

TRAVEL AND HOSPITALITY

Ritz-Carlton set to open first Reserve in Middle East

May 23, 2022



A rendering of Nujuma, a Ritz-Carlton Reserve. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hospitality group Marriott International has signed an agreement to bring the first Ritz-Carlton Reserve to the Middle East, continuing the brand's global expansion.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Marriott signed an agreement with The Red Sea Development Company, bringing the Ritz-Carlton Reserve brand to a region off the west coast of Saudi Arabia. The space, Nujuma, is set to open in 2023.

"We are thrilled to bring our most luxurious brand, Ritz-Carlton Reserve, and its exemplary experience to the Middle East," said Jerome Briet, chief development officer Europe, Middle East & Africa at Marriott International, in a statement.

"Perfectly situated on one of the most anticipated regenerative tourism projects in the world, the resort will blend seclusion and sophistication to provide a highly personalized luxury escape."

Natural beauty

The Nujuma property is slated to form part of the anticipated Red Sea destination, melding highly personalized leisure with intuitive service and the resounding natural beauty of the location.

The property will be located on a set of private islands, part of the Red Sea's Blue Hole cluster of islands. The resort is slated to have 63 one- to four-bedroom water and beach villas.

Planned amenities include a spa, swimming pools, several culinary venues, a retail area and additional entertainment offerings including a conservation center.



Nujuma joins Dorado Beach, another Ritz-Carlton Reserve, in the exclusive collection. Image credit: Ritz-Carlton

Nujuma marks the first property from the Ritz-Carlton brand in the Middle East and is joining an exclusive collection of only five Ritz-Carlton Reserves worldwide.

Earlier this year, Marriott International announced it was also entering the safari segment in Africa.

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 ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.