 375 hectares of a 1,119-hectare land parcel, and incorporates 16 residential communities, comprising of more than 1,800 constructed and under construction properties.

Visit [JumeirahGolfEstates.com](http://www.jumeirahgolfestates.com/) for more information and connect with Jumeirah Golf Estates on [Facebook](https://www.facebook.com/Jumeirah-Golf-Estates-Golf-Club-131022593605993), [Twitter](http://www.twitter.com/JumeirahGolfEst), and on [Instagram.](https://instagram.com/jumeirahgolfest/)

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