

Marriott sets 2026 luxury strategy with global expansion plan

Marriott International has announced its 2026 luxury roadmap at the International Luxury Travel Market (ILTM) in Cannes, presenting a focused strategy shaped by evolving traveller expectations and an ambitious global expansion pipeline. The company's Luxury Group portfolio spans The Ritz-Carlton, Ritz-Carlton Reserve, Bvlgari Hotels & Resorts, St. Regis Hotels & Resorts, EDITION, The Luxury Collection, JW Marriott, and W Hotels.

At the core of Marriott's strategy are three key pillars: well-being and longevity, social connection, and culturally rooted transformational experiences. These reflect insights from Marriott's research, which identifies a shift among high-net-worth travellers toward emotional fulfilment, deep cultural immersion, and family-oriented travel. With more than 550 luxury hotels currently operational and nearly 35 slated to open in 2026, Marriott aims to embed these pillars consistently across global markets.

Well-being & Longevity

Under the longevity pillar, Marriott is standardizing a holistic wellness framework across its luxury brands while preserving space for local cultural nuances. Experiences include Yogic Sleep Therapy and Vipassana meditation at Mandapa, a Ritz-Carlton Reserve; guided breathwork sessions at The St. Regis Atlanta; and full-body red-light therapy at The Ritz-Carlton, Bachelor Gulch. The upcoming Lake Como EDITION will introduce biohacking-focused wellness programs with innovations such as near-infrared technology and dry-float therapy.

Connection & Community

The second pillar centers on the rise of multi-generational and group travel. Marriott is expanding its portfolio of luxury-branded residences and enhancing integration of residence rentals into its booking platform. More than 1,500 luxury residential units are already available for rent across the United States.

The Ritz-Carlton Yacht Collection further strengthens this focus, offering intimate, journey-led experiences that continue to see strong demand.

Transformational Cultural Experiences

The third pillar focuses on experiences that are immersive, educational, and rooted in local environments. Marriott is broadening its offerings—from truffle hunting in Italy and stargazing in Arizona to coral-planting initiatives in Bora Bora. The newly launched St. Regis Estates also aligns with this vision, with the first Estate at Pelican Hill set to debut in 2027 following an extensive transformation.

“Luxury has evolved from being about the things you have to how you feel,” said Tina Edmundson, President of Luxury, Marriott International. “Today’s travelers are seeking experiences that balance personal well-being with connection and discovery—experiences that stay with them long after they’ve left. Across our Luxury Group portfolio, we’re creating spaces and moments that inspire deeper engagement with oneself and the world.”

Marriott’s 2026 luxury outlook includes new openings across Europe, Asia, the Middle East, and the Americas, underscoring a strategic expansion backed by consistent brand-level frameworks and a renewed focus on experiential luxury.