

HVS MexHIC 2020

MEXICO HOTEL & TOURISM
INVESTMENT CONFERENCE

February 20, 2020
Hyatt Regency Mexico City



Full-Service City Hotels
Luxury Lodging
Master-Planned Projects
Capital Markets
Portfolios
Single Assets
Mexico
Central America
Resort Hotels
Market Conditions
Economy Lodging
Select-Service Hotels

Agenda



08:30 SPEED MEETINGS

09:00 ECONOMIC OVERVIEW - NAVIGATING IN TIMES OF UNCERTAINTY

An overview of economic drivers that impact travel to Mexico and the challenges posed by an uncertain economic climate.

Speaker: **Delia Paredes Mier**
Executive Director of Economic Analysis, Grupo Financiero Banorte

10:00 REGIONAL AND GLOBAL HOTEL MARKET OVERVIEW

A look at how local hotel trend lines fit into a global context.

Speakers: **Rico Louw**
Client Account Manager, Central United States, Caribbean & Mexico
Smith Travel Research
Lorea Arnoldi
Senior Project Manager, HVS - Mexico City
Richard J. Katzman
Managing Director, Senior Partner, HVS - Mexico City

10:45 NETWORKING COFFEE BREAK

11:00 DRILLING DOWN ON SUPPLY AND DEMAND - BUSINESS TRAVEL

Experts discuss demand generators in urban areas and industrial markets.

Moderator: **Rodrigo Meza**
Senior Vice President, GFG securities
Speakers: **Alexis Ralph**
VP Development Mexico, Central America & Cuba, Accor Hotels
Carlos Adams
Director de Promoción de Franquicias, Hoteles City Express
Gerardo Valdés
Director Development Mexico, Radisson Hotel Group
Gustavo de la Serna
Director Development, LATAMC, Wyndham Hotels & Resorts
Michel Montant
Corporate Director of Development, Grupo Posadas

12:00 DRILLING DOWN ON SUPPLY AND DEMAND - LEISURE TRAVEL

Experts discuss trends in travel to resort and other vacation and group destinations.

Moderator: **Yosef Wiznitzer**
Principal, Walton Street Capital Mexico
Speakers: **Alejandro Acevedo**
Regional Vice President, Development Caribbean and Latin America Region, Marriott International
Germán Ongay
Regional VP Franchise Sales & Development, Mexico InterContinental Hotels Group
Mario Carbone
Managing Director - Development Mexico & Central America, Hilton Worldwide
Nicolás Valle
Director, Development & Feasibility, Playa Hotels & Resorts
Ruben Becerra
Vice President of Corporate Affairs & Business Development, Karisma Hotels & Resorts

01:00 MEXICO'S UP AND COMING MARKETS

With infrastructure improvements, proper planning and high-quality hotel product, selected markets can advance toward consolidation.

Moderator: **Raúl Duarte**
Senior Vice President, HVS Mexico - City
Speakers: **Agustín Olachea**
Presidente, Asociación de Empresas Hoteleras y Turísticas La Paz
Christian Lega
Socio - Bienes Raíces & Transacciones de Inversión Inmobiliaria, Deloitte Asesoría Financiera
Federico Moreno-Nickerson
Vice President of Development, Apple Leisure Group
Germán Rivera
Director Ejecutivo, CIT Sinaloa
Guillermo Yasutake
Director de Desarrollo y Nuevos Negocios, Grupo Presidente

02:00 LUNCHEON - NETWORKING

04:00 EXPANDING THE DEMAND BASE - GROUP AND CONFERENCE BUSINESS

Moderator: **Guillermo Bravo**
Chief Investment Officer, FibraHotel
Speakers: **Alejandro Ramírez**
Director General, BTC Business Travel Consulting
Alfredo Reynoso
Director of Development, Hyatt Hotels Corporation
Carolina Lacerda
Senior Vice President, Investment Sales - Hotels and Hospitality, JLL
Marcos Sacal
Director General, Murano

05:00 CAPITAL MARKETS OVERVIEW - INVESTMENT TRENDS IN THE DEBT AND EQUITY MARKETS

Moderator: **Raúl Gallegos**
Managing Director Asset Management, Credit Suisse
Speakers: **Fernando Rocha**
Director de Adquisiciones y Desarrollo, Fibra Inn
Manuel Muñoz
Dirección Hotelería y Turismo, Banco Sabadell
Patricio Desentis
Director General, GBM Real Estate
Vicente Navas
Director de la Plataforma Inmobiliaria, Artha Capital

06:00 INDUSTRY PRIORITIES - ACTION PLAN

Leaders debate and define possible directions, and industry drivers for sound industry growth. Changes in strategy in uncertain times.

Moderator: **Richard J. Katzman**
Managing Director, HVS - Mexico City
Speakers: **José Carlos Azcárraga**
Chief Executive Officer, Grupo Posadas
Ricardo Zúñiga
Socio Fundador - Director General, Vertex Real Estate Investors
Roberto Kelleher
Director General, Inmobilia

07:00 CLOSING RECEPTION