

TRAVEL AND HOSPITALITY

## Nobu lines up five new hotel openings for 2023

January 11, 2023



*Nobu's announcement of its new hotel openings signals a prioritization of global expansion. Image credit: Nobu*

By LUXURY DAILY NEWS SERVICE

Global hospitality group **Nobu** is set to open five new hotels this year.

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

The hotels will be scattered around the world, situated in Rome, Italy; Toronto, Canada; Marrakech, Morocco; San Sebastin, Spain and Atlantic City, New Jersey in the United States. Openings will join the company's 32 existing properties, signaling substantial global growth progress.

Growing global

This year marks the 10-year anniversary of Nobu Hotels, the first of which – Nobu Hotel Caesars Palace – opened in Las Vegas back in 2013.

For three decades, Nobu has explored luxury design and culinary art, later bringing its learnings to the hospitality sector.

As of now, Nobu hosts 32 hotel properties around the world. Recent debut cities include Bangkok and Abu Dhabi, with the five new hotels communicating a conscious effort to expand.



*Nobu's new hotels will be centered around the brand's high value placed on curated experiences. Image credit: Nobu*

This year, Nobu will also reach a restaurant milestone, with 60 locations live to date. Restaurants play a pivotal role in its business model, as according to the company, hotel locations correspond with where the most successful Nobu restaurants are situated.

Each property from Nobu is centered around Kokoro, or the Japanese word for "heartfelt," in an effort to create meaningful experiences for guests, placing an emphasis on treating customers with care.



*Nobu turns to its successful restaurants, picking out locations around the world for both its new hotels and residences to thrive. Image credit: Nobu*

Within that vein, Nobu also plans to open its first residences this year in Los Cabos, Mexico and Toronto, Canada. Each residence will offer guests access to tailored spaces as they discover local cultural sights.

The curated residences will offer owners amenities such as elevated dining and reliable room service.

Nobu also plans to open residential spaces in Orlando, Florida; Tulum, Mexico; Al Khobar, Saudi Arabia; Da Nang, Vietnam; Punta Cana, Dominican Republic and the UAE.

Nobu is not the first to capitalize on the growing demand for curated residence offerings, with French hotel giant Accor's Fairmont Hotel recently announcing plans to launch similar accommodations in the Blue Ridge Mountains of the United States ([see story](#)).

### *2023 Global Expansion*

---

© 2023 Napean LLC. All rights reserved.

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