

IN-STORE

Ritz-Carlton opens first property in Hungary

April 13, 2016



The Ritz-Carlton, Budapest

By STAFF REPORTS

The Ritz-Carlton has entered the Hungarian market with the opening of a grand Budapest hotel.

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The hotelier's new property, opened April 12, is situated in the shopping district of the city nearby to cultural attractions and the Danube River. Housed in a renovated protected historic building, the Ritz-Carlton, Budapest leverages the city's heritage while also creating a modern travel experience.

European expansion

The Ritz-Carlton, Budapest has 170 rooms and 30 suites. The building that now serves as the hotel was originally constructed in 1914 to house the offices of an Italian insurance company.

Preserving the historic look of the hotel, Ritz-Carlton left the exterior largely untouched while renovating the interior for a more contemporary environment.

On the eighth and ninth floors is the Ritz-Carlton Club Level, where VIP guests can go for complimentary food throughout the day and to seek the consult of a dedicated concierge.



Room at the Ritz-Carlton, Budapest

In addition to two eateries, the hotel has a ballroom that seats 180 and meeting rooms. A fitness center sits at the top of the building, with a pool and spa.

"It is an absolute privilege to open the first Ritz-Carlton hotel in Hungary," said Herv Humler, president and chief

operations officer of The Ritz-Carlton. "The Ritz-Carlton service standards are globally recognized and we're delighted to bring them to a new market. Budapest is an extraordinary city and perfectly placed to welcome the newest property in our portfolio.

"The Pearl of the Danube', Budapest is perfectly located as the European gateway to travelers whether coming for business or leisure," he said. "But not only are we looking forward to welcoming our guests and sharing our vision and service standards; we are also excited to become an integral part of the thriving, vibrant city itself."

This is part of a larger expansion push by the Ritz-Carlton, as it focuses on bolstering its presence in the Middle East and Africa. Luxury brands across categories are aggressively entering new markets to clinch the loyalty of today's global consumers ([see story](#)).

After much back and forth, Starwood and Ritz-Carlton parent company Marriott have approved their originally planned merger, joining to form the largest hotel company in the world ([see story](#)). This marks the first Budapest property open across both companies, as well as the second Hungarian opening.

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