

## The Leading Hotels of the World's Shannon Knapp: Luxury Woman to Watch 2022

November 8, 2021



Shannon Knapp

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Shannon Knapp

President/CEO

**The Leading Hotels of the World**

New York

*"As we round the corner of the pandemic, my focus remains on empowering our community of independent hoteliers to stay independent"*

What do you most like about your job?

The Leading Hotels of the World is one of the largest collections of independent luxury hotels, comprised of more than 400 member hotels in over 80 countries. Just like our members, our LHW colleagues span several continents.

The opportunity to lead our global team and support our exceptional hoteliers is what I value most about my role as president and chief executive officer.

Though we faced much adversity over these past 18 months, I was constantly motivated and inspired by my colleagues' level of personal and professional commitment to our members and our mission. They believe in our mission and they are passionate about what they do and, as a result, they achieved extraordinary outcomes in seemingly impossible circumstances to ensure our members would be in a position to thrive after the crisis.

What is the biggest challenge in your work?

Of course, these past 18 months were extraordinarily difficult and unfathomable in so many ways, but I truly believe

I learned more as a leader in this one year of crisis than I could have learned in 10 "normal" years.

At this moment, I spend a great deal of time thinking about how traveler behavior will continue to evolve because of the disruption of COVID-19.

We have seen dramatic changes in booking patterns, travel behavior and guest expectations of their stay. I expect those trends to continue to change as the conditions around the world shift.

Ensuring LHW stays close to the needs of our guests and remains agile and creative is a priority for me as we pivot towards recovery and beyond.

What is your work priority for 2022?

As we round the corner of the pandemic, my focus remains on empowering our community of independent hoteliers to stay independent.

The majority of our member hotels are family-led, many for generations. Our hoteliers are artisans of hospitality whose expertise, commitment to excellence and individual flair allows them to create unmatched travel experiences for their guests.

Together with LHW's management team and our worldwide colleagues, I am committed to ensuring this remarkable segment of hospitality and our outstanding hoteliers accelerate out of this crisis so they can continue to make the choice to stay truly independent.

What is your proudest achievement in luxury?

This moment first being appointed president and chief executive officer to steward LHW's iconic brand and then navigating the company through the most extreme crisis to ever hit the travel industry.

Despite all of the challenges, this crisis also created an opportunity for me to define a new future for the organization.

I am excited to build upon the legacy of this world-renowned luxury hotel company while ensuring its continued relevance and leadership in independent hospitality well into the future.

How do you see luxury evolving in 2022?

Traveler demand for authentic and enriching experiences has not been dampened, but rather fueled by this moment.

Because of COVID-19 restrictions, luxury travelers have awakened to and are exploring the beauty of their own countries and regions.

I anticipate this trend, which I refer to as "Luxury is Local 2.0," will continue to evolve, both within the travel industry and the broader luxury industry.

Luxury travelers and consumers are passionate about supporting the recovery of small businesses and the communities that make a destination unique. They want to leave a destination better than they find it. And they want to feel like they are being enriched, while also enriching the destination.

[Please click here to see the entire Luxury Women to Watch 2022 list](#)