

REAL ESTATE

Marriott doubles down on luxe-branded residences

September 6, 2018



The Ritz-Carlton Residences, Sunny Isles Beach. Image credit: Marriott International

By SARAH RAMIREZ

Hotel group Marriott International is planning to grow its branded residential portfolio, which includes Ritz-Carlton and St. Regis projects, as more high-end homebuyers seek to establish luxury lifestyles in mixed-use residences.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The hospitality brand has already opened almost 90 residential properties and has 60 additional projects already approved and expected to open in the next four years, a jump of 70 percent. While historically these branded residences are part of mixed-use developments that include a hotel of the same brand, Marriott is investing in more residential-only projects.

"We're seeing growing demand for branded residences across many of our brands both from the real estate developers who develop and own these projects as well as from consumers who purchase the individual units," said Tim Grisius, global real estate officer at Marriott International. "Given today's demand trends and our compelling stable of brands, we think it's time for us to grow our presence in this market segment."

Luxury residences

Younger affluents are driving the demand for residences with a wide range of amenities in more walkable, urban areas.

Marriott residences are dominated by high-end brands, which are expected to comprise 70 percent of all the group's residential properties by 2022. Ritz-Carlton has 35 projects open and has another 15 in development, while the St. Regis is expected to double its residences to 24.



More buyers are seeking condominiums in downtown locations. Image credit: The Ritz-Carlton

Marriott's first branded residence opened under the Ritz-Carlton name in 2000, and the group expects to operate residential properties in 40 countries and territories by 2022.

Early next year, a residential-only Ritz-Carlton project will open in Sunny Isles Beach, FL with 211 residences. Construction is also underway at a residential-only St. Regis project in Rye, NY with another single-use tower to be built in Boston.

"We are receiving a growing number of inquiries from residential real estate developers to build residential-only projects bearing brand names such as Ritz-Carlton and St. Regis," Mr. Grisius said. "They believe they can command premium prices for their product by leveraging our brands because customers know they can expect a quality product as well as a differentiated experience."



Marriott will continue to expand its branded residences overseas, including in the Middle East. Image credit: St. Regis

Overseas, St. Regis-branded residential units opened in Amman, Jordan this summer, with a new St. Regis hotel expected to open next year.

"The benefits will vary based on the brand, location and market," Mr. Grisius said. "Generally, people who buy a branded residential unit bearing one of our flags will find outstanding service, design and amenities ranging from concierge services, spa and fitness facilities and in-home dining options."

Hospitality and real estate

Marriott is not the only hospitality brand that is making inroads in the real estate industry.

Private travel club Inspirato is looking to make luxury vacation home ownership more accessible and streamlined for buyers through a new brand.

With the launch of Inspirato Real Estate, the luxury hospitality company will be able to add properties at a quicker pace, while providing real estate professionals with a curated list of pre-vetted properties. This new service comes on the heels of other disruptions in the luxury travel industry ([see story](#)).

Affluents looking to invest in luxury real estate are also seeking more immersive, community-oriented experiences.

Ultra-luxury residential developments usually include exceptional amenities such as resident-only restaurants and

bars, full-time concierge, spa studios and more ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.