




**TUESDAY, MAY 17, 2022**

- 3:30pm-8:15pm**      **REGISTRATION & INFORMATION**  
Meets In:            *SEMINOLE BALLROOM PRE-FUNCTION*
- 4:15pm-6:00pm**      **HOLA & CHRIS COMBO PLENARY SESSION**  
Meets In:            *SEMINOLE BALLROOM B&G*
- 4:15pm-4:25pm**      **WELCOME BACK**  
Speaker:            **Jonathon S. Zink**, COO, The BHN Group
- 4:25pm-4:50pm**      **ONE WORLD, ONE VISION – ONE-ON-ONE WITH A GLOBAL CEO**  
Host:                **Jeff Higley**, President, The BHN Group  
Guest:               **Anthony Capuano**, Chief Executive Officer, Marriott International
- 4:50pm-5:10pm**      **THE ECONOMIC OUTLOOK**  
Presenter:          **Eric Parrado Herrera**, Chief Economist and General Manager of the Research Department, Inter-American Development Bank (IDB)
- 5:10pm-5:40pm**      **YESTERDAY, TODAY, TOMORROW – INDUSTRY ICONS WEIGH IN**  
Host:                **Jeff Higley**, President, The BHN Group  
Guests:             **Ian Carter**  
                         **Alex Zozaya**
- 5:40pm-5:45pm**      **CLOSING REMARKS**  
Speaker:            **Jonathon S. Zink**, COO, The BHN Group
- 5:45pm-8:15pm**      **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:            *TERRACE BALLROOM*  
Hosted By:



**WEDNESDAY, MAY 18, 2022**

- 8:00am-6:45pm**      **REGISTRATION & INFORMATION**  
Meets In:            *SEMINOLE BALLROOM PRE-FUNCTION*
- 8:30am-9:45am**      **CONTINENTAL BREAKFAST**  
Meets In:            *SEMINOLE BALLROOM A-I*
- 8:45am-9:45am**      **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.  
Meets In:            *SEMINOLE BALLROOM C*  
Facilitators:        **Michelle Finn**, Hospitality Consultant  
                         **Gustavo Ripol**, Partner, Leisure Partners
- 9:00am-5:00pm**      **HEADSHOT LOUNGE**  
Meets In:            *SEMINOLE BALLROOM A-I*  
Sponsored By:       myDigitalOffice
- 9:50am-11:50am**      **PLENARY SESSION**  
Meets In:            *SEMINOLE BALLROOM B&G*
- 9:50am-10:00am**      **WELCOME TO HOLA – ¡BIENVENIDO! ¡BEM-VINDO!**  
Speaker:            **Jeff Higley**, President, The BHN Group

**WEDNESDAY, MAY 18, 2022**

- 10:00am-10:20am**      **MEET THE HOLA CO-CHAIRS**  
 Moderator: **Jeff Higley**, President, The BHN Group  
 Co-Chairs: **Raul F. Calvet**, CEO, Calvet & Associates  
**Ricardo Mader**, Managing Director, JLL Hotels & Hospitality  
**John McCarthy**, Executive Chairman & Partner, Leisure Partners
- 10:20am-10:35am**      **HOTEL PERFORMANCE & OUTLOOK**  
 Speaker: **Patricia Boo**, Area Director, Central & South America, STR
- 10:35am-10:55am**      **LIFETIME ACHIEVEMENT AWARD**  
 Presenter: **John McCarthy**, Executive Chairman & Partner, Leisure Partners  
 Recipient: **Pablo González Carbonell**, Founder and Chairman, Royal Holiday Group  
 Accepting on behalf of Pablo González Carbonell will be his spouse, Gaby Vargas
- 
- Pablo González Carbonell**
- 10:55am-11:45am**      **VIEWS FROM THE BOARDROOM – ROUND ONE**  
 Moderator: **Carolina Lacerda**, Country Director Mexico & Investment Sales, JLL Hotels & Hospitality  
 Panelists: **Jose Carlos Azcarraga**, CEO, Grupo Posadas  
**Sara Glenn**, Chief Operating Officer, Accor  
**John Murray**, President & Chief Executive Officer, Sonesta  
**Richard Russo**, Principal, Highgate
- 11:45am-11:50am**      **WRAP-UP REMARKS**  
 Speaker: **Jeff Higley**, President, The BHN Group
- 11:50am-12:45pm**      **NETWORKING BREAK**  
 Meets In: **SEMINOLE BALLROOM A-I**
- 11:55am-12:25pm**      **OPPORTUNITIES IN PANAMA**  
 Meets In: **SEMINOLE BALLROOM C**  
 Speakers: **Iván Eskildsen**, Minister of Tourism, Panama  
**Carlos A. Orillac Orozco**, Plan & Programs Coordinator, Investments Department, Panama Tourism Authority
- 12:45pm-1:30pm**      **BREAKOUT SESSIONS**
- SESSION 01**      **A SPOTLIGHT ON CENTRAL AMERICA – OPPORTUNITIES & CHALLENGES**  
 Meets In: **SEMINOLE BALLROOM D**  
 Moderator: **Raul F. Calvet**, CEO, Calvet & Associates  
 Panelists: **Alejandro Acevedo**, Regional VP Development, Caribbean and Latin America, Marriott International  
**Camilo Bolanos**, Vice President Development, Hyatt Hotels Corporation  
**Maurice Chartier**, Managing Partner, Grupo Consutur  
**Iván Eskildsen**, Minister of Tourism, Panama  
**Nicolas Martinez Matallana**, VP Development, Mexico, Central America, & Caribbean, Accor
- SESSION 02**      **CASAS DE CAPITAL – DEBT**  
 Meets In: **SEMINOLE BALLROOM E**  
 Moderator: **Oriol Gimenez Parrot**, Managing Partner, Alójica  
 Panelists: **Francisco Lira Mariel**, CEO, Banco Sabadell Mexico  
**Santiago Porta**, Principal Investment Officer, IFC - World Bank Group  
**Alejandro Rodriguez Rivero**, CIO – MREIT, Credit Suisse
- SESSION 03**      **ASSET VALUE DRIVERS FOR TODAY & TOMORROW**  
 Meets In: **SEMINOLE BALLROOM F**  
 Moderator: **Roland Mouly**, Vice President, hotelAVE  
 Panelists: **Daniel Campos**, Director General, Caribe Hospitality  
**Robbie Karver**, Partner, EY  
**Alfredo Reynoso**, RVP Real Estate & Development, Hyatt Hotels Corporation  
**Matthias Winkler**, Principal, FSC Architects
- 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: **SEMINOLE BALLROOM A-I**

**WEDNESDAY, MAY 18, 2022**

- 1:40pm-2:00pm**      **OPPORTUNITIES IN ECUADOR**  
Meets In: *SEMINOLE BALLROOM C*  
Speaker: **Niels Olsen**, Minister of Tourism, Ecuador
- 4:00pm-4:45pm**      **BREAKOUT SESSIONS**
- SESSION 04**      **A SPOTLIGHT ON SOUTH AMERICA – OPPORTUNITIES & CHALLENGES**  
Meets In: *SEMINOLE BALLROOM D*  
Moderator: **Ricardo Mader**, Managing Director, JLL Hotels & Hospitality  
Panelists: **Oswaldo M. Chudnobsky Cohen**, Managing Partner, Horwath HTL Brasil  
**Hugo Desenzani**, CEO, Urbanova Inmobiliaria  
**Bojan Kumer**, Regional Vice President, Hotel Development, Marriott International  
**Niels Olsen**, Minister of Tourism, Ecuador
- SESSION 05**      **OWNERSHIP & THE 3 Rs (RENOVATING, REPOSITIONING, REBRANDING)**  
Meets In: *SEMINOLE BALLROOM E*  
Moderator: **Fabian Sanchez Cedillo**, Managing Director, Horwath HTL  
Panelists: **Mauricio Elizondo**, Corporate Development Director, Grupo Posadas  
**Walter Regidor**, VP Development, Conversions and Affiliations, Marriott International  
**Nicolas Rodriguez Alvarez**, Manager Development, Andean Region, Hilton  
**Nicolas Valle**, VP, Development & Investment, Playa Hotels & Resorts
- 4:45pm-6:45pm**      **NETWORKING RECEPTION**  
Meets In: *SEMINOLE BALLROOM A-I*

**THURSDAY, MAY 19, 2022**

- 8:00am-1:30pm**      **REGISTRATION & INFORMATION**  
Meets In: *SEMINOLE BALLROOM PRE-FUNCTION*
- 8:15am-9:15am**      **CONTINENTAL BREAKFAST**  
Meets In: *SEMINOLE BALLROOM A-I*
- 9:30am-10:40am**      **PLENARY SESSION**  
Meets In: *SEMINOLE BALLROOM B&G*
- 9:30am-9:45am**      **WELCOME BACK**  
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 9:45am-10:25am**      **VIEWS FROM THE BOARDROOM – ROUND TWO**  
Moderator: **David Larone**, Special Advisor, CBRE Hotels  
Panelists: **Leandro Castillo**, President, Aimbridge Prisma  
**Carlos Hernandez**, CEO, Pellas Development  
**Marta Molina-Seal**, Managing Partner, Alójica
- 10:25am-10:30am**      **HOLA DEVELOPMENT OF THE YEAR AWARD**  
Presenter: **Rogério Basso**, Head of Tourism, IDB Invest
- 10:30am-10:35am**      **HOLA TRANSACTION OF THE YEAR AWARD**  
Presenter: **Letvia M. Arza-Goderich**, Partner, Preston Arza LLP
- 10:35am-10:40am**      **CLOSING REMARKS**  
Speaker: **Jonathon S. Zink**, COO, The BHN Group
- 10:40am-11:30am**      **NETWORKING BREAK**  
Meets In: *SEMINOLE BALLROOM A-I*

**THURSDAY, MAY 19, 2022**

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

**BREAKOUT SESSIONS**

**SESSION 07**

Meets In:

Moderator:

Panelists:

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

**SEMINOLE BALLROOM D**

**John McCarthy**, Executive Chairman & Partner, Leisure Partners

**Antonio Argibay**, Vice President, KSL Capital Partners

**Mario Carbone**, Managing Director, Development – Mexico & Central America, Hilton

**Sebastián Cardona**, Development Director of Mexico & Caribbean, Playa Hotels & Resorts

**Manuel Muñoz Garces**, Head of Hotel & Tourism CIB, Banco Sabadell

**SESSION 08**

Meets In:

Moderator:

Panelists:

**CASAS DE CAPITAL – EQUITY**

**SEMINOLE BALLROOM E**

**Letvia M. Arza-Goderich**, Partner, Preston Arza LLP

**Fernando Delgado**, Managing Partner, Vertex Real Estate Investors

**Fernando Mulet**, Chief Investment Officer, Playa Hotels & Resorts

**Fernando Rocha**, Chief Development Officer, Fibra Inn

**12:15pm-1:30pm**

Meets In:

**CLOSING NETWORKING LUNCH**

**SEMINOLE BALLROOM A-I**

**PROGRAM PLANNING COMMITTEE**

**Letvia M. Arza-Goderich**, Preston Arza LLP

**Rogério Basso**, IDB Invest

**Camilo Bolanos**, Hyatt Hotels Corporation

**Raul F. Calvet**, Calvet & Associates

**Daniel Campos**, Caribe Hospitality

**Maurice Chartier**, Grupo Consutur

**Hugo Desenzani**, Urbanova Inmobiliaria

**Lisette Elias**, INTRADE

**Mauricio Elizondo**, Grupo Posadas

**John Fareed**, Horwath HTL

**Todd Hricko**, Hard Rock

**Bojan Kumer**, Marriott International

**Ricardo Mader**, JLL Hotels & Hospitality

**Sean McCracken**, Hotels News Now/STR

**Vinicius Medeiros**, Hotelier News

**Marta Molina-Seal**, Alójica

**Fabian Monsalve**, Baker McKenzie

**Lynette Montoya**, Latino Hotel Association

**Roland Mouly**, hotelAVE

**Fernando Rocha**, Fibra Inn

**Salo Smaletz**, IHG Hotels & Resorts

**Chad F. Sorensen**, HAMA

**Rodrigo Tsutsumi**, Aken Hotels & Resorts

**Matthias Winkler**, FSC Architects

**DEVELOPMENT OF THE YEAR AWARD COMMITTEE**

Chair: **Rogério Basso**, IDB Invest

**Patricia Boo**, STR

**Liora Haymann**, OBMI International

**Ricardo Mader**, JLL Hotels & Hospitality

**James Slattery**, BCQS International

**TRANSACTION OF THE YEAR AWARD COMMITTEE**

Chair: **Letvia M. Arza-Goderich**, Preston Arza LLP

**John Fareed**, Horwath HTL

**Robbie Karver**, EY



**MAY 17-19, 2022**  
**Seminole Hard Rock Hotel & Casino**  
**Hollywood, Florida, USA**

[HOLAconference.com](http://HOLAconference.com)

**PRODUCED BY:**



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 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.