

Unveiling Of Beautiful JW Marriott Residences Loreto Discovery Center

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Today, we formally unveiled the beautiful new JW Marriott Residences Loreto Discovery Center - located in the newly remodeled convention center of the historic Wales Inn - to the folks of Loreto. And, if the success of the evening was any indication, it was the beginning of a wonderful journey!

The food was sumptuous (thanks to our friends at Loreto Bay) the music was divine, and the weather was perfect? a typical fall evening here on the Sea of Cortez, where we were quite comfortable in shirt sleeves until the very late hours. It was delightful spending time with local residents, officials and business owners. We were also pleased to get to know the visiting dignitaries from Fonatur, the Mexican agency charged with promoting tourism and development in a select few areas of this incredibly diverse country. All enjoyed the beautiful mariachi music along the terraces and patios of the beautiful new (old?) building.

Launching a luxury condominium community is a massive undertaking in even the best of markets, and alas, 2008 is far from an ideal business environment. Yet, the developers of the new JW Marriott Residences Loreto are confident that Baja enthusiasts who seek a more authentic cultural experience and luxury lifestyle will welcome the entrance of such a world-class organization as the JW Marriott Residences into the Mexican market. The fact that Loreto has been chosen for this singular honor is no surprise to anyone who has visited the graceful shores that meet the Sea of Cortez and boast Mexico?s largest national marine park.

Stay tuned as we ?step? into 2009 and pick up the pace on our journey. It will be an exciting journey, and we invite you to join us along the way.

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