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Crystal Lagoons unveils major PAL strategy for Mideast market

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US multinational water innovation company Crystal Lagoons has announced plans to launch its revolutionary product Public Access Lagoons (PAL) in the Middle East. It is currently in talks with 19 developers in the GCC region for key PAL projects.



A patented technology developer of giant crystalline lagoons, Crystal Lagoons said the PAL licensing contracts have become the business of the future with investors seeking to move forward, attracted by its success in the US, netting high returns and long-term security as Covid and Amazon-proof investments.

The company has 22 real-estate projects anchored by crystalline lagoons in the Middle East region with the most notable one being the 480,000-sq-m District One project in Dubai and 125,000-sq-m Citystars Sharm El Sheikh development Egypt, with stunning turquoise bodies of water in the desert.

Crystal Lagoons pointed out that it is negotiating with Middle Eastern investors and foreign funds, interested in their profitability, long-term security, limited risk as Covid and Amazon-proof alternatives, and potential due to the region's culture and climate.

These crystalline lagoons surrounded by white sand beaches become the most beautiful place in the city, it stated.

The firm offers investment models with more or less infrastructure, with the most complete options including areas for road shows, food-halls, weddings and concerts in multiple set-ups such as beaches, terraces, domes, as well as an array of gastronomic offerings, retail and amphitheatres.

"Investors envisage that, as these projects are built, they generate a financial pyramid. Despite a low initial investment, a company can achieve a very high present value," remarked Alastair Sinclair, the Regional Director of Crystal Lagoons.

"The hospitality industry has witnessed a jump in room rental values and up to 200 per cent food and beverage consumption in those hotels which boast a beach, compared to the hotels inland," revealed Sinclair.

"Investors have corroborated that, on lower-value land, a hotel combining a beach and PAL elements can benefit from very attractive returns," he added. -**TradeArabia News Service**

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