

TUESDAY, MAY 23, 2023

3:30pm-8:15pm **REGISTRATION & INFORMATION**

4:15pm-5:45pm **HOLA & CHRIS COMBO PLENARY SESSION**

WELCOME BACK

Speaker: **Jonathon S. Zink**, COO, The BHN Group

GLOBAL CHECK-IN

Host: **Jeff Higley**, President, The BHN Group
Guests: **Sabina Fluxá Thienemann**, Vice-Chairman & CEO, Iberostar Group
Elie Maalouf, Chief Executive Officer, Americas, IHG Hotels & Resorts

PRESENTATION TO BE ANNOUNCED

GLOBAL CHECK-IN

Host: **Jeff Weinstein**, Editor-in-Chief, Hotel Investment Today
Guest: **Geoff Ballotti**, President & CEO, Wyndham Hotels & Resorts

CLOSING REMARKS

Speaker: **Jeff Higley**, President, The BHN Group

5:45pm-8:15pm **HOLA & CHRIS JOINT NETWORKING RECEPTION**

The HOLA conference will open with a sensational networking reception. This event is also the closing cocktail reception for the Caribbean Hotel & Resort Investment Summit (CHRIS) conference. This joint reception will bring the HOLA and CHRIS delegates together for what promises to be a fantastic event.

Hosted By: **LOEWS**
HOTELS

WEDNESDAY, MAY 24, 2023

8:00am-6:45pm **REGISTRATION & INFORMATION**

8:30am-9:45am **CONTINENTAL BREAKFAST**

8:45am-9:45am **CONECTO RAPIDO**

If you are coming to HOLA to meet other delegates, Conecto Rapido is a great way to start the conference. During this energetic and intense networking session, delegates will be able to connect with other HOLA delegates in a quick exchange of business cards.

Facilitators: **Silvia Camarota**, Founding Chair, Women in Travel THRIVE
Gustavo Ripol, Partner, Leisure Partners

9:50am-11:50am **PLENARY SESSION**

WELCOME TO HOLA – ¡BIENVENIDO! ¡BEM-VINDO!

Speaker: **Jeff Higley**, President, The BHN Group

MEET THE HOLA CO-CHAIRS

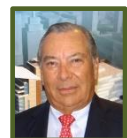
Moderator: **Jeff Higley**, President, The BHN Group
Co-Chairs: **Raul F. Calvet**, CEO, Colliers Market Intelligence & Advisory
Ricardo Mader Rodrigues, Managing Director, JLL
John McCarthy, Executive Chairman, Partner, Leisure Partners

HOTEL PERFORMANCE & OUTLOOK

Speaker: **Patricia Boo**, Senior Area Director, Latin America, STR

LIFETIME ACHIEVEMENT AWARD

Presenter: **Raul F. Calvet**, CEO, Colliers Market Intelligence & Advisory
Recipient: **Herman Bern Sr.**, Chairman Empresas Bern, Bern Hotels & Resorts



Herman Bern

WEDNESDAY, MAY 24, 2023

VIEWS FROM THE BOARDROOM – ROUND ONE

Moderator: **Jeff Weinstein**, Editor in Chief, Hotel Investment Today
Panelists: **Jose Carlos Azcarraga**, CEO, Posadas
Brian King, President - Caribbean and Latin America, Marriott International
John Murray, President & CEO, Sonesta
Brent Reynolds, CEO, Managing Partner, NRI

WRAP-UP REMARKS

Speaker: **Jeff Higley**, President, The BHN Group

11:50am-12:45pm NETWORKING BREAK

A SPOTLIGHT ON BELIZE

Speaker: **Evan Tillett**, Director of Tourism, Belize Tourism Board

12:45pm-1:30pm BREAKOUT SESSIONS

SESSION 01 OPPORTUNITIES IN SOUTH AMERICA

Moderator: **Ricardo Mader Rodrigues**, Managing Director, JLL
Panelists: **Hugo Desenzani**, CEO, Urbanova Inmobiliaria
Luis Gallotti, Co-Founder/Co-CEO, AMEK Group
Andres Sanchez, Director of Development, GHM Hotels

SESSION 02 HOTEL SEGMENTS – ALL-INCLUSIVE

Moderator: **Fabian Sanchez**, Managing Director, Horwath HTL
Panelists: **Marine Ceccarelli**, Director of Development (Americas), Club Med
Alex Fiz, Area Vice President & Managing Director, Marriott International
Federico Moreno-Nickerson, Vice President of Development LatAm, Hyatt Hotels Corporation
Nicolas Valle, VP, Development & Investment, Playa Hotels & Resorts

SESSION 03 CASAS DE CAPITAL – DEBT

Moderator: **Fernando Garcia Chacon**, Executive Vice President, CBRE Hotels Advisory
Panelists: **Ilan Marcoschamer**, SVP Hospitality and CRE, Sabadell Bank
Santiago Porta, Principal Investment Officer, IFC - World Bank
Alejandro Rodriguez Rivero, CIO – MREIT, Credit Suisse

SESSION 04 AFFILIATION AGREEMENTS – MANAGEMENT, BRANDS, & SOFT BRANDS

Panelists: **Jason Gold**, Senior Vice President Business Development, Highgate Hotels
Keith Oltchick, EVP Business Development, Remington Hotels
Mark Purcell, SVP, Development, Accor

1:30pm-4:00pm EXTENDED NETWORKING LUNCH

This extended networking lunch allows the convenience of eating whenever you'd like during a busy day full of meetings and conference content.

COUNTRY SESSION TO BE ANNOUNCED

4:00pm-4:45pm BREAKOUT SESSIONS

SESSION 05 OPPORTUNITIES IN MEXICO

Moderator: **John McCarthy**, Executive Chairman, Partner, Leisure Partners
Panelists: **Ruben Becerra**, VP Business Development & Corporate Affairs, Karisma Hotels & Resorts
Guillermo Bravo, Chief Investment Officer, FibraHotel
Uriel Burak, Vice President, Development, CALA, Marriott International
Nicolas Martinez, Vice President Development, Mexico & Caribbean, Accor

WEDNESDAY, MAY 24, 2023

SESSION 06 OWNERSHIP – BRAND VALUE

Moderator: **Carolina Lacerda**, Practice Leader LatAm, EY
Panelists: **Andres Chico**, Managing Partner, Rodina
Valentina Luque, Development Manager South America & Caribbean, Hilton
Alfredo Reynoso, Regional Vice President, Development, Hyatt Hotels Corporation
Stephen Strenk, Director of Development, Americas, Four Seasons Hotels & Resorts

SESSION 07 CASAS DE CAPITAL – EQUITY

Moderator: **Eduardo Ahumada**, Vice President, Alojica
Panelists: **Daniel Campos Lara**, CEO, Caribe Hospitality
Sebastian Cardona, Development Director, Mexico & Caribbean, Playa Hotels & Resorts
Fernando Rocha Huerta, Chief Development Officer, Fibra Inn

SESSION 08 DEVELOPMENT – BUILD VS. BUY VS. CONVERT

Moderator: **Mary Scoviak**, Managing Editor, Hotel Investment Today
Panelists: **Oswaldo M. Chudnobsky Cohen**, Managing Partner, Horwath HTL Brasil
Carlos Crovato, VP, Business Development & Acquisitions (LATAM), Standard International
Patricio del Portillo, VP of Development, LATAM, Aimbridge Hospitality
Brian Quinn, Chief Development Officer, Sonesta

4:45pm-6:45pm NETWORKING RECEPTION

HOLA delegates will enjoy a fabulous networking opportunity at the THesis Hotel Miami.

Hosted By:



THURSDAY, MAY 25, 2023

8:00am-1:30pm REGISTRATION & INFORMATION

8:30am-9:30am CONTINENTAL BREAKFAST

9:30am-10:55am PLENARY SESSION

WELCOME BACK

Speaker: **Jonathon S. Zink**, COO, The BHN Group

VIEWS FROM THE BOARDROOM – ROUND TWO

Moderator: **Jeff Higley**, President, THE BHN Group
Panelists: **Herman Bern Jr.**, President, Bern Hotels & Resorts
Javier Coll, President, Global Business Development & Innovation, Apple Leisure Group
Francisco Alejandro Zinser, Executive Vice President, Grupo Hotelero Santa Fe
Phil Zrihen, Head of Americas, Ennismore

HOLA DEVELOPMENT OF THE YEAR AWARD

Presenter: **Rogerio Basso**, Head of Tourism, IDB Invest

HOLA TRANSACTION OF THE YEAR AWARD

Presenter: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP

CLOSING REMARKS

Speaker: **Jonathon S. Zink**, COO, The BHN Group

10:55am-11:45am NETWORKING BREAK

11:45am-12:30pm BREAKOUT SESSIONS

THURSDAY, MAY 25, 2023

SESSION 09 OPPORTUNITIES IN CENTRAL AMERICA

Moderator: **Raul F. Calvet**, CEO, Colliers Market Intelligence & Advisory
Panelists: **Ana Paula Ardón**, Global Hospitality Co-Leader, Gensler
Michael Cobb, CEO, ECI Development
Evan Tillett, Director of Tourism, Belize Tourism Board

SESSION 10 HOTEL SEGMENTS – SELECT SERVICE

Moderator: **Gustavo Ripol**, Partner, Leisure Partners
Panelists: **Michael Leon**, Director of Development, Marriott International
Camil Yazbeck, Global Chief Development Officer, Premium, Midscale, & Economy, Accor
Additional Panelist to be Announced

SESSION 11 DEVELOPMENT OUTLOOK

Moderator: **Marco Roca**, CEO, Reveille Hospitality
Panelists: **Alejandro Acevedo**, Regional VP Development - CALA, Marriott International
Paul Adan, SVP Development, MLAC Region, IHG Hotels & Resorts
Mauricio Elizondo, Development Director, Posadas
Pablo Maturana, VP Development, Hilton

12:30pm-1:30pm CLOSING NETWORKING LUNCH

PROGRAM PLANNING COMMITTEE

Letvia M. Arza-Goderich, Preston Arza LLP
Rogério Basso, IDB Invest
Camilo Bolanos, Hyatt Hotels Corporation
Katherine Button, Mullen Real Estate Capital
Raul F. Calvet, Colliers Market Intelligence & Advisory
Silvia Camarota, Women in Travel THRIVE
Daniel Campos Lara, Caribe Hospitality
Juan Corvinos, Hilton
Carlos Crovato, Standard International Management
Shamsah Dhala, IFC
Lisette Elias, INTRADE
Mauricio Elizondo, Posadas
John Fareed, Horwath HTL
Adam Greenfader, Puerto Rico Builders Association
Andy Ingraham, NABHOOD
Robbie Karver, EY

Bojan Kumer, Marriott International
Ricardo Mader Rodrigues, JLL
Nicolas Martinez, Accor
John McCarthy, Leisure Partners
Sean McCracken, Hotel News Now/STR
Vinicius Medeiros, Hotelier News
Lynette Montoya, Latino Hotel Association
Roland Mouly, Premier (Ashford Inc.)
Jonas Niermann, hotelAVE
Tracy Prigmore, She Has a Deal
Michael Register, Trust Hospitality
Gustavo Ripol, Leisure Partners
Marco Roca, Sonesta
Fernando Rocha Huerta, Fibra Inn
Lorena Sanchez, Invest Ecuador Tourism
Giacomo Sissa Zubiate, Urbanova

DEVELOPMENT OF THE YEAR AWARD COMMITTEE

Chair: **Rogério Basso**, IDB Invest
Patricia Boo, STR
Liora Haymann, OBMI International

Ricardo Mader Rodrigues, JLL
John McCarthy, Leisure Partners

TRANSACTION OF THE YEAR AWARD COMMITTEE

Chair: **Letvia M. Arza-Goderich**, Preston Arza LLP
Oswaldo Chudnobsky, Horwath HTL
Robbie Karver, EY

Ricardo Mader Rodrigues, JLL
Hernan Passalacqua, Fitzroy

PRODUCED BY:



NORTHSTAR
TRAVEL GROUP

Northstar Travel Group is the leading B-to-B information and marketing solutions company serving all segments of the travel industry including leisure/retail, corporate/business travel, corporate and sports meetings, incentives, hospitality, and travel technology.

Northstar is the owner of leading brands serving these travel segments. The company produces more than 100 face-to-face events in 13 countries in retail travel, hospitality, corporate travel, travel technology, sports travel, and the meetings & incentive industry. In addition, Northstar owns Phocuswright, the leading research, and event producer serving the travel technology industry. Northstar Travel Group owns The BHN Group, the leading producer of hotel investment conferences.

Northstar is also the majority shareholder in Inntopia, the leading SaaS e-commerce software business serving the mountain destination, golf, activities, and hospitality markets. Based in Secaucus, NJ, the company has 14 offices in the U.S., UK, Singapore, and China. Northstar Travel Group is owned by funds managed by EagleTree Capital.

IN ASSOCIATION WITH:



BHN

The BHN Group is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With over three decades of experience, more than 160 events completed to-date, and in excess of 110,000 international delegates, these conferences have become "must attend" events for industry leaders who come together to network, conduct business, and to learn about the latest trends.

The current slate of events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; ALIS Law in Los Angeles; ALIS Summer Update; Alternative Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Singapore; HICAP UPDATE; Hotel Opportunities Latin America (HOLA) conference in Miami; and HICAP Australia New Zealand (HICAP ANZ) in Sydney. The BHN Group's website at www.Burba.com is the gateway for information about the annual conferences it produces, as well as a direct link to important players in the hospitality investment world.