

TRAVEL AND HOSPITALITY

Luxury Collection's Australia entrance to strengthen Marriott's regional push

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The Tasman, a Luxury Collection Hotel, Hobart will open in 2018. Image credit: Marriott International

By STAFF REPORTS

The Luxury Collection Hotels & Resorts is going down under for its first property on the Australian island of Tasmania, scheduled to open in 2018.

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Located in the heart of Tasmania's capital, Hobart, The Luxury Collection will open The Tasman Hotel in repurposed heritage buildings in Parliament Square following a full-scale renovation. Australia as a whole has become a desirable location for luxury brands due to the country's growing high-net-worth population and comfortable standard of living ([see story](#)).

In the pipeline

The Tasman, a Luxury Collection Hotel is part of Hobart's greater design-led urban development plans to revitalize the capital. Urban development plans aim to unite Hobart's history with contemporary culture.

Owned by the Trawalla Group Parliament Square Hotel Operator, The Tasman will include 128 guestrooms and suites that restore the original features of historic Parliament Square buildings. The Tasman will occupy an assortment of buildings including the Georgian-style St. Mary's Hospital, built in 1847.

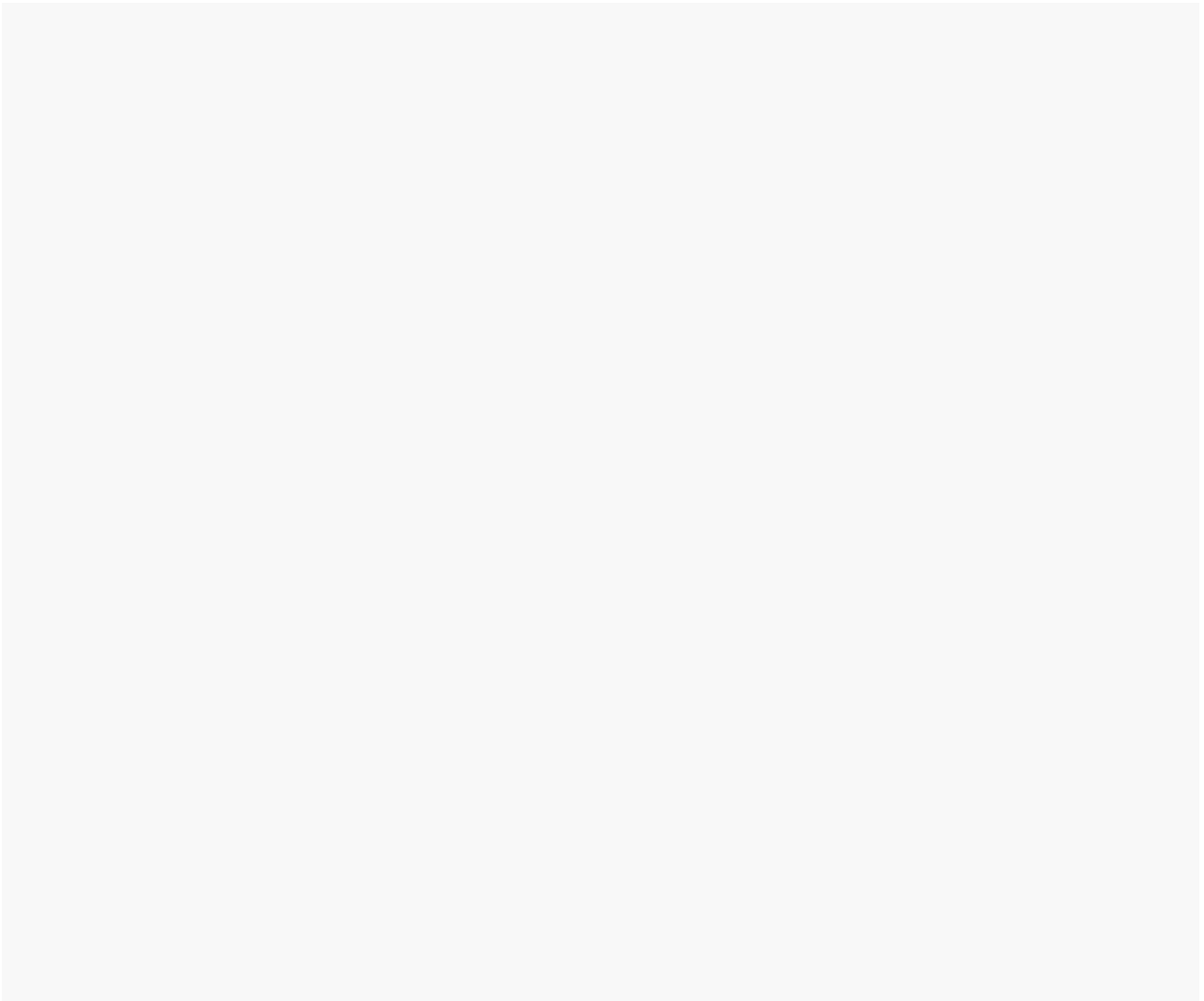
Restoration will include the building's windows, floor boards and fireplaces and designs will incorporate reclaimed wood.

Sydney-based hospitality interior design firm JPDC has been hired for the renovations. Throughout the restoration process, JPDC will ensure the Georgian and Art Deco architectural style of the buildings is well-maintained.

To connect with Tasmania's contemporary culture, the hotel's corridors will be lined with artwork by local artists. The Tasman's dining and spirits options, including a whiskey bar, will reflect the spirit of the destination.

"Australia is an extremely desirable destination for The Luxury Collection, and The Tasman is sure to become the place for global explorers to stay while visiting Tasmania," said Mitzi Gaskins, global brand leader, The Luxury Collection and JW Marriott, in a statement.

"Bringing The Luxury Collection to Australia marks a significant milestone for the brand, further cementing our leadership position in global hospitality, while providing our guests a captivating destination to experience what is truly indigenous to Tasmania," she said.



"Because when you stop and look around, this life is pretty amazing - Dr. Seuss" An inspirational quote to accompany a stunning image from @sabbaticalsteph of an early morning vista of Cape Raoul on @hobartandbeyond's Tasman Peninsula. The five hour return walk to Cape Raoul is one of the 60 Great Short Walks of Tasmania. It features stunning coastal seascapes that include rock platforms, towering cliffs and columns, off-shore islands and swirling seas. Pack a lunch, take your time, breathe deeply and gaze in awe. Thanks for tagging #discovertasmania, Steph.

A post shared by Discover Tasmania (@tasmania) on Aug 24, 2017 at 12:16am PDT

Part of Marriott International, Luxury Collection's entrance into the Australian market marks a luxury milestone for the hotel conglomerate. Marriott International currently offers more than 26 hotels, across 8 brands in the Australia and Pacific region, with 20 additional properties in its pipeline.

Luxury projects in Marriott's Australia and Pacific region pipeline includes The Ritz-Carlton Perth, The Ritz-Carlton Melbourne and W Hotel Brisbane.