

TRAVEL AND HOSPITALITY

## Ritz-Carlton rolls out digital refresh

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*The company has launched a series of site updates across its portfolio. Image credit: Ritz-Carlton*

By LUXURY DAILY NEWS SERVICE

The **Ritz-Carlton**, a Marriott International-owned hotel and resort chain, is unveiling a renewed look online.

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In a move to elevate digital interactions between the company and consumers, leaders have launched a series of website updates across the entity's portfolio. The refresh supports one of The Ritz-Carlton's first touchpoint with travelers.

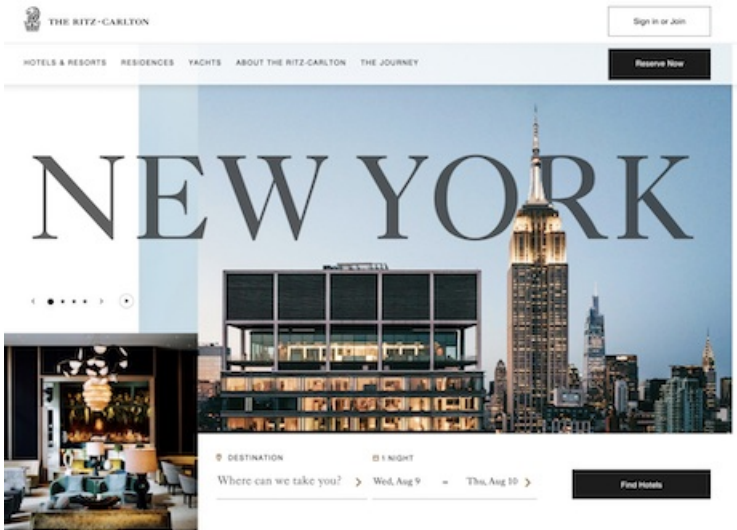
"We are incredibly excited to unveil a new digital experience for our guests, which is representative of the future vision of The Ritz-Carlton brand and reflects the more contemporary aesthetic found across our recently debuted hotels and resorts," said Chris Gabaldon, senior vice president of global luxury operations at Marriott International, in a statement.

"These new websites, across both the brand as well as our individual hotels and resorts, help enhance the entire experience, from the very first moment a guest seeks to stay with us to planning for their next vacation."

Reviving the virtual

The Ritz-Carlton has invested in transforming more than 110 individual hotel websites, adding RitzCarltonReserve.com, six Reserve property platforms and the main RitzCarlton.com address to this revamp round.

Engaging users, and reflecting the brand's evolution and identity before guests step foot on any Ritz Carlton property, are both at the core of the digital redesign.



*Honing in on moving images and video, new websites evoke a more modern look and feel. Image credit: Ritz-Carlton*

Working with creative agency Code and Theory the firm is a frequent luxury collaborator, having served the likes of LVMH, Cartier and Hermès the hotel's point of online entry now offers dynamic visuals, editorial content and video components, in addition to on-site information and a look at the company's service values.

The font used mirrors the brand's collectible key cards, while site inclusion of a signature, six-diamond design nods to status, anchoring a treasured brand as Marriott International continues to expand

Videos are especially a huge focus for the new websites, appealing to modern consumers and social media savvy guests such as the rising Gen Z demographic. Putting beloved trends and a strong sense of self at the center of the new online branding to suit current demands and therefore support expansion efforts ([see story](#)).

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