



MONDAY, MAY 20, 2019

9:00am-6:30pm REGISTRATION & INFORMATION

11:30am-12:45pm NETWORKING LUNCH

12:00pm-1:00pm 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: **Brooke Meyer**, Managing Partner, Caymera International
Gustavo M. Ripol, Partner, InterAmerican Development

1:00pm-1:15pm MOVEMENT BREAK

1:15pm-3:00pm PLENARY SESSION

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

Speakers: **James E. Burba**, Co-Founder, BHN
Jeff Higley, President, The BHN Group

MEET THE HOLA CO-CHAIRS

Co-Chairs: **Raul F. Calvet**, CEO, Calvet & Associates
Francisco Levine, Senior Advisor, AccorHotels
John A.E. McCarthy, Executive Chairman & Partner, Leisure Partners
Ricardo M. Rodrigues, Managing Director, JLL

HOTEL PERFORMANCE & OUTLOOK FOR LATIN AMERICA

Speaker: **Patricia Boo**, Area Director CSA, STR

THE VIEW FROM THE BOARDROOM

Moderator: **Mark A. Lunt**, Principal, Ernst & Young
Panelists: **Ian Carter**, President, Global Development, Hilton
Ernesto Coppel, Developer, Pueblo Bonito Hotels
Fabio Villegas, CEO, Decameron Hotels & Resorts

2:45pm-3:30pm NETWORKING BREAK

3:30pm-4:30pm BREAKOUT SESSIONS

SESSION 01 A SPOTLIGHT ON BRAZIL – OPPORTUNITIES & CHALLENGES

NEW session format with the best of both worlds – insightful roundtables and an engaging panel

Moderator: **Ricardo M. Rodrigues**, Managing Director, JLL
Panelists: **Emilio Izquierdo**, CEO, IDB Brasil
Ricardo Manarini, Regional VP Development, IHG
Ted Middleton, SVP - Development, Hilton

SESSION 02 A SPOTLIGHT ON CENTRAL AMERICA – OPPORTUNITIES & CHALLENGES

NEW session format with the best of both worlds – insightful roundtables and an engaging panel

Moderator: **Raul F. Calvet**, CEO, Calvet & Associates
Panelists: **Mario E. Carbone**, Development - Director, Hilton
Gustavo M. Ripol, Partner, InterAmerican Development
Terry Sanders, Chief Development Officer, Radisson Hotel Group
Marcos Sandler, Senior Vice President, GFG Securities

SESSION 03 CASAS DE CAPITAL – DEBT

Moderator: **Fernando Garcia-Chacon**, Managing Director, CBRE Hotels
Panelists: **Rogerio Basso**, Head of Tourism, IDB Invest
Joan Bertran, Global Head CRE & Hotels, Banco Sabadell
Jaime E. Otero, Head of Corporate Finance, Itau Colombia
Santiago Porta, Principal Investment Officer, IFC



HOLA will feature simultaneous translation services from English to Spanish at all Plenary Sessions



MONDAY, MAY 20, 2019

SESSION 04 THE WONDERFUL WORLD OF AGREEMENTS – MANAGEMENT, FRANCHISE, AFFILIATION

Moderator: **Christian Charre**, Senior Vice President, CBRE
Panelists: **Louis Alicea**, Senior Director of Development, Wyndham Hotels & Resorts
Camilo Bolanos, VP Development, Hyatt Hotels Corporation
Carolina Escolan, Director, Owners Relations CALA, Hilton
John Michael Register, Partner, Trust Hospitality

4:30pm-6:30pm NETWORKING RECEPTION

TUESDAY, MAY 21, 2019

8:30am-7:15pm REGISTRATION & INFORMATION

9:00am-10:00am CONTINENTAL BREAKFAST

10:00am-11:30am PLENARY SESSION

WELCOME BACK
Speaker: **Jonathon S. Zink**, Managing Director, The BHN Group

HOLA DEVELOPMENT OF THE YEAR AWARD
Presenter: **Rogério Basso**, Head of Tourism, IDB Invest

HOLA TRANSACTION OF THE YEAR AWARD
Presenter: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP

OPPORTUNITIES, CHALLENGES, & THE OUTLOOK – THE VIEW FROM THE WORLD TRAVEL & TOURISM COUNCIL (WTTC)
Presenter: **Maribel Rodriguez**, Regional Director EU & LATAM, WTTC

THE REGIONAL LEADERS OUTLOOK
Moderator: **John Fareed**, Managing Director, Horwath HTL
Panelists: **Jorge A. Apaez**, COO, IHG
Luis E. Barrios, CEO, Hoteles City Express
Alejandro Moreno, President & Managing Director, LATAMC, Wyndham Hotels & Resorts
Fernando Mulet, EVP & Chief Development Officer, Playa Hotels & Resorts

11:30am-12:15pm NETWORKING BREAK

12:15pm-1:15pm BREAKOUT SESSIONS

SESSION 05 A SPOTLIGHT ON SOUTH AMERICA – OPPORTUNITIES & CHALLENGES
NEW session format with the best of both worlds – insightful roundtables and an engaging panel
Moderator: **Francisco Levine**, Senior Advisor, AccorHotels
Panelists: **Wendy Chan**, Senior Vice President, JLL
Adrian Francois, Director, Development LATAM, Radisson Hotel Group
Cristiano Gonçalves, Regional VP Development, IHG
Diego F. Jaramillo, LATAM General Director, Karisma Hotels & Resorts

SESSION 06 HOT TOPICS IN MIXED-USE – BRANDING, DESIGN, LEGAL, & MORE
NEW session format with the best of both worlds – insightful roundtables and an engaging panel
Moderator: **Marta Molina Seal**, Principal, CPG
Panelists: **Richard Davis**, Co-Chair Hospitality Group, Greenberg Traurig
James G. Freeman, Co-Founder/Principal, FSC Architects
Dana Jacobsohn, VP, Mixed Use Development, Marriott International
Nicolas Martinez, Sr. Manager of Development, Mexico, Hilton





TUESDAY, MAY 21, 2019

SESSION 07

CASAS DE CAPITAL – EQUITY FROM INSIDE THE REGION

Moderator:

Carolina Lacerda, Senior Vice President, JLL

Panelists:

Daniel A. Campos, Director General, Caribe Hospitality

Salim Dahdah, CEO, AP Capital

Fernando Rocha Huerta, Director of Acquisitions, Fibra Inn

Andres Sanchez, Chief Development Officer, GHG Grupo Hoteles S.C.A.

Ricardo Zuniga, Chairman and CEO, Vertex Real Estate

1:15pm-3:15pm

LUNCH & AWARD

Speaker:

WELCOME BACK & YOUTH CAREER INITIATIVE (YCI)

Jeff Higley, President, The BHN Group

LIFETIME ACHIEVEMENT AWARD

Recipient:

Miguel Quintana Pali, President and CEO, Grupo Xcaret

Interviewed by:

John A.E. McCarthy, Executive Chairman & Partner, Leisure Partners

3:15pm-3:45pm

NETWORKING BREAK

3:45pm-4:45pm

BREAKOUT SESSIONS

SESSION 09

A SPOTLIGHT ON MEXICO – OPPORTUNITIES & CHALLENGES

NEW session format with the best of both worlds – insightful roundtables and an engaging panel

Moderator:

John A.E. McCarthy, Executive Chairman & Partner, Leisure Partners

Panelists:

Jose Carlos Azcárraga, CEO, Grupo Posadas

Oscar D. Cardenas, Senior Manager, Development, Hotel 6 / Estudio 6

Dania Duncan, Shareholder, Greenberg Traurig LLP

Francisco Lira, Head of CIB, Banco Sabadell

SESSION 10

HOT TOPICS IN AFFORDABLE LIFESTYLE – BRANDING, DESIGN, LEGAL, & MORE

NEW session format with the best of both worlds – insightful roundtables and an engaging panel

Moderator:

Santiago Berraondo, Senior Vice President, JLL

Panelists:

Paul Adan, Vice President Development, Marriott International

Kevin Brickner, SVP, Franchise Sales & Development, Wyndham Hotels & Resorts

Fabian Monsalve, Principal, Baker McKenzie

Matthias Winkler, Principal, FSC Architects

SESSION 11

CASAS DE CAPITAL – EQUITY FROM OUTSIDE THE REGION

Moderator:

Robbie Karver, Senior Manager, EY

Panelists:

Jared Melnik, Principal, KSL Capital Partners

Mariano Menkes, Vice President, Equity International

Esteban Saldarriaga, Vice President, Investments, Jaguar Growth Partners

SESSION 12

RESORTS – A HOT SECTOR IN LATIN AMERICA!

Moderator:

Roland Mouly, Principal, Hospitality Advisors

Panelists:

Laurent N. de Kousemaeker, Chief Development Officer, Marriott International

Mauricio Elizondo, Development Director, Posadas

Gary B. Lake, EVP - Asset Management, Gencom

Federico Moreno-Nickerson, VP of Development, Apple Leisure Group

4:45pm-7:15pm

HOLA & CHRIS JOINT NETWORKING RECEPTION

A unique feature of HOLA is the closing reception, which is held in conjunction with the opening cocktail reception for the Caribbean Hotel & Resort Investment Summit (CHRIS). Delegates from HOLA have the opportunity to meet and mingle with each other one more time, plus the opportunity to network with delegates from CHRIS. This promises to be a fantastic networking event.

Hosted By:

LOEWS
HOTELS



Miguel Quintana Pali



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 well-known brands including *Travel Weekly*, *TravelAge West*, *Travel Weekly China*, *Business Travel News*, *Successful Meetings*, *Meetings & Conventions*, *Incentive*, *M&C China*, *Travel42*, *Axus Travel App*, and *Web in Travel*. The company produces more than 80 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, business intelligence, and event producer serving the travel technology industry. Northstar Travel Group is the leading producer of hotel investment events globally, including ALIS, the largest hotel investment conference in the world and HICAP, Asia Pacific's most important annual investment conference. Northstar is also the majority shareholder in Inntopia, the leading SaaS e-commerce software, CRM database marketing and predictive analytics business serving the mountain destination, golf, activities, hospitality, and specialty destination travel markets. Based in Secaucus, NJ, the company has offices in New York, NY; Stowe, VT; Denver, CO; Edwards, CO; Burlington, VT; Los Angeles, CA; Costa Mesa, CA; Lombard, IL; and global offices in Singapore, Beijing, and Shanghai. And soon to be London. 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 150 events completed to-date, and in excess of 100,000 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 Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; Hotel Investment Conference Europe (Hot.E) in London; 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 BHN produced, as well as a direct link to important players in the hospitality investment world.

PROGRAM PLANNING COMMITTEE

Baron Ah Moo, BLI Capital Group
Letvia Arza-Goderich, Preston Arza LLP
Rogério Basso, IDB Invest
Andrea Belfanti, ISHC
Mario E. Carbone, Hilton
Wendy Chan, JLL
Mauricio Elizondo, Posadas
Robbie Karver, EY
David Larone, CBRE Hotels

Gisela Levy, Latino Hotel Association
Jared Melnik, KSL Capital Partners
Fabian Monsalve, Baker McKenzie
Federico Moreno, Apple Leisure Group
Michael Morton, Best Western Hotels
Roland Mouly, Hospitality Advisors
Fernando Mulet, Playa Hotels & Resorts
Alexis Ralph, AccorHotels
Gustavo M. Ripol, InterAmerican Development

DEVELOPMENT OF THE YEAR AWARD COMMITTEE

Chair: **Rogério Basso**, IDB Invest
Patricia Boo, STR
Ricardo M. Rodrigues, JLL

Hernan Passalacqua, Fitzroy Hotels & Resorts
James Slattery, BCQS International

TRANSACTION OF THE YEAR AWARD COMMITTEE

Chair: **Letvia Arza-Goderich**, Preston Arza LLP
Robbie Karver, EY

Fernando Garcia-Chacon, CBRE Hotels
Carolina Lacerda, JLL