

TRAVEL AND HOSPITALITY

Ritz-Carlton touts adventure, nature in upcoming Montenegro site

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The Ritz-Carlton, Montenegro is scheduled to open in 2024. Image credit: Marriott International

By STAFF REPORTS

Marriott International's The Ritz Carlton is establishing a presence in the Balkans with a planned hotel and residences in Montenegro.

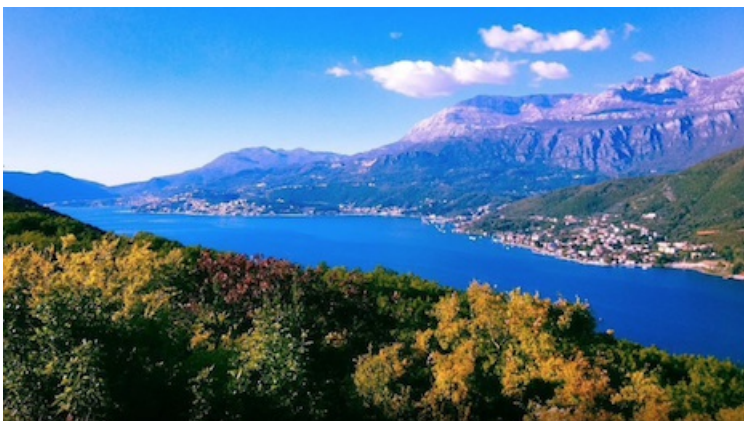
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The Ritz-Carlton, Montenegro is scheduled to complete construction in 2024 as part of a mixed-use development on the coast of the Adriatic Sea. Montenegro has grown in popularity as a luxury travel destination as adventurous affluents seek out areas that are off the beaten path.

Luxury in Montenegro

The forthcoming hotel and residences will be located on Montenegro's Luštica Peninsula. Marriott will be partnering with Northstar D.O.O. on the project's development and construction.

With 120 guest rooms and suites, the hotel will offer travelers panoramic views of the Adriatic. Showing reverence for the natural landscape, the plans are to build out and not up, allowing the low-rise building to blend into the terrain without obstructing views of the sea.



The Luštica Peninsula in Montenegro. Image credit: Expedia

The Ritz-Carlton property will also have three restaurants, including two speciality eateries, a beach bar, indoor and outdoor pools, a saltwater Lido pool, a spa and fitness room and Ritz Kids and Teens clubs.

Taking advantage of the expansive outdoor space, Ritz-Carlton plans to provide adventurous activities, including mountain biking and hiking, as well as educational programs centered around the surrounding natural reserves.

Elsewhere on the development, guests and residents can find gardens, a yacht club and a beach cove.

The Ritz-Carlton Residences, Montenegro will start property sales in 2020 with an expected opening in 2023 for the first phase of construction. The Residences are expected to consist of 180 apartments and 48 villas.

Marriott International is growing 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.

The hospitality brand has already opened almost 90 residential properties and has 60 additional projects already approved and expected to open in the next three 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 ([see story](#)).

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