



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.

1:00pm-3:00pm PLENARY SESSION

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

Speaker: **James E. Burba**, Co-Founder, BHN

MEET THE HOLA CO-CHAIRS

Moderator: **James E. Burba**, Co-Founder, BHN

Panelists: **Raul F. Calvet**, CEO, Calvet & Associates

Francisco Levine, Senior Advisor, AccorHotels

Ricardo M. Rodrigues, Managing Director, JLL

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

HOTEL PERFORMANCE & OUTLOOK FOR LATIN AMERICA

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

THE VIEW FROM THE BOARDROOM

Moderator: **Mark A. Lunt**, Principal, EY

Panelists: **Ian Carter**, President, Global Development, Hilton

Ernesto Coppel, Developer, Pueblo Bonito Hotels

Fabio Villegas, CEO, Decameron Hotels & Resorts

Richard A. Weissmann, Partner, KSL Capital Partners

3:00pm-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: **Joan Bertran**, Global Head of CRE & Hotels, Banco Sabadell

Jaime Otero, Manager, Itau

Santiago Porta, Principal Investment Officer, IFC/World Bank Group

Michael Register, Partner and Head of Development, Trust Hospitality



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 Hotels
Panelists: **Louis Alicea**, Senior Director of Development, Wyndham Hotels & Resorts
Camilo Bolanos, VP, Development & Real Estate, Hyatt Hotels Corporation
Carolina Escolan, Director, Owners Relations CALA, Hilton

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, BHN

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

THE REGIONAL LEADERS OUTLOOK

Moderator: **John Fareed**, Managing Director, Horwath HTL
Panelists: **Jorge A. Apaez**, COO, IHG
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 Jaramillo Echeverry, Director General LATAM, 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, Hotel Investments, CPG Hospitality
Panelists: **Richard F. Davis**, Co-Chair Hospitality Group, Greenberg Traurig, LLP
James G. Freeman, Co-Founder/Principal, FSC Architects
Dana Jacobsohn, VP, Mixed Use Development, Marriott International
Nicolas Martinez, Sr. Manager, Development, Mexico, Hilton

SESSION 07 CASAS DE CAPITAL – EQUITY FROM INSIDE THE REGION

Moderator: **Carolina Lacerda**, Senior Vice President, JLL
Panelists: **Daniel Campos**, General Director, Caribe Hospitality
Ricardo Zuniga, Chairman & CEO, Vertex Real Estate
Additional Panelists to be Announced.





TUESDAY, MAY 21, 2019

1:15pm-3:15pm LUNCH & PLENARY SESSION

Speaker: **WELCOME BACK & YOUTH CAREER INITIATIVE (YCI)**
James E. Burba, Co-Founder, BHN

Recipient: **LIFETIME ACHIEVEMENT AWARD**
Miguel Quintana Pali, President / CEO, Grupo Experiencias Xcaret
Interviewed by: **John A.E. McCarthy**, Executive Chairman & Partner, Leisure Partners

3:10pm-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, Posadas
Dania Duncan, Shareholder, Greenberg Traurig, LLP
Francisco Lira, Head of C&IB Mexico, Banco Sabadell Mexico
Alex Stadlin, Chief Operating Officer, Playa Hotels & Resorts

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
Benjamin C. Candari, Principal, FSC Architects
Anthony Emanuelo, Brand President, TRYP by Wyndham, Wyndham Hotels & Resorts
Fabian Monsalve, Principal, Baker McKenzie

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 de Kousemaeker**, Chief Development Officer, Marriott International
Mauricio Elizondo, Development Director, Posadas
Fernando Fernandez, VP Development, ALG/AMResorts
Gary Lake, EVP Asset Management, Gencom

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



HOLA
Hotel Opportunities
Latin America

May 20-21, 2019
Loews Miami Beach Hotel
www.HOLAconference.com



PRODUCED BY:



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IN ASSOCIATION WITH:



With over three decades of experience, more than 150 events completed to-date, and in excess of 100,000 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 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 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.

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