

TRAVEL AND HOSPITALITY

Marriott leans into luxury travel trend in Asia Pacific

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The St. Regis Hong Kong. Image credit: St. Regis

By STAFF REPORTS

Hospitality group Marriott International is focusing on its luxury offerings in the Asia-Pacific region, adding 13 new properties.

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The group's luxury segment including brands such as the Ritz-Carlton, St. Regis, The Luxury Collection and premium brand JW Marriott will have a total of 13 new hotels in the region. Marriott is also planning on ramping up its rewards in Asia-Pacific as well with more luxury loyalty gifts.

Luxury in Asia-Pacific

Marriott is leaning on the growing luxury travel segment in Asia Pacific with this expansion.

Ritz-Carlton will have four new openings in the market, including locations such as Perth, Australia; Xi'an and Nanjing, China and Pune, India.

The Iraph Sui, a Luxury Collection Hotel in Okinawa opened in the beginning of this year. The Luxury Collection will also see new locations in Nanning, China and Kolkata, India and is also ramping up its influencer offerings.

For instance, the group is providing limited -edition Lingua Franca cashmere travel kits at The Prince Gallery Tokyo Kioicho location in collaboration with global explorer Rachele Hruska-MacPherson.

St. Regis just opened a Hong Kong location in April. The brand also released a new service it is calling an e-butler program, allowing guests to ask for services via email and texts.



Bar in St. Regis Hong Kong. Image credit: St. Regis

"Asia Pacific's luxury travel industry is one of the fastest-growing in the world, driven by markets like China and India," said Peggy Fang Roe, chief sales and marketing officer of Asia-Pacific at Marriott International, in a statement. "On top of this, global luxury travelers today are seeking more than just the opportunity to indulge, they want experiences that deliver personal meaning and significance.

"In response, Marriott International continues to grow its footprint and experiential offerings in Asia Pacific, providing highly contextualized and carefully curated experiences, allowing luxury travelers to explore their passions and grow on a personal level."

Marriott International is also embracing the sharing economy with a new rental division poised to compete with hospitality disruptors such as Airbnb.

Dubbed Homes & Villas by Marriott International, the platform will enable consumers to rent properties from third-party companies through the world's largest hotel group. While other hospitality companies have added rental firms to their portfolios, and Marriott has tested a similar concept in Europe, this will mark the first United States rental platform powered by a hotel operator ([see story](#)).

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