

## Amenities



## Crystal Lagoons creates new revenue streams

**C**ystal Lagoons, the water innovation company that has developed massive and sustainable bodies of crystal clear water all over the world, has launched a new concept launched to create recreation and family destinations anywhere. Public Access Lagoons (PALs) by Crystal Lagoons allows everyone to take a vacation anywhere – even a few blocks away from home. The lagoons transform a space into a recreational and family destination and upgrade the venue into the meeting point of the 21<sup>st</sup> century.

### Idyllic lifestyle

As the world's top amenity, Crystal Lagoons brings an idyllic beach lifestyle to anywhere in the world at very low construction and maintenance costs. The idea of white sandy beaches and crystal clear turquoise waters immediately creates an image of a tropical paradise. Relaxing on a beach and participating in water sports are activities that most people aspire to. PALs can not only make that dream come true for the visitor, but also makes the space a dream revenue generator for the operator/owner of the space, who can tap into a wealth of new business opportunities.

Crystal Lagoons regional director for Africa, Alastair Sinclair, says that there's massive potential to be

derived in Africa from this type of concept. "With astounding rates of urbanisation being experienced all over the region, this unique concept is perfect for giving people recreational spaces in Africa's growing cities."

PALs are perfect for public parks; university campuses; shopping centres; amusement parks; stadia; public golf courses; and vacant land anywhere, to mention a few. PALs create possibilities for visitors to relax, meet and socialise in a safe environment and can provide stunning beach front options – from bars and restaurants to music and sports entertainment – in order to promote high visitor traffic and allow venues to dramatically increase revenue opportunities in a very short period of time.

### How sustainable are Crystal Lagoons?

The technology behind Crystal Lagoons means that they can use any type of water (fresh, salt or brackish), 100 times less chemicals and only 2% of the energy required by conventional water treatment technologies. In context, Crystal Lagoons' technology uses half the water of a park and 30 times less water than an average golf course.

### The business model

Sinclair explains that the business model is very simple: "Crystal

Lagoons partners with developers and earns a small percentage of ticket income." The concept for PALs has generated so much interest around the world already that Crystal Lagoons has partnered with two major projects in the US, in Florida and Nevada (Las Vegas). They have validated the concept through their unprecedented success and also created case studies for other countries to follow, some of which include Australia, Argentina, Chile, Thailand and Turkey, where 35 projects with zoos, water parks, membership clubs, stadia and municipalities are currently in different development and negotiation stages.

Here in Africa, initial talks are underway for PALs in both Kenya and Ghana. "We believe that this concept can not only be highly profitable for the private sector", says Sinclair, "but also that we can work with the public sector in Africa in order to help generate greater contribution to GDP from domestic tourism spending, through the creation of these unique destinations within the various territories. We look forward to promoting a new era of water recreation."

Helping to usher in this new era of water entertainment, Michael Phelps has been made the official worldwide ambassador for Crystal Lagoons.

This material is not for sale or retransmission due to copyright.