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New Hotel Opportunities Latin America (HOLA) Conference Announced

Miami, FLORIDA: A new conference serving the needs of the hotel investment community in Latin America was announced today in Miami. The Hotel Opportunities Latin America (HOLA) conference will be held April 12-14, 2011, at the new JW Marriott Marquis hotel in downtown Miami, Florida, USA. HOLA will take place immediately after the Caribbean Hotel & Resort Investment Summit (CHRIS), which will be held in the same hotel in Miami April 10-12, 2011. The back-to-back nature of the two events, will be an efficient way for the hotel investment community that is interested not only in Latin America, but in Caribbean region, to conduct their business while in Miami, the gateway to Latin America and the Caribbean.



HOLA will address the entire Latin America area through a series of focused panels and workshops - from Mexico in the north, to the southern tip of Argentina, including the huge countries like Brazil, and the emerging markets of Central America. The conference will be chaired by four hotel industry veterans who are located throughout the various regions to help ensure that the program is focused, topical, and a productive event for the delegates interested in doing business in Latin America.

The four HOLA conference chairs are:

- **Brazil:** Ricardo Mader Rodrigues, Executive Vice President, Jones Lang LaSalle Hotels
- **Central America:** Raul Calvet, Founder, Calvet & Associates
- **South America:** Jose Koechlin, Chairman, Inkaterra
- **Mexico:** John McCarthy, Co-founder and CEO, Altavista Partners

“Over the past two decades, BHN has been actively engaged in bringing the Latin America hotel investment community together. During this time, the firm has organized a dozen hotel/tourism investment conferences focused on the region and is frequently asked to host events in individual countries and specific areas of Latin America. The creation and development of HOLA will bring this experience all together into one truly comprehensive program,” said Jim Burba, president of HOLA host BHN.

Burba added, “Miami as the location of the HOLA, made the most sense, as the city is generally recognized as a business/financial capital of Latin America – and it also represents a non-partisan location where the opportunities in the entire region may be discussed. As we come out of the most recent recession, one thing remains clear - the future of tourism is very bright throughout Latin America.”

About the Host

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and

more than 59,000 international delegates, BHN conferences have become “must attend” events for industry leaders who come together to network, conduct business and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in San Diego; the ALIS Summer Update in Los Angeles; the Central America Tourism & Hotel Investment Exchange (CATHIE) held in El Salvador in 2010; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update Southeast Asia in Singapore; HICAP Update Japan in Tokyo; and the Hotel Investment Forum India (HIFI) in Mumbai. The BHN 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.