

Distinctly Personal

An Interview with Borja Garcia, General Manager, The Ritz-Carlton New York, Central Park

EDITORS' NOTE Borja Garcia has more than two decades of experience in luxury hospitality, spanning from the Americas to Europe. A seasoned hospitality executive, Garcia has built his career across some of the world's leading luxury brands, including Marriott International and Four Seasons Hotels & Resorts. Prior to joining The Ritz-Carlton New York, Central Park, he served as general manager of The St. Regis Mardavall Mallorca Resort and Hotel Maria Cristina, a Luxury Collection Hotel, San Sebastian. Garcia oversees the strategic vision, operations, and guest experience at The Ritz-Carlton New York, Central Park, upholding the world-class service and refined attention to detail that make it one of New York City's most prestigious destinations. Originally from Spain, Garcia holds an MBA in corporate finance from Instituto de Estudios Bursátiles, a BS degree in business management from UOP-ESERP Business & Law School, and an associate degree in Golf Management from the Golf Academy of America.



Borja Garcia

PROPERTY BRIEF The Ritz-Carlton New York, Central Park (ritzcarlton.com) reimagines luxury in Midtown Manhattan, drawing inspiration from the sights, sounds, and colors of Central Park and the chic residential style of a city penthouse. Steps from Manhattan's finest attractions and renowned cultural attractions, the 253-room Central Park hotel in New York City is rated as a Forbes Five-Star and AAA Five Diamond Hotel. Featuring the all-day gastro lounge Contour, The Ritz-Carlton Club® Lounge, and a collection of wellness experiences, including the first stateside La Prairie Spa and innovative Movement Studio, the iconic luxury hotel creates inspiring guest memories with its legendary Ritz-Carlton service.

Will you discuss your career journey?

Hospitality has been a part of my life for as long as I can remember. I was raised in a family rooted in the travel business, where I witnessed firsthand the power of thoughtful service and the profound impact it can have on people's lives. My parents taught me that travel is not simply about movement – it is about connection, discovery, and the creation

of lasting memories. Those early lessons shaped both my values and my career. My professional path has been a truly global one. I have had the privilege of working with highly respected luxury brands across the United States, Mexico and EMEA. Each destination offered its own rhythm, culture, and expectations of excellence. For the past decade, I have been proud to work within the luxury portfolio of Marriott hotels in my native Spain – a country that is infused with passion, artistry, and a deep appreciation for life's pleasures. During these years, I have focused on cultivating teams who understand that luxury is not defined by opulence alone, but by anticipation, personalization, and genuine care. Today, my journey continues with The Ritz-Carlton New York, Central Park.

My career has taken me across continents, but the purpose has always remained

constant: to inspire Ladies and Gentlemen to serve Ladies and Gentleman with excellence and integrity. It has been a remarkable journey thus far – and I believe the best is still ahead.

Will you provide an overview of The Ritz-Carlton New York, Central Park, and how the property is positioned in the market?

The Ritz-Carlton New York, Central Park is an intimate Forbes Travel Guide Five-Star hotel located on Central Park South, at the crossroads of leisure, culture, and luxury retail. Our positioning is very intentional. We are not the largest hotel in the city, and that is our strength. We offer a highly personalized, residential-style experience for discerning travelers who value privacy, discretion, and thoughtful service. In a competitive New York luxury landscape, we are best known as a refined urban retreat where guests can enjoy Central Park views while remaining fully connected to the energy of Midtown.



The Ritz-Carlton New York, Central Park



Royal Suite

How valuable is it to have such a strong suite product, and do you see this as a differentiator for The Ritz-Carlton New York, Central Park?

Our suite product is absolutely one of our most important differentiators. Today's luxury traveler is increasingly seeking space, flexibility, and a more residential feel, particularly in New York City where square footage is at a premium. Our suites allow us to deliver elevated in-room experiences, extended-stay comfort, and highly customized moments that would be difficult to execute in standard guest rooms. From a commercial perspective, the strength of our suite inventory also supports strong ADR performance and creates meaningful opportunities for curated experiences that resonate with high-value guests.

How has The Ritz-Carlton New York, Central Park approached its restaurant and food and beverage offerings, and what are the keys to being effective in this part of the business?

Our approach to food and beverage is grounded in relevance, consistency, and alignment with how today's luxury guest actually dines in New York. Rather than competing solely in the ultra-fine dining space, we have focused on creating a polished yet approachable experience that serves both hotel guests and the local market.

Effectiveness in this space comes down to strong culinary leadership, a clear point of view, and seamless integration with the overall guest journey. In a city with endless dining options, the hotel restaurant must feel intentional, vibrant, and authentically connected to its surroundings.

Will you discuss The Ritz-Carlton New York, Central Park's focus on offering personalized service and a customized guest experience?

Personalization sits at the core of our service philosophy. At The Ritz-Carlton New York, Central Park, we place significant emphasis on understanding guest preferences before arrival and empowering our Ladies and Gentlemen to act on

those insights in meaningful ways. True luxury today is not just about beautiful surroundings. It is about anticipation, recognition, and creating moments that feel thoughtfully tailored to the individual guest. Whether through pre-arrival engagement, curated experiences, or in-stay touches, our goal is to make every visit feel both effortless and distinctly personal.

How do you define the role of the general manager, and what are the keys to being effective in the role?

The role of the general manager is to set the tone, the pace, and the culture for the entire hotel. An effective general manager must balance commercial performance with an unwavering commitment to the guest and employee experience. Visibility, consistency, and clarity of vision are essential. Just as importantly, the general manager must build and empower a strong leadership team, because sustained excellence in a luxury hotel is always the result of a collective performance. At its best, the role is about creating an environment where both guests and employees can thrive.

What advice do you offer to young people interested in building a career in the industry?

Hospitality is ultimately a people business, and success comes to those who remain genuinely curious, humble, and service-minded. My advice to young professionals is to focus first on mastering the fundamentals of guest experience and operational excellence. Be willing to start close to the guest, stay open to learning across disciplines, and seek out environments that challenge you to grow. Those who combine strong work ethic with emotional intelligence and adaptability will find tremendous opportunity in this industry. ●



View from The Ritz-Carlton New York, Central Park