



TUESDAY, APRIL 23, 2024

- 3:30pm-8:00pm** **REGISTRATION & INFORMATION**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 4:15pm-6:05pm** **HOLA & CHRIS COMBO PLENARY SESSION**
Meets In: *ALHAMBRA BALLROOM*
- 4:15pm-4:25pm** **WELCOME BACK**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 4:25pm-4:50pm** **GLOBAL CHECK-IN**
Host: **Jeff Weinstein**, Editor in Chief, Hotel Investment Today
Guest: **Sam Nazarian**, Chairman & CEO, sbe Entertainment Group
- 4:50pm-5:10pm** **THE ECONOMIC OUTLOOK**
Speaker: **Eric Parrado**, Chief Economist & General Manager of the Research Department, Inter-American Development Bank
- 5:10pm-5:35pm** **LIFETIME ACHIEVEMENT AWARD**
Presenter: **Jeff Higley**, President, The BHN Group
Recipient: **Bruce Wardinski**, Chairman & CEO, Playa Hotels & Resorts
- 5:35pm-6:00pm** **FROM INVISIBLE TO ICON: THE POWER OF PERSONAL BRANDING**
Presenter: **John Fareed**, Professional Author and Speaker
- 6:00pm-6:05pm** **CLOSING REMARKS**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 6:15pm-8:00pm** **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:



Bruce Wardinski



WEDNESDAY, APRIL 24, 2024

- 8:00am-6:30pm** **REGISTRATION & INFORMATION**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 8:30am-9:30am** **CONTINENTAL BREAKFAST**
Meets In: *ALHAMBRA PRE-FUNCTION*
- 9:00am-10:00am** **HOTEL INVESTMENTS 101 – FROM ACRONYMS TO ZONING & NETWORKING**
Meets In: *SEVILLA BALLROOM A & B*
Moderator: **Andrea Belfanti**, CEO, ISHC
Panelists: **Sebastian Cardona Molina**, Development Director of Mexico & Caribbean, Playa Hotels & Resorts
Gustavo Ripol, Partner, Leisure Partners SAPI CV
Luis-Rene Sanchez, Director Development, MLAC Region, IHG Hotels & Resorts
- 10:00am-11:50am** **PLENARY SESSION**
Meets In: *ALHAMBRA BALLROOM*
- 10:00am-10:15am** **WELCOME TO HOLA – ¡BIENVENIDO! ¡BEM-VINDO!**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 10:15am-10:40am** **MEET THE HOLA CO-CHAIRS**
Moderator: **Jeff Higley**, President, The BHN Group
Co-Chairs: **Ricardo Mader Rodrigues**, HOLA Co-Chair, South America and Managing Director, JLL
John McCarthy, HOLA Co-Chair, Mexico and Executive Chairman, Partner, Leisure Partners

WEDNESDAY, APRIL 24, 2024

- 10:40am-10:55am** **HOTEL PERFORMANCE & OUTLOOK**
Speaker: **Patricia Boo**, Senior Area Director, Latin America, STR
- 10:55am-11:45am** **VIEWS FROM THE BOARDROOM – ROUND ONE**
Moderator: **Jeff Weinstein**, Editor in Chief, Hotel Investment Today
Panelists: **Jorge Apaez**, COO, Mexico, Latin America, & The Caribbean, IHG Hotels & Resorts
Thomas Dubaere, CEO, Americas – Premium, Midscale & Economy Brands, Accor
Marco Roca, CEO, Reveille Hospitality
- 11:45am-11:50am** **WRAP-UP REMARKS**
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 11:50am-12:45pm** **NETWORKING BREAK**
Meets In: **ALHAMBRA PRE-FUNCTION**
- 12:45pm-1:30pm** **BREAKOUT SESSIONS**
- SESSION 01** **INVESTMENT – OPPORTUNITIES IN CENTRAL AMERICA**
Meets In: **SEVILLA BALLROOM A**
Moderator: **Rob Schneider**, Managing Editor, Hotel Investment Today
Panelists: **Christian Charre**, Senior Managing Director, Berkadia
Luis Mirabelli, VP Development, Hispanic America & Caribbean – Premium, Midscale, Economy, Accor
Cristian Roberts Castro, President, PRIME/CREO Capital
- SESSION 02** **DEVELOPMENT – BUILD VS. CONVERT VS. REPOSITION**
Meets In: **SEVILLA BALLROOM B**
Moderator: **Milagros Regalado**, Associate Principal, Arcadis Inc.
Panelists: **Camilo Bolanos**, SVP Development, Latin America & Caribbean, Hyatt Hotels Corporation
Enrique Calderon Fernandez, VP Operations & CCO, Grupo Posadas
Fernando Mulet, EVP & Chief Investment Officer, Playa Hotels & Resorts
Diego Rodriguez, Managing Director, Horwath HTL Argentina
- SESSION 03** **HOTEL COMPANIES/AGREEMENTS – FLEXIBLE & ADAPTABLE AGREEMENTS**
Meets In: **SEVILLA BALLROOM C**
Moderator: **David Larone**, Special Advisor, CBRE Hotels
Panelists: **Richard Garcia**, Vice President of Caribbean & Latin America, Remington Hospitality
Alfredo Reynoso, Regional Vice President, Hyatt Hotels Corporation
Guillermo Yasutake, Director, Business Development, Grupo Presidente
- SESSION 04** **CASAS DE CAPITAL – FUNDING & THE CAPITAL STACK**
Meets In: **GRANADA**
Moderator: **Carolina Lacerda**, Senior Manager & Practice Leader for Latin America, EY
Panelists: **Daniel Campos**, Director General / Partner, Caribe Hospitality
Andro Nodarse-Leon, Founder & CEO, LionGrove
Gabriel Vazquez Celis, Vice President, Tourism & Hospitality, Banco Sabadell Mexico
- 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** **INVESTMENT – OPPORTUNITIES IN SOUTH AMERICA**
Meets In: **SEVILLA BALLROOM A**
Moderator: **Ricardo Mader Rodrigues**, HOLA Co-Chair, South America and Managing Director, JLL
Panelists: **Cristiano Goncalves**, Vice President of Development, South America, Hyatt Hotels Corporation
Emilio Izquierdo Merlo, CEO, MaraeyRU
Liora Haymann, Managing Director, Principal, OBMI
Valentina Luque, Development Manager, Caribbean & Latin America, Hilton

WEDNESDAY, APRIL 24, 2024

- SESSION 06 DEVELOPMENT – BRANDED RESIDENTIAL**
Meets In: **SEVILLA BALLROOM B**
Moderator: **Roland Mouly**, Founder & CEO, Hospitality Advisors
Panelists: **Cesar Chavez**, Director of Development & Asset Management, FibraHotel
Jan Hazelton, Vice President, Global Business & Real Estate Development, Kerzner International
Francesca Poddie, Co-Chief Operating Officer, Peninsula Papagayo
Stephen Strenk, Director of Development, Americas, Four Seasons Hotels & Resorts
- SESSION 07 DEVELOPMENT – SUSTAINABILITY**
Meets In: **SEVILLA BALLROOM C**
Moderator: **Elina Cardet**, Principal, Arcadis
Panelists: **Rogerio Basso**, Head of Tourism, IDB Invest
Daniel Grew, Partner, CREO Capital and VP, CPG Hospitality
Crist Inman, Founder & Managing Partner, La Paz Group
- SESSION 08 CASAS DE CAPITAL – DEBT**
Meets In: **GRANADA**
Moderator: **Clay B. Dickinson**, Professor, Hospitality & Real Estate, Florida International University
Panelists: **Daniel Arevalo**, Senior Investment Officer, IDB Invest
Fernando Delgado, CEO & Managing Partner, BDH
Santiago Porta, Head of Origination in Real Estate, IFC – World Bank Group
Alejandro Rodriguez Rivero, Director – CIO & Portfolio Manager MREIT, Catena Activos Alternativos
- 5:00pm-6:30pm**
Meets In: **NETWORKING RECEPTION**
ALHAMBRA PRE-FUNCTION

THURSDAY, APRIL 25, 2024

- 8:00am-1:30pm**
Meets In: **REGISTRATION & INFORMATION**
ALHAMBRA PRE-FUNCTION
- 8:30am-9:30am**
Meets In: **CONTINENTAL BREAKFAST**
ALHAMBRA PRE-FUNCTION
- 9:30am-10:55am**
Meets In: **PLENARY SESSION**
ALHAMBRA BALLROOM
- 9:30am-9:45am**
Speaker: **WELCOME BACK**
Jonathon S. Zink, COO, The BHN Group
- 9:45am-10:35am**
Moderator: **VIEWS FROM THE BOARDROOM – ROUND TWO**
Dana Miller, Senior Reporter, Hotel News Now/STR
Panelists: **Charles S. Macon**, CEO, The Americas, L+R Hotels
Giacomo Sissa, CEO, Urbanova
Gustavo Viescas, President, LATAMC, Wyndham Hotels & Resorts
- 10:35am-10:40am**
Presenter: **HOLA DEVELOPMENT OF THE YEAR AWARD**
Rogerio Basso, Head of Tourism, IDB Invest
- 10:40am-10:45am**
Presenter: **HOLA TRANSACTION OF THE YEAR AWARD**
Letvia Arza-Goderich, Partner, Preston Arza LLP
- 10:45am-10:55am**
Speaker: **WRAP-UP REMARKS**
Jonathon S. Zink, COO, The BHN Group
- 10:55am-11:45am**
Meets In: **NETWORKING BREAK**
ALHAMBRA PRE-FUNCTION

THURSDAY, APRIL 25, 2024

11:45am-12:30pm BREAKOUT SESSIONS

SESSION 09 INVESTMENT – OPPORTUNITIES IN MEXICO

Meets In: **SEVILLA BALLROOM A**
Moderator: **John McCarthy**, HOLA Co-Chair, Mexico and Executive Chairman, Partner, Leisure Partners
Panelists: **Rocco Bova**, Managing Consultant, Horwath HTL
Mauricio Elizondo, Chief Development Officer, Posadas
Mark Keiser, President, Development, Viceroy Hotels & Resorts

SESSION 10 DEVELOPMENT – LUXURY HOTELS/RESORTS

Meets In: **SEVILLA BALLROOM B**
Moderator: **Andrew Dickey**, Managing Director, Jones Lang LaSalle Hotels
Panelists: **Christian Glauser Benz**, Head of Development, The Americas, Mandarin Oriental Hotel Group
Mario Carbone, Managing Director Development, Mexico & Central America, Hilton
Alex Mai, Regional Vice President Development – Latin America & Caribbean, IHG Hotels & Resorts
Ken Shannon, President, Leisure & Hospitality Design International, Inc.

SESSION 11 CASAS DE CAPITAL – EQUITY

Meets In: **SEVILLA BALLROOM C**
Moderator: **Christian Charre**, Senior Managing Director, Berkadia
Panelists: **Eduardo Ahumada**, Vice President, Alojica
Embree C. Bedsole, II, Principal, Hacienda Hospitality LLC
Fernando Delgado, CEO & Managing Partner, BDH
Nicolas Valle, VP, Development & Investment, Playa Hotels & Resorts

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

Meets In: **ALHAMBRA PRE-FUNCTION**

HOLA 2024 PROGRAM PLANNING COMMITTEE

Paul Adan , IHG Hotels & Resorts	Carolina Lacerda , EY
Letvia M. Arza-Goderich , Preston Arza LLP	Ricardo Mader , JLL
Nadim Barrage , Loews Coral Gables Hotel	John McCarthy , Leisure Partners
Rogério Basso , IDB Invest	Vinicius Medeiros , Hotelier News
Andrea Belfanti , ISHC	Roland Mouly , Hospitality Advisors
Simone Bell , Belize Tourism Board	Fernando Mulet , Playa Hotels & Resorts
Gene Budler , Dick Construction & Management Company	Keith Oltchick , Remington Hotels
Katherine Button , Mullen Real Estate Capital	Maria Carolina Pinheiro , Wyndham Hotels & Resorts
Raul F. Calvet , Colliers	Santiago Porta , IFC
Daniel Campos , Caribe Hospitality	Tracy Prigmore , She Has a Deal
Marine Ceccarelli , Club Med	Gebhard Rainer , Sandals & Beaches Resorts
Christian Charre , Berkadia	Gustavo Ripol , Leisure Partners
Zach Demuth , JLL	Cristian Roberts Castro , PRIME/CREO Capital
Lissette Elias , INTRADE	Fernando Rocha
Mauricio Elizondo , Grupo Posadas	Alejandro Rodriguez , Catena Activos Alternativos
Dan Freed , Arcadis	Fabian Sanchez , Horwath HTL
Luis Gallotti , AMEK Group	Cecilia Sanchez , Accor
Jason Gold , Highgate Hotels	Bill Stadler , Aimbridge Hospitality
Cristiano Goncalves , Hyatt Hotels Corporation	Jeff Weinstein , Hotel Investment Today
Adam Greenfader , Puerto Rico Builders Association	Dina Winder , HAMA
Bojan Kumer , Marriott International	

HOLA 2024 DEVELOPMENT OF THE YEAR AWARD COMMITTEE

Chair: Rogério Basso , IDB Invest	Ricardo Mader Rodrigues , JLL
Patricia Boo , STR	John McCarthy , Leisure Partners
Liora Haymann , OBMI International	

HOLA 2024 TRANSACTION OF THE YEAR AWARD COMMITTEE

Chair: Letvia M. Arza-Goderich , Preston Arza LLP	Ricardo Mader Rodrigues , JLL
Oswaldo Marcelo Chudnobsky , Horwath HTL	Hernan Passalacqua , Fitzroy
Robbie Karver , EY	



HOLA
Hotel Opportunities
Latin America

April 23-25, 2024
Loews Coral Gables Hotel
Coral Gables, FL
HOLAconference.com

PRODUCED BY:



NORTHSTAR
TRAVEL GROUP

Northstar Travel Group is the leading B-to-B media company providing information and marketing solutions for the global travel industry. The company owns 14 media brands connecting 1.2m industry professionals through a comprehensive portfolio of digital, social, print and more than 100 events in 13 countries. Northstar Travel Group is owned by EagleTree Capital. Northstar Travel Group is based in Rutherford, NJ, and more information is available at northstarttravelgroup.com.

IN ASSOCIATION WITH:



BHN

With over three decades of experience, more than 170 events completed to-date, and in excess of 120,000 international delegates, The BHN Group's 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 DESIGN+ in Los Angeles, the ALIS Summer Update series held in various U.S. cities; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Opportunities Latin America (HOLA) conference in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Singapore; and HICAP Australia New Zealand (HICAP ANZ) in Sydney. The BHN Group also publishes Hotel Investment Today, a digital media outlet focused on the ROI of hotel investment. The BHN Group's website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world. BHN is a division of Northstar Travel Group.