

TRAVEL AND HOSPITALITY

## Marriott pushes into new markets with Collection brands

March 15, 2021



*Matild Palace, A Luxury Collection Hotel. Image courtesy of Marriott International*

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By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International is celebrating new milestones with its three Collection brands, as the group expands its portfolio of independent-minded properties.

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Across the Autograph Collection, the Tribute Portfolio and Luxury Collection, the three brands will add almost 70 new locations, including 24 new markets. As pent-up travel demand builds, consumers are being drawn to more upscale boutique hotels.

"We know guests are seeking to immerse themselves in the richness of the locale, to discover what defines the destination, and to experience one-of-a-kind hotels," said Tina Edmundson, global brand and marketing officer at Marriott International, in a statement. "This has become increasingly important over the past year, as those who are waiting to travel are counting down the days until they make memories on the road again.

"Our Collection brands provide travelers with these truly authentic experiences, enveloped in the convenience and amazing benefits of being part of the Marriott Bonvoy portfolio," she said. "With new travel opportunities on the horizon, we look forward to welcoming guests to our distinctive properties in key cities and resort destinations around the world."

### Marriott milestones

So far this year, the Autograph Collection and Tribute Portfolio have opened their 200th and 50th hotels, respectively. The Luxury Collection anticipates opening its 120th hotel this spring in Budapest, Hungary.

The Luxury Collection expects to open four hotels this year, including properties in Tasmania and South Korea.



*Bedroom in Josun Palace, a Luxury Collection Hotel, opening in Seoul later this year. Image courtesy of Marriott International*

The Autograph Collection plans to open 48 new locations by year's end, including hotels in Lucca, Italy; Jackson Hole, WY; Montreal and Istanbul.

Tribute Portfolio debuted its 50th hotel in Tennessee earlier this month, with other planned 2021 openings in Washington; Atlanta; Seville, Spain and Shenzhen, China.

Marriott's Collection brands portfolio includes hundreds of independent properties. Owners can access the group's benefits while guests can earn and redeem Marriott Bonvoy points even as each hotel retains its individual characteristics.

Earlier this year, Marriott added to its all-inclusive portfolio through a new deal with the Sunwing Travel Group.

Marriott is welcoming 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 ([see story](#)).

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