



CRYSTAL LAGOONS' DUBAI PROJECT SET TO TRANSFORM THE UAE LEISURE LANDSCAPE



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AQUATICS / ATTRACTIONS / ENVIRONMENT / TOURISM / WATERPARKS

The development of the world's largest manmade lagoon in Dubai has been predicted as having the potential to transform the leisure and lifestyle markets of the United Arab Emirates.

Part of the Mohammed Bin Rashid City (MBRC) mixed-use development, situated close to the Meydan Racecourse, the District One lagoon project will cover an area of 40 hectares.

Set to be complete for the Dubai Expo 2020 celebrations, a 1.43-hectare pilot lagoon is already in operation and features a show home community of nine houses to preview the overall masterplanned development, which will eventually include residential areas, hotels and commercial opportunities.

The next phases of the lagoon project, which uses Crystal Lagoons Corporation technology, will cover around eight hectares and are to be delivered in 2016, with a further nine hectares completed by 2017.

UAE real estate guide Property Online, has predicted that the development will reshape the landscape of the UAE.

Property Online explained "the crystalline mega lagoon, that will set Crystal Lagoons' third Guinness World Record, will be seven kilometres long and will be surrounded by white sand beaches and hiking and biking trails. The environs will have lush green landscaping, giving the impression of being in a true oasis."

Property Online stressed that the super luxurious real estate development, with an associated investment of US\$7 billion, in addition to boasting the world's largest crystalline lagoon, will set another five Guinness World Records with the world's largest residential tower and indoor ski slope, the highest 360 observation deck, the highest restaurant and the planet's largest water fountain.

The mega lagoon will also be surrounded by corporate towers, industrial parks, sport facilities, a public park larger than London's Hyde Park, waterparks, the Meydan Mall (the world's largest) over 100 hotels and 1,500 new super luxury residential condominiums, with housing prices from US\$7 million and US\$12 million.

To drive this and future developments in the region, Crystal Lagoons has appointed Carlos Salas as Regional Director Middle East. Salas will oversee the company's strategic growth, inheriting an impressive existing portfolio with a total of 40 active, under-development and pipeline projects spread across the Middle East, valued at more than \$13 billion.

Crystal Lagoons is also establishing a Sydney-based Oceania division, understood to be investigating a number of Australian opportunities.

Crystal Lagoons in Oceania is to be headed by Oceania Regional Director German Rocca.

For more information email infooceania@crystal-lagoons.com

Crystal Lagoons' projects were the subject of a feature in the July/August 2015 issue of *Australasian Leisure Management*.

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