

# SCALE UP YOUR HOTEL INDUSTRY BUSINESS WITH CRYSTALLINE LAGOONS





## About Man-made Lagoons

The Lagoon project, powered by Crystal Lagoons, is a man-made beach that brings the allure of a tropical paradise to the Indian real estate market. It is carefully designed and constructed using state-of-the-art technology, ensuring a stunning body of water with crystal-clear and continuously filtered water to maintain its pristine condition. With its fine sand beach, the lagoon area is an excellent spot for relaxing and soaking up the sun. The Lagoons project is not just about creating a beautiful beach area; it also incorporates various other amenities and facilities. The beachfront amenities and nautical activities are enhanced by the inclusion of diverse facilities.



## How do lagoons benefit the hotel sector?

The hotel industry thrives on unique experiences and exceeding guest expectations. Here, we demonstrate how integrating a man-made beach can lead to hotel success. With a focus on location, revenue generation, diverse guest experiences, and competitive advantage, Lagoons offer an innovative solution to elevate the hotel industry.

This solution creates attractive destinations for guests.



### Location: The Key to Hotel Industry Success

Location plays a crucial role in the success of hotels. By creating a beachfront destination with a Lagoon, hotels can instantly attract visitors seeking extraordinary experiences. Lagoon's mesmerizing appeal turns any property into an alluring destination that encourages footfall throughout the year. Moreover, a lagoon prepares hotels to handle varying levels of demand, ensuring a steady influx of guests and revenue.



### Revenue Generation through Enhanced Occupancy Rates

One of the primary metrics used to measure hotel revenue is occupancy rates. By integrating a lagoon, hotels can leverage its magnetism to attract a diverse range of visitors. From families seeking relaxation to adventure enthusiasts and nature lovers, the lagoon's allure caters to different interests, goals, and reasons for booking. The result is a consistent flow of guests, leading to improved occupancy rates and increased revenue potential.



## Elevate Guest Experiences with the Lagoon

The cornerstone of hotel success is guest satisfaction. By incorporating a lagoon, hotels provide their guests with an enhanced experience. The serene, crystal-clear waters offer a myriad of recreational activities, including swimming, water sports, and relaxing on the beach, creating unforgettable memories for every guest. This exceptional guest experience can lead to repeat visits and positive word-of-mouth marketing.



## Unlocking Competitive Advantage with Unique Offerings

In a highly competitive landscape, hotels must differentiate their service offerings to stand out. A lagoon provides a competitive edge by offering a unique attraction that rivals conventional amenities. Guests are drawn to the novelty and exclusivity of a lagoon, making it an invaluable addition to any hotel's value proposition. Hotel developers can explore less traditional locations without compromising on the guest experience, thanks to Lagoon's transformative capabilities.



## Enhancing profitability with a lagoon

Investors and hotel developers recognize the economic potential of integrating a lagoon. Studies have shown that hotels with a beach and elements create experience up to a 200 percent increase in value for rates, food and beverage consumption compared to inland hotels. By leveraging a lagoon, hotels can create an attractive destination that translates into attractive returns on investment.





**Have a glimpse at how lagoons are beneficial to the hotel industry around the globe!**

### BLUE TREE LAGOON

<b>Lagoon AREA</b>	: 4.12 ac /1.67 Hectares
<b>LAGOON USE</b>	: Public Access Lagoon
<b>LOCATION</b>	: PHUKET, THAILAND Operating Since 2019
<b>AMENITIES</b>	: Bars and restaurants, kid's zones, and multiple retail and commercial spaces
<b>ATTENDENCE</b>	: Between October 2019 and March 2020, Blue Tree received 63,000 visitors
<b>REVENUE</b>	: Between October 2019 and March 2020, recording revenues of approximately US\$4.2 MM



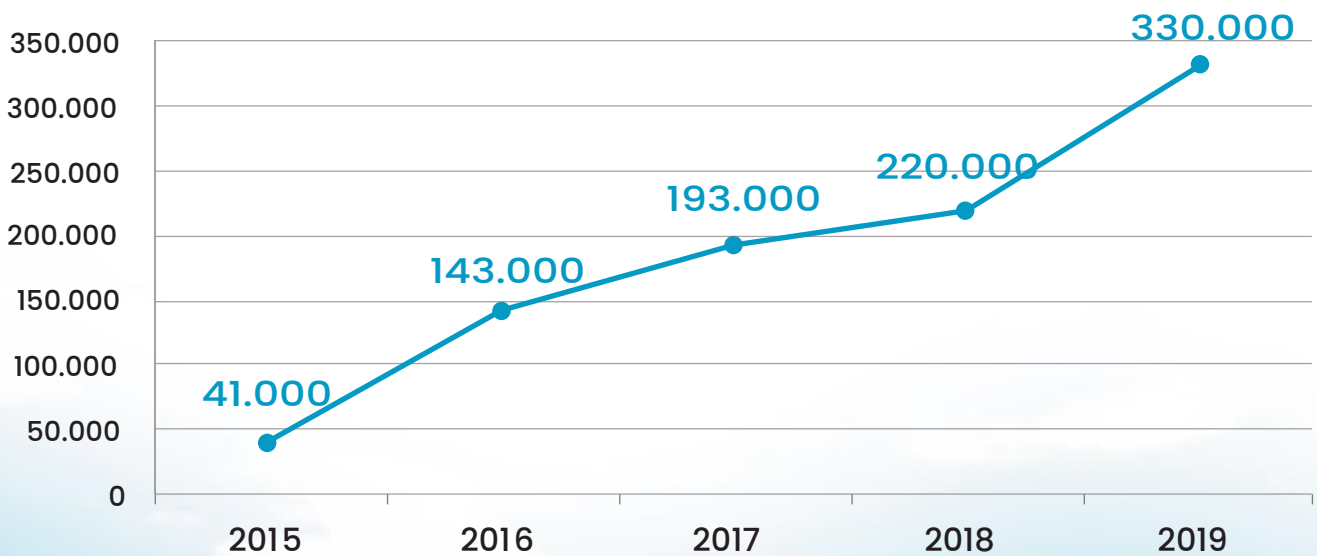
## TREASURE BAY BINTAN

<b>Lagoon AREA</b>	: 16 ACRES / 6.5 HECTARES
<b>LAGOON USE</b>	: Public Access Lagoon
<b>LOCATION</b>	: BINTAN ISLAND INDONESIA
<b>AMENITIES</b>	: Includes a variety of restaurants, activities, and attractions surrounding the crystalline lagoon.
<b>ATTENDENCE</b>	: 2,22,000 visitors in 2018, a 9% increase compared to 2017. Attendance has continued to grow with a footfall of 330,000 in 2019
<b>REVENUE</b>	: 27% of the project's total revenue in 2018 came from attractions and entrance fees (\$1,925,785 USD), the remaining 73% is attributed to hotel revenue

## BINTAN PRICING DETAILS

CONCEPT	LOW USD	HIGH USD
Entrance Fee	6.33	8.44
Lagoon Activities	12.43	64.81
Out of the Lagoon activities	6.05	95.91
Ferry Prices	53	70
Anmon Hotel Room Price	97.78	199.95
Near Bintan Hotel Room Price	108.16	173.21

## ANNUAL ATTENDENCE TO TREASURE BAY BINTAN



# SO, WHY WAIT? IT'S TIME TO STAND OUT FROM THE COMPETITION!

Accelerate your business by integrating this incredible & iconic amenity into your Hotel Property. With a strategic focus on location, revenue generation, guest experiences, and competitive advantage, this offers an innovative solution to elevate the hotel industry. Hoteliers can create exceptional destinations that cater to diverse guest preferences by utilizing the mesmerizing appeal of man-made beaches, increasing occupancy rates and profitability. Embracing this transformative technology can pave the way for long-term success and a memorable guest experience that sets hotels apart in an ever-evolving market.

## Out-beat your Rivals with the World's Top Amenity!

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