

TRAVEL AND HOSPITALITY

Baccarat Hotel New York's Guia Llamas: Luxury Woman to Watch 2023

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Guia Llamas

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 25 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.

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Here is one honoree:

Guia Llamas
Hotel manager

Baccarat Hotel

New York

"My focus will be on maintaining or better yet, surpassing the results we achieved this year and coming up with ideas and initiatives that will add value and continuously differentiate Baccarat Hotel New York from other luxury hotel groups"

What do you like most about your job?

I have been very fortunate to have found what I love to do at the very beginning of my career and even more fortunate to have met individuals who held my hand and walked me through this journey.

In my current role, there are many things that I truly enjoy, but most particularly, building a brand and setting the stage for future Baccarat hotels and resorts, the entrepreneurial spirit and the opportunity to make a difference and to give back.

What is the biggest challenge in your work?

The balancing act of making all stakeholders equally happy. I know this is rarely possible but getting to at least 85 percent would be ideal. This keeps me on my toes heels, actually.

Staying true to the values I was taught and the discipline that I developed certainly helps.

What is your work priority in 2023?

My focus will be on maintaining or better yet, surpassing the results we achieved this year and coming up with ideas and initiatives that will add value and continuously differentiate Baccarat Hotel New York from other luxury hotel groups.

What is your proudest achievement in luxury?

I am most proud of being part of the pre-opening team of Baccarat Hotel New York. Everything I experienced there was truly special including working with the designers, going to the maison and manufactory in France, seeing the artists install their work, listening to the Baccarat craftsmen passionately talk about the crystals, collaborating with the team in putting the standards together and witnessing the hotel come to life as each chandelier and all crystal pieces were installed.

I have previously opened hotels under different brands but nothing compared to the extent of this opening. I still get goosebumps when I look back at this experience eight years ago. It was indeed rewarding, both personally and professionally, and it has stayed with me after all these years.

How do you see luxury evolving in 2023?

The traditional definition of luxury in terms of quality and value will remain.

However, the audience will be wider or may be different considering the younger generations that have emerged in the top-tier market segment. The focus will continue to shift to include social responsibility.

While we all believe human contact is important in the luxury world, increased digital services and technology will undoubtedly come into play.

I anticipate more collaborations amongst luxury brands.

We have started seeing this evolution now and I can only imagine this becoming stronger and more evident in the coming years. I am excited.

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