

COMMERCE

Marriott International signings up 21pc in 2022

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Thanks to an ongoing travel boom, Marriott International reports a solid year of growth in 2022. Image credit: Marriott International

By LUXURY DAILY NEWS SERVICE

Hotel group Marriott International is reporting a signage rate of about two deals every day last year, proving luxury's travel boom is still alive and well.

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In total, the company signed on 394 additional locations in 2022. This accelerated growth saw that Marriott signings were 21 percent higher than in 2021.

"We were pleased with the accelerating pace of development activity in 2022 as the global recovery continued," said Anthony Capuano, CEO of [Marriott International](#), in a statement.

"The proven resilience of travel is powerful and energizing," Mr. Capuano said. "Given the attractiveness of our portfolio of global brands, top-ranked Marriott Bonvoy loyalty program, momentum around conversions, and commitment to innovation, we are excited to continue to help lead in the growth of travel."

Growing global

Marriott's luxury resorts and hotels total 500, spread out across 69 territories and nations.

Forty-two luxury stays joined the portfolio last year, adding an additional 8,000 rooms to the company's profile. Locations in Greece and Australia, as well as New York City and Madrid were among those opened in 2022.



Marriott's international presence was especially prosperous this past year. Image credit: Marriott International

Half of the total rooms attained during 2022 were part of international signings, signaling a global push on the part of the brand.

"We have seen a tremendous year of growth in our international regions," said Carlton Ervin, global development officer at Marriott International, in a statement.

"In the Middle East, we saw a record number of room signings," Mr. Ervin said. "With rising momentum in our all-inclusive offerings and our planned expansion into the midscale market, we remain focused on providing consumers with more offerings to meet their needs."

Key markets that drove the growth last year include Saudi Arabia, Mexico, India and the Caribbean. By the end of 2022, Marriott properties spanned 138 nations and territories, amounting to 8,300 locations in total.

Altogether, between both luxury and non-luxury properties, Marriott signed 726 franchise and management contracts, bringing an additional 108,000 rooms to the portfolio. Twenty percent of those rooms were part of conversion agreements, making up 20,500 rooms.

Responding to the demand for more immersive travel experiences, Marriott also unveiled luxury apartment offerings for travelers in 2022 ([see story](#)).