

**TUESDAY, AUGUST 31, 2021**

**3:30pm-8:30pm**      **REGISTRATION & INFORMATION**

**4:15pm-6:00pm**      **PLENARY SESSION**

**WELCOME BACK**

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

**AIRLINES INDUSTRY OUTLOOK**

Presenter: **Annaleen Lord**, Area Manager, Caribbean, IATA

**OPPORTUNITIES, CHALLENGES & THE OUTLOOK: THE VIEW FROM THE WORLD TRAVEL & TOURISM COUNCIL (WTTC)**

Host: **Jeff Higley**, President, The BHN Group  
Guest: **Arnold W. Donald**, Chair, WTTC and President, CEO, Carnival

**LEADERS IN TRAVEL**

Moderator: **Alexander Britell**, Editor in Chief & Founder, Caribbean Journal Invest  
Panelists: **Jose Carlos Azcarraga**, CEO, Grupo Posadas  
**Harry Sommer**, President & CEO, Norwegian Cruise Line  
**Alex Zozaya**, Chairman, Apple Leisure Group

**CLOSING REMARKS**

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

**6:00pm-8:30pm**      **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.

Hosted By:



**WEDNESDAY, SEPTEMBER 1, 2021**

**7:30am-6:45pm**      **REGISTRATION & INFORMATION**

**8:30am-9:30am**      **CONTINENTAL BREAKFAST**

**9:30am-11:50am**      **PLENARY SESSION**

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

Speaker: **Jeff Higley**, President, The BHN Group

**MEET THE HOLA CO-CHAIRS**

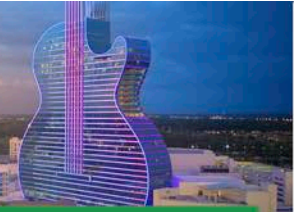
Moderator: **Jeff Higley**, President, The BHN Group  
Co-Chairs: **Raul F. Calvet**, CEO, Calvet & Associates  
**John McCarthy**, Executive Chairman & Partner, Leisure Partners

**HOTEL PERFORMANCE & OUTLOOK**

Speaker: **Patricia Boo**, Area Director, Central & South America, STR

**LEADERSHIP EXCHANGE: A 'GLOCAL' OUTLOOK ON HOTEL REAL ESTATE**

Host: **Jeff Higley**, President, The BHN Group  
Guest: **Gilda Perez-Alvarado**, Global CEO, JLL Hotels & Hospitality



**WEDNESDAY, SEPTEMBER 1, 2021**

**LIFETIME ACHIEVEMENT AWARD**  
Presenter: **Raul F. Calvet**, CEO, Calvet & Associates  
Recipient: **Ricardo Poma**, Chairman & CEO, Group Poma



**Ricardo Poma**

**BOARDROOM OUTLOOK: GLOBAL PERSPECTIVE**  
Moderator: **Fernando Garcia-Chacon**, Managing Director, CBRE Hotels  
Panelists: **Jose Carlos Azcarraga**, CEO, Grupo Posadas  
**Todd Hricko**, Head of Global Hotel Development, Hard Rock International  
**Craig S. Smith**, Group President, International Division, Marriott International

**WRAP-UP REMARKS**  
Speaker: **Jeff Higley**, President, The BHN Group

**11:50am-12:45pm NETWORKING BREAK**

**12:45pm-1:30pm BREAKOUT SESSIONS**

**SESSION 01 A SPOTLIGHT ON SOUTH AMERICA – OPPORTUNITIES & CHALLENGES**  
Moderator: **Rogério Basso**, Head of Tourism, IDB Invest  
Panelists: **Hugo Desenzani**, CEO, Intursa  
**Cristiano Gonçalves**, RVP Development, IHG Hotels & Resorts  
**Bojan Kumer**, VP Lodging Development, Marriott International

**SESSION 02 CASAS DE CAPITAL – EQUITY**  
Moderator: **Marco Roca**, VP, Development, Aimbridge Hospitality & Evolution Hospitality  
Panelists: **Guillermo Bravo**, CIO, FibraHotel  
**Oscar E. Calvillo-Amaya**, CEO, Fibra Inn  
**Fernando Mulet**, EVP, Chief Development Officer, Playa Hotels & Resorts

**SESSION 03 HOTEL MANAGEMENT AGREEMENTS – EXIT STRATEGY**  
Moderator: **David Larone**, Special Advisor, CBRE  
Panelists: **Ruben Becerra**, VP Corporate Affairs & Business Development, Karisma Hotels & Resorts  
**Matthew J. Norton**, Practice Area Leader – Real Estate, K&L Gates LLP  
**Nicolas Valle**, Director Development & Feasibility, Playa Hotels & Resorts

**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.

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

**SESSION 04 A SPOTLIGHT ON CENTRAL AMERICA – OPPORTUNITIES & CHALLENGES**  
Moderator: **Raul F. Calvet**, CEO, Calvet & Associates  
Panelists: **Uriel Burak**, Senior Director - Development, Caribbean & Latin America Region, Marriott International  
**Rodrigo Meza**, Director, GFG Securities  
**Fernando Poma Kriete**, Vice President & Managing Director, Real Hotels and Resorts

**SESSION 05 MIXED-USE DEVELOPMENT**  
Moderator: **Agnes Pierre-Louis**, Director, Horwath HTL  
Panelists: **Maurice Chartier**, President, Grupo Consutur  
**Marta Molina Seal**, Managing Partner & Chief Operating Officer, Alójica  
**Gustavo M. Ripol**, Partner, InterAmerican Development

**SESSION 06 OWNERSHIP & THE 3 Rs (RENOVATING, REPOSITIONING, REBRANDING)**  
Moderator: **John S. Fareed**, Chairman North America, Managing Director, Horwath HTL  
Panelists: **Camilo Bolanos**, Vice President, Development Americas, Hyatt Hotels Corporation  
**Frances Gonzalez**, Vice President Operations, Latin America, Radisson Hotel Group  
**Jill Slattery**, SVP, Investor Relations and Corporate Development, Hilton  
**Salo Smaletz**, VP, Development, IHG Hotels & Resorts

**4:45pm-6:45pm NETWORKING RECEPTION**



**August 31-September 2, 2021**

**Seminole Hard Rock Hotel & Casino  
Hollywood, Florida, USA**

**HOLAconference.com**

**THURSDAY, SEPTEMBER 2, 2021**

**7:30am-1:30pm**      **REGISTRATION & INFORMATION**

**8:00am-9:00am**      **CONTINENTAL BREAKFAST**

**9:15am-10:40am**      **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

**CAPITAL MARKETS UPDATE**

Speaker: **Rachael Rothman**, Head of Hotels Research & Data Analytics, CBRE

**BOARDROOM OUTLOOK: VIEWS FROM THE REGION**

Moderator: **Fabian Monsalve**, Principal, Baker McKenzie  
Panelists: **Jorge Apaez**, Chief Operating Officer, IHG Hotels & Resorts  
**Daniel Campos Lara**, CEO, Caribe Hospitality  
**Michael Cobb**, Chairman and CEO, ECI Development

**CLOSING REMARKS**

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

**10:40am-11:30am**      **NETWORKING BREAK**

**11:30am-12:15pm**      **BREAKOUT SESSIONS**

**SESSION 07**      **A SPOTLIGHT ON MEXICO – OPPORTUNITIES & CHALLENGES**

Moderator: **John McCarthy**, Executive Chairman & Partner, Leisure Partners  
Panelists: **Mario E. Carbone**, Managing Director – Mexico & Central America, Hilton  
**Mauricio Elizondo**, Corporate Director of Development, Grupo Posadas  
**Manuel Muñoz Garcés**, Head of Hotel & Tourism CIB, Banco Sabadell  
**Alfredo Reynoso**, Development Director, Hyatt Hotels Corporation

**SESSION 08**      **CASAS DE CAPITAL – DEBT**

Moderator: **John L. Murphy**, Partner, Baker McKenzie  
Panelists: **Joan Bertran**, Global Head of Commercial Real Estate & Hotels, Banco Sabadell  
**Alejandro Rodríguez Rivero**, Director of Investments, Credit Suisse

**SESSION 09**      **DISTRESSED ASSETS**

Moderator: **Roland Mouly**, VP Mexico, Caribbean & Latin America, hotelAVE  
Panelists: **Paul Adan**, Managing Director, Latin America and Caribbean, Radisson Hotel Group  
**Pablo Maturana**, Managing Director, Development, South America & The Caribbean, Hilton

**12:15pm-1:30pm**      **CLOSING NETWORKING LUNCH**



**August 31-September 2, 2021**

**Seminole Hard Rock Hotel & Casino  
Hollywood, Florida, USA**

**HOLAconference.com**

**PROGRAM PLANNING COMMITTEE**

**Naureen Ahmed**, STR  
**Tony Argibay**, KSL Capital Partners  
**Letvia M. Arza-Goderich**, Preston Arza LLP  
**Luis Barboza**, Sociedad Hoteles del Peru  
**Rogelio Basso**, IDB Invest  
**Camilo Bolanos**, Hyatt Hotels Corporation  
**Raul F. Calvet**, Calvet & Associates  
**Daniel Campos**, Caribe Hospitality  
**Mario E. Carbone**, Hilton  
**Chris Cylke**, ISHC  
**Fernando Delgado**, Vertex Real Estate  
**Hugo Densenzani**, Intursa  
**Pedro Dubocq**, Nexgen Capital  
**Lisette Elias**, INTRADE  
**Mauricio Elizondo**, Posadas  
**Frances Gonzalez**, Radisson Hotel Group  
**Adam Greenfader**, Puerto Rico Builders Association  
**Andy Ingraham**, NABHOOD  
**Robbie Karver**, EY  
**Carolina Lacerda**, JLL  
**David Larone**, CBRE Hotels

**Scott LePage**, Wyndham Hotels & Resorts  
**Ricardo Mader**, JLL  
**John McCarthy**, Leisure Partners  
**Sean McCracken**, Hotels News Now/STR  
**Vinicius Medeiros**, Hotelier News  
**Mariano Menkes**, Equity International  
**Lynette Montoya**, LHA  
**Roland Mouly**, hotelAVE  
**Alexis Ralph**  
**Carolina Ramirez**, OBMI Architecture  
**Gustavo M. Ripol**, InterAmerican Development  
**Marco Roca**, Reveille Hospitality  
**Fernando Rocha**, Fibra Inn  
**Marcos Sandler**, GFG Securities  
**Salo Smaletz**, IHG Hotels & Resorts  
**Chad Sorensen**, HAMA  
**Bill Stadler**, Aimbridge Hospitality  
**Jeff Stephenson**, G6 Hospitality  
**Rodrigo Tsutsumi**, Tsutsumi Hospitality Solutions  
**Jeff Weinstein**, HOTELS' Investment Outlook  
**Matthias Winkler**, FSC Architects

**DEVELOPMENT OF THE YEAR AWARD COMMITTEE**

Chair: **Rogelio Basso**, IDB Invest  
**Patricia Boo**, STR  
**Liora Haymann**, OBMI International

**Ricardo M. Rodrigues**, JLL  
**James Slattery**, BCQS International

**TRANSACTION OF THE YEAR AWARD COMMITTEE**

Chair: **Letvia Arza-Goderich**, Preston Arza LLP  
**John Fareed**, Horwath HTL  
**Fernando Garcia-Chacon**, CBRE Hotels

**Robbie Karver**, EY  
**Carolina Lacerda**, JLL Hotels & Hospitality Group

**PRODUCED BY:**



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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](http://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.