

**Starwood Capital launches Baccarat Hotels and Resorts brand**  
(07/03/2007)

*First property, the Baccarat Wailea, is set to open in 2010*

By Nadine Godwin

**Barry Sternlicht**, chairman and CEO of Starwood Capital Group and a man well-known for innovation in the hotel business, is front and center with a new hotel operation, rolled out Tuesday, called Baccarat Hotels and Resorts.

It takes its name and a focus on high quality from the eponymous crystal-maker.

The Starwood group, a real estate investment firm, holds a majority interest in the Baccarat company.

The Baccarat Wailea, the first in the chain, is slated to open in 2010. It will have 193 condominium homes ranging from one-bedroom layouts with 980 square feet to four-bedroom units with 3,330 square feet.

There will be no hotel rooms as usually understood, but Baccarat will furnish the units and, when condo owners are not in residence, Baccarat plans to rent the units to visitors through GDSs and in all the other ways that typical hotel rooms or suites are made available to the traveling public, said the company.

Plans also call for Baccarat properties in the Caribbean, Europe and the Far East, with anywhere from 80 to 250 units per property. Starwood released no specifics on additional launches.

*To contact the reporter who wrote this article, send e-mail to Nadine Godwin at [ngodwin@travelweekly.com](mailto:ngodwin@travelweekly.com).*