

TRAVEL AND HOSPITALITY

Nobu Hotels celebrates 10-year anniversary

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After hosting 2023 celebrations, the group has set its sights on what is next up. Image credit: Denise Truscello/Getty Images for Nobu Hospitality

By ZACH JAMES

Global hospitality group Nobu is celebrating its hotel division reaching a decade of continued service.

Founded in 1994 by Japanese chef and restaurateur Nobu Matsuhisa, American actor Robert De Niro, and American film producer and businessman Meir Teper as a chain of upscale restaurants, the group would go on to launch Nobu Hotels at Caesars Palace Las Vegas in 2013. Now, with 38 hotels, resorts and residences around the globe either currently open or in development, the corporation looks forward to the future.

"This anniversary is a testament to the dedication of our team and the loyalty of our guests," said Trevor Horwell, CEO of **Nobu Hospitality**, in a statement.

"We enter all partnerships thinking long term and our collaboration with Caesars is a clear example of this; the trust we've built over the last decade has allowed us to embark on further joint ventures, and I'm excited to see what we'll achieve together over the next 10 years," Mr. Horwell said. "From hotels to branded residences, we are incredibly proud of what Nobu Hotels has accomplished over the past 10 years, and we will continue to provide exceptional experiences for many years to come."

Future forward

After hosting a celebration in honor of hitting one decade in October 2023, the group has set its sights on what consumers can expect going forward.

In 2024, Nobu Hotels will welcome three new properties, all in North America. Nobu Hotel Atlantic City, Nobu Hotel Toronto and Nobu Hotel New Orleans are set to open in the first months of the year, mid-year and autumn, respectively.

Nobu Hotels released a short film to celebrate the anniversary

Looking beyond, four more hotels are planned for 2025, in Madrid, Lisbon, New York and Al Khobar in Saudi Arabia.

In the latter location, luxury residences will also go up in the years ahead as part of Nobu Hospitality's expansion. Other developments are in the pipeline for Toronto, Canada; Da Nang, Vietnam and Los Cabos, Mexico.

Stays in Abu Dhabi, Hamburg, Punta Cana, Orlando, Bangkok, So Paulo, Tel Aviv and Cairo, among other locales, are likewise slated for establishment.

Fellow brands in the hospitality space are additionally undergoing growth efforts, such as French hotel giant Accor, which

expects to open 20 luxury properties this year ([see story](#)).

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