

## Hispanic Hotel Owners Association To Hold First Hotel, Development and Investment Conference

October 8-10

2008-08-12

---

The Hispanic Hotel Owners Association (HHOA), a rapidly growing non-profit organization that seeks to increase Latino ownership of hotels, today announced that it will hold its First Hotel, Development and Investment Conference, October 8-10 at the Doral Resort and Spa in Miami, Fla. Hilton Hotels Corporation is the title sponsor.

The international conference will provide current trends, forecasts and expert panels on Latino hotel ownership, development and management in South America, the United States, Central America and Mexico. Particular emphasis will focus on the hotel industry in Chile, Mexico, Panama and Costa Rica.

"The Hispanic community is heavily involved in the operations of hotels, with Spanish spoken at approximately 90 percent of all hotels in the region," said Angela Gonzalez-Rowe, founder and president of the Hispanic Hotel Owners Association. "Historically, the Latino community has not been a major player in ownership, largely because of the hotel industry's complexity and understanding of investment opportunities. That is why HHOA was founded to educate the Hispanic community and provide a forum to exchange ideas and build networking relationships. We now have more than 300 members and significant support from the leading hotel companies. HHOA members have been involved in the acquisition or development of nearly 50 hotels in the past 12 months and we see that number accelerating."

The conference is targeted to both current owners and companies and individuals who want to learn more about hotel investment opportunities. Attendees will include owners, investors, high net worth individuals, financing companies, hotel brands, management companies and organizations that support hotel ownership and development.

More than 30 speakers and experts will discuss a wide array of topics, including development, finance, operations, legal and special investment tracks on Latin America and the U.S. Keynote speakers include Peter Yesawich, CEO of Ypartnership, Olivier Poroit, President Accor North America, Peter Strebble, President Wyndham Hotels Group, and Michael Gallegos, President & CEO American Property Management Corporation. A sampling of other speakers includes Mark Woodworth, president of PKF Hospitality Research, Jim Butler, partner Jeffer, Mangels, Butler & Marmaro and Carlos Rodriguez, Executive VP Real Estate, Developments & Acquisitions of Driftwood Hospitality & President of DVI Cardel/Rodblu Funds.

The event will kick off with a "Battle of the Brands," a competitive fun challenge between four brands who will set up an exclusive cocktail reception area. Attendees will vote on the "best brand," giving it the bragging rights for the ensuing year. Some of the world's most famous Hispanic chefs also will be on hand to create special dishes with a Latin American flair in a Culinary Master Competition.

The conference will feature an exhibit and business exchange area for brands and industry vendors, who can schedule one-on-one appointments with attendees.

The event will conclude on Friday evening with a Party for a Purpose, a special function to raise funds to underwrite scholarships for Latino students. Cost to attend the conference is \$595 and \$100 to attend the Party for a Purpose fundraiser.

Attending owners also will have the opportunity to attend a special review class and take the Certified Hotel Owner exam by the Educational Institute of the American Hotel and Lodging Association.

Corporate sponsors include Corporate sponsors include Hilton Hotels Corporation, Marriott International, Wyndham Worldwide Corporation, La Quinta, Hyatt, Accor North America, Choice Hotels International, Carlson Hotels Worldwide and InterContinental Hotel Group.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34032.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)