

Marriott expands luxury portfolio across continents

The global hospitality market is poised for substantial growth, with the South African industry currently valued at \$1.3bn and projected to reach \$1.6bn in the next five years.



Source: Supplied. Hotel Cres in Croatia.

In a strategic expansion move, Marriott International, a key player in the industry, plans to introduce six new luxury properties in the near future, further enhancing its global portfolio beyond its existing 500 luxury properties.

The forthcoming transition of these hotels to the Marriott brand includes:

- The St Regis La Bahia Blanca Resort in Tamuda Bay stands as a testament to Marriott International's expansion and commitment to offering unique experiences. Nestled along the picturesque Mediterranean coast, this Moroccan jewel crafted by the esteemed design firm Smallwood, embodies the essence of Moroccan charm and Andalusian cultural heritage.
- Also being added to the roster, Nujuma, a Ritz-Carlton Reserve, set near the captivating Red Sea, represents the company's first foray into the Middle East. With its unparalleled beauty and indigenous design, this property promises a bespoke leisure experience amidst pristine natural surroundings and luxurious accommodations.
- In Spain, the vibrant Moxy Barcelona makes its grand entrance, offering a playful haven for travellers seeking adventure in the spirited city of Barcelona. Situated conveniently in the Sants neighbourhood, this hotel provides an ideal base for exploring the city's rich cultural heritage and attractions.
- Further expanding the Marriott International footprint, Koenigshof, a Luxury Collection hotel in Munich, graces Germany's Stachus Square, captivating guests with its tranquil ambience, reminiscent of a private residence. This hotel, designed by the internationally acclaimed Nieto Sobejano, promises a retreat where luxury meets artistry amid Munich's bustling cityscape.
- In Croatia, Hotel Cres presents a secluded waterfront sanctuary that embodies the individuality and charm synonymous with Autograph Collection Hotels. Overlooking the Adriatic Sea, this boutique, adults-only resort invites guests to indulge in bespoke accommodations and breathtaking vistas.
- Lastly, W Prague, which will be Marriott's debut in the Czech Republic, stands proudly on Wenceslas Square, blending the allure of the historic Grand Europa Hotel with the contemporary vision of the W brand. With a captivating fantastical garden and a perfect mix of old-world glamour and modern innovation, W Prague promises an unforgettable

experience in the heart of the vibrant capital.

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