

TRAVEL AND HOSPITALITY

Marriott International announces group's first luxury safari

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JW Marriott Masai Mara lounge and bar. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International, owner of brands such as the Ritz-Carlton, St. Regis and the Luxury Collection, is entering the safari segment in Africa.

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JW Marriott Masai Mara Lodge is planned to be located within the Mara National Reserve, a wildlife conservation and wilderness region. With the new addition, Marriott is aiming to offer travelers an unmatched experience and environment, set to open in 2023.

"As a brand rooted in mindfulness, we cannot think of a more perfect retreat for the mind, body, and soul than the Masai Mara National Reserve in Kenya," said Bruce Rohr, vice president and brand leader at JW Marriott, Marriott International, in a statement.

"JW Marriott Masai Mara Lodge will offer guests a luxurious backdrop to make once-in-a-lifetime memories as they connect with nature and wildlife as never before."

On safari

JW Marriott Masai Mara Lodge will overlook the River Talek.

The location is aiming to offer travelers an elevated camp to discover the Masai Mara National Reserve, complete with its vistas and wildlife. It is slated to have 20 private tents, including one pavilion and two interconnecting canopied suites which are ideal for family trips.

Other amenities include a restaurant, lounge bar, spa and a large outdoor terrace with fire pits that will host traditional Masai dance performances at night.



Marriott already has an extensive presence in Africa, including Sheraton Addis, a Luxury Collection Hotel. Image credit: Marriott

Between June and September, the reserve will be an ideal location to witness the annual great wildebeest migration, when more than 10 million animals travel a distance of 1,800 miles from the Serengeti.

"We are thrilled that the JW Marriott brand will be welcoming adventure travelers, including families, to this breathtaking part of the world," Mr. Rohr said.

There is growing demand among affluents for unique travel experiences, including in safari excursions.

In 2020, VistaJet partnered with high-end African tour operator Roar Africa, which specializes in travel that aids conservation of wildlife and wild spaces. Roar Priv allows guests to travel from anywhere worldwide to their exclusive-use private safari lodges and private islands ([see story](#)).

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