

Dead Sea Sanatorium		
Sector: Tourism	Project Value: JD40-80M	Location: Dead Sea - Balqa
<p>Potential Opportunity</p> <p>The Dead Sea has been a health and wellness destination for many travelers for decades. Its allure extends well beyond being the lowest point on the earth's surface. The Dead Sea offers a tranquil natural environment, year-round sunshine, world-renowned mineral water and therapeutic black mud. Most often the Dead Sea has been marketed as a destination for the ultra-wealthy, European, Asian and North American traveler. Recent resort construction on the Dead Sea continues to focus almost exclusively on high-end, non-Muslim tourists. The spa treatments, while lavish, are not specifically designed around maximizing the health benefits. The opportunity exists to create an attractive, health-focused resort that focuses on catering to the needs of GCC and Muslim families.</p>		
<p>I. Description of the Business</p> <p>The planned development of health-oriented resort that caters to the needs of Muslim families. In the range of 300 rooms, the resort should combine exclusive access to the Dead Sea while also offering an environment where Muslim families can feel comfortable, relax and benefit from the health and wellness attributes the Dead Sea has to offer.</p>		