

TRAVEL AND HOSPITALITY

## Marriott eyes major global expansion for Ritz-Carlton, St. Regis and Luxury Collection brands

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*Marriott International's global expansion is a complete u-tum from the shock to the system delivered during the COVID-19 pandemic from 2020 to early 2022. Image credit: Marriott International*

By LUXURY DAILY NEWS SERVICE

U.S. hotel giant Marriott International, in a resounding vote of confidence in growing global travel, will next year open more than 35 new locations of its Ritz-Carlton, St. Regis and Luxury Collection brands in locations such as Japan, Saudi Arabia, Mexico and Kenya.

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The openings also include premium-tier Marriott hotel brands such as JW Marriott, W Hotels and Edition, all chasing affluent traveler budgets after a long spell of pandemic-curbed movement. With these additions, Marriott aims to continue to meet the demand of clientele who are increasingly looking for personalized and unique experiences.

"Our collective mindset has changed from viewing travel as a luxury commodity to an activity vital to overall well-being," said Tina Edmundson, global brand and marketing officer of Marriott International, in a statement.

"More than ever before, our guests are prioritizing more meaningful travel and time spent with loved ones, looking for experiences that reflect their personal values and enhance their overall quality of life," she said.

Marriott International oversees more than 500 high-end hotels and resorts in 68 countries.

Wind behind sails

Last year, **The Ritz-Carlton** launched *Evrima*, the first yacht from The Ritz-Carlton Yacht Collection. This year, the brand will unveil several new overseas locations including hotels in Melbourne, Australia and Fukoka, Japan.

Ritz-Carlton Reserve has plans to expand its reach into China as well as Saudi Arabia as part of the latter country's Red Sea Project, which aims to showcase the country's potential to the world through a series of venues, hotels and leisure facilities.

In the United States, the Ritz-Carlton will claim two new homes in Portland and in Paradise Valley, Phoenix's wealthiest suburb, and just west of Scottsdale, Arizona.

Paradise Valley is fast becoming a hotspot in the U.S.. It was recently named number 34 on PropertyShark's list of 100 most expensive ZIP codes in the U.S. after a 33 percent year-over-year price boom ([see story](#)).

In 2023, the [St. Regis](#) will further its aim to expand its resort portfolio. This will include the St. Regis Kanai resort which will rest amidst a 620-acre nature reserve in Mexico's Yucatan Peninsula. Every guest room will have an ocean view.

The Windy City's reputation for outstanding architecture will not be let down with the addition of the St. Regis Chicago. This will be designed by the Jeanne Gang Studio, which also did similar work on The Residencies at the St. Regis Chicago as well as Solstice on the Park in the Hyde Park neighborhood of the city.

The St. Regis, too, will be part of the Red Sea Project, opening a resort on its own private island in Saudi Arabia, as well as debuting a hotel in Riyadh.

[W Hotels](#) will see expansions in Prague, Budapest, Edinburgh, Singapore and Milan among others. Current W locations in New York's Union Square and in West Hollywood will reemerge with a reimagined approach to hospitality.

[Edition](#) will expand to 21 new destinations including Tokyo, Ginza, Singapore and Doha.

Well said

Most recently, Marriott debuted Apartments by Marriott Bonvoy, where visitors are offered a more homelike atmosphere in exchange for some of the more hotel-like amenities ([see story](#)).

"Whether it's a focus on nurturing closer relationships, a desire to be more present, or finding ways to make a positive impact, across our luxury brands we are evolving to allow our guests to focus on what they believe matters most," said Chris Gabaldon, senior vice president of luxury brands at Marriott International, in a statement.

"As we grow our portfolio of luxury hotels and resorts in some of the most iconic and compelling destinations globally, our expanding footprint allows us to offer the transformative experiences that lead to a renewed sense of purpose and enhanced mental and physical well-being for the modern luxury traveler," he said.