

REAL ESTATE

Location, convenience is driving hospitality-managed residential growth

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Ritz-Carlton's residences. Image credit: Ritz-Carlton

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Hotel residences are growing in demand due to the popularity of sought-after locations where hoteliers are usually located, along with the allure of an array of amenities affluent consumers seek for everyday living.

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Travel and hospitality brands have been investing further in building residences to capitalize on the affluent's growing interest in living in hotels. The appeal of an amenity filled residence paired with coveted locations make it easy for these brands to appeal to realtors and clients.

Travel brands and residences

Fairmont Hotels & Resorts opened its first private residence club homes within the Mayakoba resort in Mexico.

On March 20, the first six of 30 planned homes created in partnership with developer OHL Desarrollos will be unveiled. Fairmont Heritage Place, Mayakoba aims to bring together the services of a luxury resort with the physical traits of a vacation home, giving consumers the best of both worlds ([see more](#)).



Scheduled to open in 2018, Four Seasons Hotels and Resorts will also open its first standalone private residences in London's Mayfair neighborhood.



Twenty Grosvenor Square, a Four Seasons Residence living room rendering. Image credit: Four Seasons

Located in the heart of Mayfair at Twenty Grosvenor Square, the development includes 37 private residents which will be serviced by Four Seasons. A number of high-end hoteliers have entered the private sector to offer discerning guests hotel level amenities but within the comfort of a personal home environment ([see more](#)).

Projects and hospitality

Travel brand Cipriani is making headway in this area as well and making headlines by adding to its well-known luxury hotel, Mr. C Beverly Hills with Mr. C Residences. The residences include similar amenities as the hotel with a concierge, spa, pool, fitness and dining.

Another major building project in West Hollywood Edition, Hotel and Residences will open in 2018 with 190 rooms and 20 condos.

All these projects have two major themes in common; amenities and location. Each location is in a desirable place for entertainment, nightlife, shopping, dining and beyond.

Amenities including concierge service, spas, room service and more bring hotel living to resident's everyday, which is highly attractive to the affluent.