

TRAVEL AND HOSPITALITY

Marriott adds new destinations to all-inclusive lineup

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The all-inclusive Westin Golf Resort & Spa, Playa Concha in Costa Rica. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International is expanding its all-inclusive portfolio through a new deal with the Sunwing Travel Group.

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Marriott is adding 19 franchised resorts from Sunwing Travel's Blue Diamond Resorts hotels division to its all-inclusive portfolio. Eight of Marriott's brands are part of its all-inclusive category, including the Ritz-Carlton, the Luxury Collection and the Autograph Collection.

All-inclusive push

Marriott introduced its all-inclusive portfolio platform in August 2019 with an initial presence in Mexico, the Dominican Republic and Costa Rica. The resorts are a mix of new construction and renovated resort properties ([see story](#)).

Since the category launch the group has five more resorts in development, adding Brazil, Jamaica and Curaao to its destination lineup. With the new agreement, Marriott will now add almost 7,000 new rooms and further expand to new markets in the Caribbean.



Consumer interest in all-inclusive travel is growing. Image credit: Marriott International

"We are thrilled to work with Sunwing Travel Group and expand into two new leisure destinations St. Lucia and Antigua," said Tony Capuano, group president, global development, design and operations Services at Marriott International, in a statement. "Blue Diamond's expertise in the all-inclusive segment and high-quality resorts will help ensure that these properties serve as excellent additions to the Marriott portfolio."

"Today's signing is a testament to Marriott International's scale and loyalty platform, and we look forward to providing travelers seeking an all-inclusive experience with more choices in the Caribbean and Latin America," he said.

The 19 new properties will more than double Marriott's all-inclusive footprint to 33 resorts by 2025, landing the group in the top 10 of global all-inclusive brands.

The resorts are located in Mexico, the Dominican Republic, Jamaica, St. Lucia, Antigua and Costa Rica. Marriott expects to convert the properties to the Autograph Collection.

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