



**BACCARAT HOTEL NEW YORK APPOINTS HERMANN W. ELGER
AS MANAGING DIRECTOR AND CHIEF OPERATING OFFICER
OF BACCARAT HOTELS & RESORTS**



New York, NY (August 3, 2016) - Barry Sternlicht, Chairman and CEO of Starwood Capital Group, is pleased to announce the appointment of Hermann W. Elger as Managing Director of Baccarat Hotel New York and Chief Operating Officer of Baccarat Hotels and Resorts. In this role Hermann will oversee the day to day operation of the flagship hotel, owned by China Insurer Sunshine Insurance Group, and play a leadership role in the operation of new hotels opened under the Baccarat Hotel brand in the future.

A well respected leader in the luxury hospitality arena for over 25 years, Elger brings a wealth of global experience and expertise to his new role. "I am thrilled to join the team at Baccarat Hotel New York, and honored to be associated with legendary artisans that have defined craftsmanship and elegance for centuries" says Elger. "I look forward to paying homage to Baccarat's storied

heritage by creating the finest curated service experiences for all guests, and growing this inspired premier hotel brand around the globe."

Before joining Baccarat Hotel New York, Elger was the General Manager of The St. Regis New York. In this role, he was responsible for all aspects of the property and operation, and worked to maximize the hotel's profitability while focusing on the guest experience. Prior to this, he held the position of General Manager at the Montage, Beverly Hills, another distinct and luxury residential hotel project. During his time there, he oversaw all operations and management of the celebrated property, and was directly involved in the residential sales and management process. Under his visionary leadership, Elger raised brand awareness, enhanced positioning, and successfully reconcepted food and beverage offerings.

Before Montage, Elger was with The Ritz-Carlton Hotel Company for nearly 18 years, where he quickly rose through the ranks to manage multiple luxury hotels around the world focused on service excellence. In addition to serving as Hotel Manager and then General Manager for The Ritz-Carlton, Cancun, Elger was Hotel Manager at The Ritz-Carlton, Key Biscayne. He played an integral role in the development of new hotels as Opening Team Leader for The Ritz-Carlton, Aspen Highlands, Philadelphia, Dubai and Kuala Lumpur. Elger also held positions around the globe as Assistant Executive Manager, Takeover Team Leader, and Director of Rooms Division.

A native of Mexico City, Elger attended the University of Denver, where he received his B.S.B.A. in Business Administration and Hotel Management. From his humble beginnings as a Doorman for The Brown Hotel in Denver, Colorado, this second-generation hotelier has established himself as an accomplished and innovative leader in luxury hospitality. He was named Best GM in US and Canada at the 2016 Travvy awards, and American Express Fine Hotels and Resorts most innovative GM for 2016. During his time as General Manager of The Ritz-Carlton, Cancun he was named one of the 40 most influential leaders in Tourism in Mexico by the magazine *Lideres*.

About Baccarat Hotel New York

Baccarat Hotel New York is the first hotel and global flagship for the 252 year-old Baccarat crystal brand. Directly across the street from the Museum of Modern Art and steps away from Fifth Avenue's legendary shopping, the 114 exquisitely appointed guest rooms & suites designed by Paris-based, luxury design team Gilles & Boissier delight the senses with lavish finishes and artisanal attention to detail. Generous amenities include stunning salon-style spaces where guests may enjoy breakfast, cocktails, afternoon tea and light fare; a beautiful barrel-vaulted bar featuring a kaleidoscope of Baccarat crystal stemware; a soothing Spa de La Mer, the first of its kind in the world, and a 55-foot sunken marble

swimming pool complete with day beds reminiscent of La Côte d'Azur. It was named one of the 20 Best New Hotels of the Year by *USA Today* and Best Urban Hotels in *Wallpaper**, included on *Condé Nast Traveler's* Gold and Hot Lists, and featured on *Travel & Leisure's* It List. For more information, visit baccarathotels.com

About SH Group

SH Group, an affiliate of global private investment firm Starwood Capital Group, is a hotel brand management company that operates 1 Hotels, a nature-inspired lifestyle brand that launched in 2015 with properties in South Beach and Manhattan; and Baccarat Hotels & Resorts, a luxury brand that made its debut in March 2015 with the opening of its flagship property in New York, with projects under development in Abu Dhabi and Doha. Leveraging its marketing, design, operational and technological expertise, SH Group is the force behind some of the most groundbreaking and dynamic hotel brands in the world.

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