Moon World Resorts welcomes Lerch Bates as Vertical & Horizontal Transportation Engineers + Multidisciplinary Engineers

Moon World Resorts appoints Lerch Bates to lead vertical and horizontal transportation engineering across all MOON global Smart City Masterplans.


MOON Smart City Masterplan - Meadow

TORONTO, ONTARIO, CANADA, November 10, 2026 / EINPresswire.com/ -- Moon World Resorts Inc. has appointed Lerch Bates, a global multidisciplinary technical consultancy, as Vertical and Horizontal Transportation Engineers + Multidisciplinary Engineers, across all MOON Smart City Masterplans. In this key role, Lerch Bates will shape how guests arrive, ascend, descend, circulate and depart, and how the multiple buildings within the built environment will perform. This challenging mandate spans vertical and horizontal transportation, pedestrian circulation, building logistics, parking design, building enclosure, façade access and wayfinding.

> MOON represents the kind of ambitious, complex project where Lerch Bates is at our best. Bringing together movement, logistics, building performance and the guest experience."
>
> *Jeff Marsh, Executive Vice President of Studio|LB at Lerch Bates*

Lerch Bates brings to this key role a legacy dating back to 1947, when it was founded as the first elevator consultancy in the United States. Lerch Bates established the first logistics consultancy in 1984 and the first façade access consultancy in 1985. In 1986 the company became an ESOP, meaning every team member is an employee-owner. The company's vertical and horizontal transportation expertise has contributed to global landmarks including the amazing Burj Khalifa in Dubai, UAE, currently the world's tallest building, and the iconic Taipei 101 tower in Taiwan.

A Transportation Partnership Built for Global Scale

Lerch Bates engagement spans the full building lifecycle, from design and construction through management and modernization. Its direct focus areas include elevator and escalator modeling, planning and specifications; pedestrian circulation and crowd safety simulation; loading dock facilities, receiving and waste management logistics; parking layouts, wayfinding, building enclosure, including cladding, glazing, waterproofing and roofing; and façade access systems at every height.



MOON River Jazz Lounge



MOON MONORAIL

Engineering the unique Journey at MOON

“MOON will welcome 10 million guests annually; every one of them will begin and end their journey in motion. How they rise and flow forms part of the magic, it must feel effortless. Lerch Bates has spent nearly eighty years mastering the movement of people through the world’s most iconic buildings. We are delighted to welcome their brilliant team to MOON, and we are inspired by the care, ownership and optimism they bring to everything they do. As with our entire global team, we have chosen the right partner with the necessary depth, experience and vision”.
Sandra G. Matthews, Co-Founder and President, Moon World Resorts

“MOON represents the kind of ambitious, complex project where Lerch Bates is at our best. Bringing together movement, logistics, building performance and the guest experience at this scale requires true multidisciplinary thinking. Our employee-owners are proud to bring nearly 80 years of expertise to the team and help create an experience that is not only extraordinary for guests, but intuitive, efficient and built to perform for generations.”
Jeff Marsh, Executive Vice President of Studio|LB at Lerch Bates

About Lerch Bates

Lerch Bates is a global multidisciplinary technical consultancy that optimizes the performance, design and lifecycle of buildings and the built environment. Its integrated specialties include vertical and horizontal transportation, logistics, enclosures and structures, forensics and façade access, supported by multidisciplinary building lifecycle services that optimize performance from design, construction and management to forensic investigation, repair and modernization. As an ESOP, Lerch Bates employee-owners bring a distinct “we own what we do” approach to every project and partnership. Core values: Ownership, Community, Integrity, Respect, and Optimism. Learn more at www.lerchbates.com

About Moon World Resorts

Moon World Resorts is developing the world’s most innovative experiential destinations. A global portfolio of MOON Smart Cities set within 556 acre masterplans anchored by the world’s largest true architectural sphere. Each MOON is conceived as a Building of Global Significance. MOON integrates hospitality, entertainment, longevity and wellbeing, education, technology, attractions, space training, authentic space tourism, luxury residences and AAA commercial real estate into a single global icon designed to inspire humanity.
Moon World Resorts is the proud recipient of the prestigious 2026 AHEAD award for best “New Concept” within the entire Americas.

https://www.aheadawards.com/americas/2026/winners/moon-world-resorts

MOON will rise in North America, South America, Europe, the Middle East, East Asia, South Asia, Southeast Asia, Oceania, and Africa. MOON will entirely redefine what hospitality and entertainment can achieve at the intersection of innovation and the human experience. As the most anticipated and iconic hospitality development on earth, MOON is perfectly positioned in a unique “Category of One.”

Click link below for further details on MOON + high-resolution images

MOON VIDEO, IMAGES & FACT SHEET

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#MOON #MoonWorldResorts #MoonResorts #MoonDubai #LerchBates #VerticalTransportation #HorizontalTransportation #Engineering #LuxuryResorts #SmartCity #Innovation #Hospitality

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