

TRAVEL AND HOSPITALITY

Marriott to launch home sharing service

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Home rentals are becoming extremely popular. Image credit: Primo Destinations

By STAFF REPORTS

Hospitality group Marriott International is looking to take on home sharing application Airbnb with its own version of rentals.

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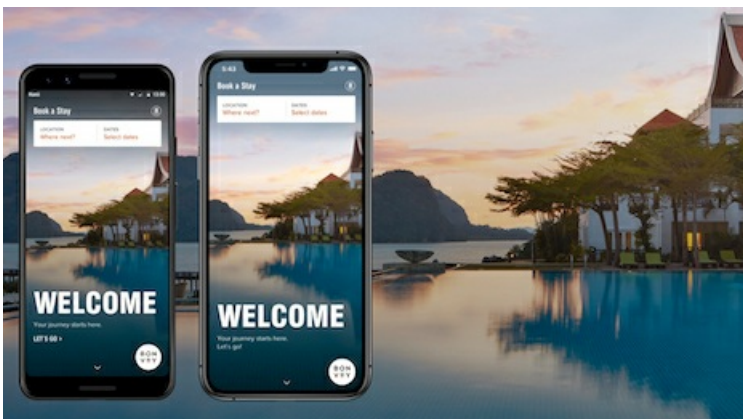
Airbnb is continuing to dominate the home rental space and is now gearing up for an initial public offering. Marriott is looking to take on the home rental space with a United States home sharing service, starting in May.

Marriott home sharing

According to a leaked report by an employee who has not been named, the largest hotel group in the world will enter the competitive home sharing industry in the U.S.

The conglomerate already has established home sharing platforms in Europe, but it plans on starting one in the U.S.

Marriott will focus on a luxury segment with the new Homes & Villas by Marriott International, which will offer a variety of 2,000 high-end properties for home sharing.



Marriott also launched a new app for its rebranded loyalty program. Image credit: Marriott

However, the hotel chain's home sharing endeavor is said to be different than Airbnb, but will include rentals

managed from third parties, according to *The New York Times*.

The hospitality group also recently planned to grow its luxury presence in the Middle East and Africa by more than 70 percent by the end of 2023.

Through the course of 2019, the company is planning to open seven new luxury hotels in the region. Across the group's portfolio, it is expecting to have almost 270 properties and more than 60,000 rooms in the region by the end of the year ([see story](#)).

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