

TUESDAY, MAY 23, 2023

- 3:30pm-8:15pm** **REGISTRATION & INFORMATION**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 4:15pm-5:45pm** **HOLA & CHRIS COMBO PLENARY SESSION**
Meets In: *ALHAMBRA BALLROOM f*
- 4:15pm-4:25pm** **WELCOME BACK**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 4:25pm-4:50pm** **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
- 4:50pm-5:15pm** **THE ECONOMIC OUTLOOK**
Speaker: **Eric Parrado Herrera**, Chief Economist and Manager of the Research Department,
Inter-American Development Bank (IDB)
- 5:15pm-5:40pm** **GLOBAL CHECK-IN**
Host: **Jeff Weinstein**, Editor-in-Chief, Hotel Investment Today
Guest: **Geoff Ballotti**, President & CEO, Wyndham Hotels & Resorts
- 5:40pm-5:45pm** **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.
Meets In: *EVENT DECK*
Hosted By: **LOEWS**
HOTELS

WEDNESDAY, MAY 24, 2023

- 8:00am-7:00pm** **REGISTRATION & INFORMATION**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 8:30am-9:45am** **CONTINENTAL BREAKFAST**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 8:30am-4:45pm** **CONTINUOUS COFFEE**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 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.
Meets In: *GRANADA*
Facilitators: **Silvia Camarota**, Founding Chair, Women in Travel THRIVE
Gustavo Ripol, Partner, Leisure Partners
- 9:50am-11:50am** **PLENARY SESSION**
Meets In: *ALHAMBRA BALLROOM*
- 9:50am-10:00am** **WELCOME TO HOLA – ¡BIENVENIDO! ¡BEM-VINDO!**
Speaker: **Jeff Higley**, President, The BHN Group

WEDNESDAY, MAY 24, 2023

- 10:00am-10:20am MEET THE HOLA CO-CHAIRS**
Moderator: **Jeff Higley**, President, The BHN Group
Co-Chairs: **Raul F. Calvet**, HOLA Co-Chair, Central America and CEO, Colliers Market Intelligence & Advisory
Ricardo Mader Rodrigues, HOLA Co-Chair, South America and Managing Director, JLL
John McCarthy, HOLA Co-Chair, Mexico and Executive Chairman, Partner, Leisure Partners
- 10:20am-10:35am HOTEL PERFORMANCE & OUTLOOK**
Speaker: **Patricia Boo**, Senior Area Director, Latin America, STR
- 10:35am-10:55am LIFETIME ACHIEVEMENT AWARD**
Presenter: **Raul F. Calvet**, HOLA Co-Chair, Central America and CEO, Colliers Market Intelligence & Advisory
Recipient: **Herman Bern Sr.**, Chairman Empresas Bern, Bern Hotels & Resorts
- 10:55am-11:45am VIEWS FROM THE BOARDROOM – ROUND ONE**
Moderator: **Jeff Weinstein**, Editor in Chief, Hotel Investment Today
Panelists: **Jose Carlos Azcarraga**, CEO, Posadas
Brian J. King, President - Caribbean and Latin America, Marriott International
John Murray, President & CEO, Sonesta
Brent Reynolds, CEO, Managing Partner, NRI
- 11:45am-11:50am WRAP-UP REMARKS**
Speaker: **Jeff Higley**, President, The BHN Group
- 11:50am-12:45pm NETWORKING BREAK**
Meets In: **ALHAMBRA PRE-FUNCTION**
- 11:55am-12:15pm A SPOTLIGHT ON BELIZE**
Meets In: **BOARDROOM**
Speaker: **Evan Tillett**, Director of Tourism, Belize Tourism Board
- 12:45pm-1:30pm BREAKOUT SESSIONS**
- SESSION 01 OPPORTUNITIES IN SOUTH AMERICA**
Meets In: **SEVILLA BALLROOM 1**
Moderator: **Ricardo Mader Rodrigues**, HOLA Co-Chair, South America and Managing Director, JLL
Panelists: **Luis Gallotti**, Co-Founder/Co-CEO, AMEK Group
Valentina Luque, Development Manager South America & Caribbean, Hilton
Andrés Sánchez Turriago, Development Director, GHL
- SESSION 02 HOTEL SEGMENTS – ALL-INCLUSIVE**
Meets In: **SEVILLA BALLROOM 2**
Moderator: **Fabian Sanchez Cedillo**, Managing Director, Horwath HTL
Panelists: **Marine Ceccarelli**, Americas Development Director, Club Med
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**
Meets In: **SEVILLA BALLROOM 3**
Moderator: **Fernando Garcia Chacon**, Executive Vice-President, CBRE Hotels
Panelists: **Ilan Marcoschamer**, SVP Hospitality and CRE, Sabadell Bank
Santiago Porta, Principal Investment Officer, IFC - World Bank
Alejandro Rodriguez, CIO, Credit Suisse
- SESSION 04 AFFILIATION AGREEMENTS – MANAGEMENT, BRANDS, & SOFT BRANDS**
Meets In: **GRANADA**
Moderator: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP
Panelists: **Jason Gold**, Senior Vice President Business Development, Highgate Hotels
Michael Leon, Director of Development, Marriott International
Keith Olchick, EVP Business Development, Remington Hotels
Mark Purcell, SVP, Development, Accor



Herman Bern

WEDNESDAY, MAY 24, 2023

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.
Meets In: **ALHAMBRA PRE-FUNCTION**

4:00pm-4:45pm **BREAKOUT SESSIONS**

SESSION 05 **OPPORTUNITIES IN MEXICO**
Meets In: **SEVILLA BALLROOM 1**
Moderator: **John McCarthy**, HOLA Co-Chair, Mexico and Executive Chairman, Partner, Leisure Partners
Panelists: **Ruben Becerra**, VP, Business Development, 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
Manuel Muñoz Garces, Head of Hotel & Tourism C&IB, Banco Sabadell México

SESSION 06 **OWNERSHIP – BRAND VALUE**
Meets In: **SEVILLA BALLROOM 2**
Moderator: **Carolina Lacerda**, Practice Leader LatAm, EY
Panelists: **Mario Eduardo Carbone**, Managing Director Development – Mexico & Central America, Hilton
Andres Chico, CEO, Tortuga Resorts
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**
Meets In: **SEVILLA BALLROOM 3**
Moderator: **Eduardo Ahumada**, Vice President, Alojica
Panelists: **Daniel Campos Lara**, CEO, Caribe Hospitality
Sebastian Cardona, Development Director of Mexico and Caribbean, Playa Hotels & Resorts
Fernando Rocha Huerta, Chief Development Officer, Fibra Inn

SESSION 08 **DEVELOPMENT – BUILD VS. BUY VS. CONVERT**
Meets In: **GRANADA**
Moderator: **Mary Scoviak**, Managing Editor, Hotel Investment Today
Panelists: **Oswaldo Marcelo Chudnobsky**, Managing Partner, Horwath HTL
Carlos Crovato, VP Development & Acquisitions LATAM, Standard International
Patricio del Portillo, VP of Development, LATAM, Aimbridge Hospitality
Dan Freed, Principal, Arcadis | CRTKL
Brian Quinn, Chief Development Officer, Sonesta

5:00pm-7:00pm **NETWORKING RECEPTION**
HOLA delegates will enjoy a fabulous networking opportunity at the THesis Hotel Miami. Transportation to the reception will be provided, but delegates will be responsible for finding their own way home or back to their hotel after this special evening.

Meets In: **THESIS HOTEL MIAMI**
Hosted By:  **NOLAN REYNOLDS**
INTERNATIONAL
Investment • Development • Management

THURSDAY, MAY 25, 2023

- 8:00am-1:30pm** **REGISTRATION & INFORMATION**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 8:30am-9:30am** **CONTINENTAL BREAKFAST**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 9:30am-10:55am** **PLENARY SESSION**
Meets In: *ALHAMBRA BALLROOM*
- 9:30am-9:45am** **WELCOME BACK**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 9:45am-10:35am** **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
- 10:35am-10:40am** **HOLA DEVELOPMENT OF THE YEAR AWARD**
Presenter: **Patricia Boo**, Senior Area Director, Latin America, STR
- 10:40am-10:45am** **HOLA TRANSACTION OF THE YEAR AWARD**
Presenter: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP
- 10:45am-10:55am** **CLOSING REMARKS**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 10:55am-11:45am** **NETWORKING BREAK**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 11:45am-12:30pm** **BREAKOUT SESSIONS**
- SESSION 09** **OPPORTUNITIES IN CENTRAL AMERICA**
Meets In: *SEVILLA BALLROOM 1*
Moderator: **Raul F. Calvet**, HOLA Co-Chair, Central America and CEO, Colliers Market Intelligence & Advisory
Panelists: **Ana Paula Ardón**, Global Hospitality Co-Leader, Gensler
Michael Cobb, CEO, ECI Development
Alex Mai, Regional VP of Development - MLAC Region, IHG Hotels & Resorts
Nicole Solano, Chief Executive Officer, Belize Ministry of Tourism
- SESSION 10** **HOTEL SEGMENTS – SELECT SERVICE**
Meets In: *SEVILLA BALLROOM 2*
Moderator: **Roland Mouly**, Senior Vice President, Premier (Ashford Inc.)
Panelists: **Louis Alicea**, Senior Director, Wyndham Hotels & Resorts
Bojan Kumer, Regional Vice President, Marriott International
Andres Ramirez, Vice President, hotelAVE
Gustavo Ripol, Partner, Leisure Partners
- SESSION 11** **DEVELOPMENT OUTLOOK**
Meets In: *SEVILLA BALLROOM 3*
Moderator: **Marco A. Roca Sr.**, CEO, Reveille Hospitality
Panelists: **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**
Meets In: *ALHAMBRA PRE-FUNCTION*

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
Shamsah Dhala, IFC
Lissette 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 A. Roca Sr., Reveille Hospitality
Fernando Rocha Huerta, Fibra Inn
Lorena Sanchez, Invest Ecuador Tourism
Giacomo Sissa Zubiato, 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 Marcelo Chudnobsky, Horwath HTL
Robbie Karver, EY

Ricardo Mader Rodrigues, JLL
Hernan Passalacqua, Fitzroy

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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:



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.