

TRAVEL AND HOSPITALITY

Marriott continues rapid growth in Asia

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The Ritz Carlton in Langkawi, Malaysia. Image credit: Ritz Carlton

By LUXURY DAILY NEWS SERVICE

Hotel group Marriott International, Inc. is expanding its hospitality portfolio with 100 new properties expected to open in the Asia Pacific region this year.

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In 2020, the group added 75 properties to its portfolio and celebrated its 800th milestone hotel opening in Asia Pacific. With the upcoming expansion, Marriott plans to bring more brands and experiences to new destinations for guests across the region.

"I am proud of the way we have continued to grow and have moved quickly to adapt to the challenges that arose from the pandemic," said Craig S. Smith, international group president at Marriott International, in a statement. "With the launch of new global industry hygiene standards in April 2020, innovative offerings such as work anywhere packages and hyper-localized marketing and sales strategies, our nimble and forward-thinking approach will continue to lead us through the recovery.

"We are grateful for the continued resilience and positivity demonstrated by our associates and for the confidence our guests, owners and franchisees continue to have in us," he said. "We remain well-positioned to meet the travel demands of our guests across Asia Pacific and the rest of the world."

New horizons

According to a joint report by consultancy **Bain & Co.** and **Alibaba's** Tmall Luxury unit, Mainland China is on track to become the world's largest personal luxury market by 2025. To leverage this trend, Marriott International expects openings in 2021 such as W Changsha, W Xiamen, St. Regis Qingdao and The Ritz-Carlton Reserve Jiuzhaigou.

With the opening of the Ritz-Carlton Reserve, China will be the first country in Asia Pacific to house all of Marriott International's luxury hallmarks.

In Japan, Marriott International's W Hotels plans to open W Osaka, while The Luxury Collection is also slated to debut in Australia with the opening of The Tasman in Hobart. The Ritz-Carlton brand is expected to celebrate its debut in the leading resort destination of Maldives in early summer, bringing its renowned service to the archipelago.



The St. Regis Beijing. Image credit: St. Regis

To support domestic travel in Japan, the company plans to open six additional Fairfield by Marriott hotels throughout 2021 along 'Michi-no-Eki' roadside stations aimed at revitalizing the country's local sightseeing spots. Japan expects to have more than 30 Fairfield by Marriott hotels by the end of 2023.

At the beginning of the global pandemic, Marriott International introduced a global cleanliness council to promote higher standards of cleanliness as the COVID-19 outbreak ravaged the travel and tourism business.

The Marriott Global Cleanliness Council focuses on developing enhanced global hospitality cleanliness standards, norms and behavior designed to minimize risk and boost safety for guests and Marriott associates ([see story](#)).

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