

TRAVEL AND HOSPITALITY

Marriott International lays out new strategy in Asia-Pacific

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The debut of The Ritz-Carlton, Perth marks the brand's re-entry into Australia. Image credit: Marriott International

By STAFF REPORTS

Hospitality group Marriott International is focusing on Asia-Pacific growth in a new 2020 vision plan, including leaning into growing demand for its luxury offerings.

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While already known as the largest hotel group in the world, Marriott is continuing to expand with a new vision that leans into growth, particularly in the Asia-Pacific region. With Asian travelers growing, as well as increasing their appetite for spend, Marriott is hoping to capitalize.

"The breadth and depth of Marriott International's footprint means that we are able to offer travelers opportunities to experience more destinations, brands and experiences, especially through Marriott Bonvoy, our industry-leading travel program," said Craig S. Smith, president and managing director of Marriott International Asia Pacific, in a statement. "As important as our size is our commitment to deliver seamless and quality experiences for our guests at on-brand properties.

"Today's traveler demands authentic, personalized and transformative experiences, whether for work or for pleasure, as a way of broadening their individual horizons and achieving a deeper understanding of the world," he said. "As the world's leading hospitality company, it is in our DNA to strive to be part of our guests' favorite moments and memories.

"We are dedicated to Marriott International remaining Asia Pacific's favorite travel company."

Growth in luxury

In its plan announcement, Marriott revealed it is growing further into three out of the four most populated nations in the world: China, India and Indonesia.

China is proving to be the hospitality brand's most important market in this region, and the group plans to launch more than 30 hotels in the area in 2019.

A new St. Regis location will open outside of Mainland China in Hong Kong's Wanchai district.

For its luxury segments, India is increasingly growing demand for upscale offerings in travel, prompting Marriott to launch its Tribute Portfolio brand in the region. Port Muziris, Kochi, a Tribute Portfolio Hotel, is set to open in the second quarter this year.



Tribute Portfolio works with influencers to expand its reach. Image credit: Tribute Portfolio

Additionally in India, Marriott plans on adding 50 more properties and have a total of 30,000 open rooms in the country by 2023.

In Australia, the group plans to open new properties for the Luxury Collection and the Ritz-Carlton.

Luxury Collection's The Tasman is slated to open late this year, and the Ritz-Carlton Perth is planned for June, featuring 205 rooms.

While the group became the biggest hotel group in the world following its acquisition of Starwood, Marriott International recently launched a global advertising campaign showcasing its independent properties across three brands, marking the conglomerate's first major marketing initiative since the acquisition.

Entitled "Every One Has A Story," the short film spotlights guests' experiences in different locales, as opposed to the services and amenities Marriott-owned locations offer. Affluent travelers continue to seek out more authentic adventures while traveling than in the past ([see story](#)).

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