

TRAVEL AND HOSPITALITY

Ritz-Carlton launches maritime hospitality in debut yacht collection

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Rendering of The Ritz-Carlton's first cruise ship. Image courtesy of Ritz-Carlton

By STAFF REPORTS

The Ritz-Carlton Hotel Company is setting sail to bring its brand of hospitality to destinations around the world via a custom-built yacht.

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Ritz-Carlton announced its entrance into the luxury yachting and cruise sector June 22, and will disembark on its maiden voyage in the fourth quarter of 2019. Across the board, hospitality brands have rapidly expanded their hotel footprints in practically every viable market, leaving only the world's oceans left.

Cruising with Ritz-Carlton

Ritz-Carlton's seafaring project will be named The Ritz-Carlton Yacht Collection and marks the first time a luxury hotelier has brought its brand into the cruise sector. Instead, many have opted on air travel partnerships ([see story](#)).

The Ritz-Carlton Yacht Collection will comprise three lavish cruising yachts. The first cruise line will debut at the end of 2019.

Each yacht has been designed as a small capacity vessel, measuring 190-meters, and will accommodate just shy of 300 passengers. The vessel will be outfitted with 149 suites, each with a private balcony.

The yacht will also have two duplex penthouse suites jointly designed by Ritz-Carlton and Tillberg Design of Sweden, a design firm specializing in cruise ships.



Rendering of the Ritz-Carlton Yachting Collection's stern. Image courtesy of Ritz-Carlton

Ritz-Carlton will begin taking reservations in May 2018, and offers the option to book a private charter.

Itineraries will be from seven to 10 days, and depending on season, the cruise will visit the Mediterranean, Northern Europe, the Caribbean and Latin America.

Due to the smaller size of the ship, the Ritz-Carlton can visit smaller harbors unreachable by large cruise liners. For example, the Ritz-Carlton's ship will be able to visit St. Barths in the Caribbean, when most others are too large.

On board, Ritz-Carlton's yachts will feature its 3 Michelin-starred restaurant Wolfsburg and Sven Elverfeld's Aqua while the Panorama Lounge will offer passengers a wine bar and entertainment.

The Ritz-Carlton Spa will also be a featured on the three yachts.



Rendering of the Marina Bar at the stern of the Ritz-Carlton Yachting Collection boat. Image courtesy of Ritz-Carlton

"Ritz-Carlton Yacht Collection will have a distinctive personality, and the vessels are sure to be true stand outs in some of the most glamorous ports around the world," said Herve Humler, president and chief operating officer of The Ritz-Carlton Hotel Company, in a statement.

"This unique combination of yachting and cruising will usher in a new way of luxury travel for guests seeking to discover the world in a relaxed, casually elegant and comfortable atmosphere with the highest level of personalized service," he said.

The Marriott International-owned hotelier worked with maritime experts Douglas Prothero and Lars Clasen on the luxury yachting project. The high seas effort is also in collaboration with funds managed by Oaktree Capital Management.

"We are delighted to collaborate with The Ritz-Carlton as our hospitality operator in offering the most exclusive yachting experience to be found at sea in a venture that will give new meaning to curated luxury travel," said Mr. Clasen, managing director of The Ritz-Carlton Yacht Collection, in a statement.

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