



29-30
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2024

THE END OF CHEAP

How to navigate in
an expensive world

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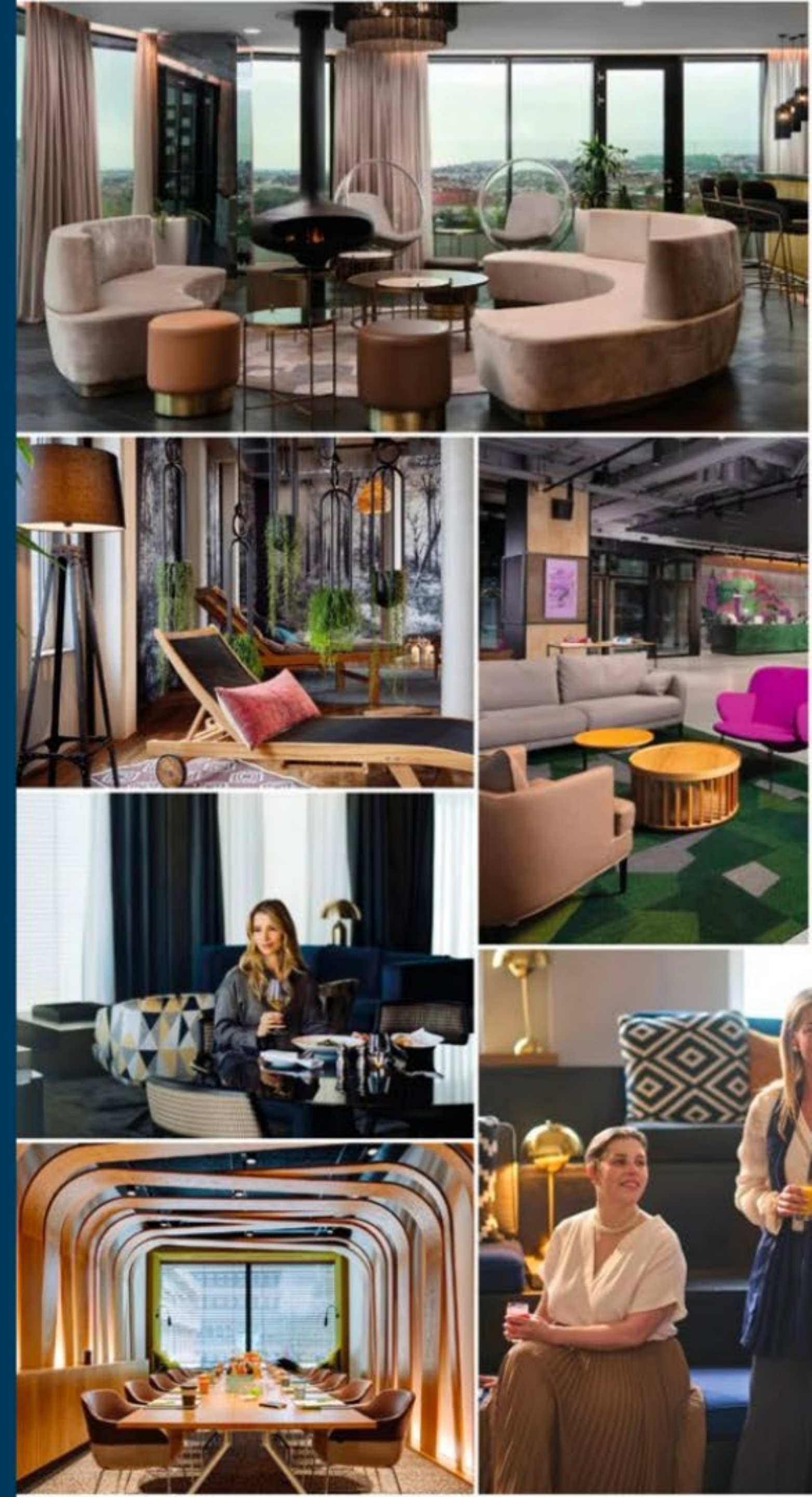
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Welcome back to Vienna for HOTCO 2024!



It is with pride and joy that we welcome you all back to the historic and vibrant city of Vienna for HOTCO 2024. Our theme this year is: The End of Cheap - How to Navigate in an Expensive World.

We find ourselves in a world where traditional models are being questioned, and innovation is not just welcomed, but necessary. The hospitality sector, known for its resilience and adaptability, is now tasked with reimagining its approach to business, finance, and customer engagement in this ever-changing paradigm. At HOTCO 2024, we bring together thought leaders, industry pioneers, and visionary entrepreneurs from a wide geography to exchange insights, forge new partnerships, and ignite partnerships that will lead us into a future defined by intelligent growth and sustainable success.

As the Managing Director of Horwath HTL Hungary, I am particularly proud to note that our organization has been a cornerstone in this region, and celebrating 35 years in business this year. Our journey, which began with a meeting of minds in Vienna, has seen us grow and adopt alongside this ever-evolving sector. Horwath HTL's longevity and success are testaments to our commitment to excellence, innovation, and the fostering of strong relationships with the stakeholders of the hotel investment community.

Over the next two days, we will engage in thought-provoking discussions, share invaluable insights, and build lasting connections.

The diversity of perspectives represented at HOTCO is a powerful reminder of our collective strength and the ability to find encouragement and direction-setting strategies for a bright future irrespective of the challenges that are thrown at our industry.

We extend our heartfelt thanks to HOTCO's esteemed Advisory Board Members, sponsors, whose support has been instrumental in staging HOTCO7, our speakers and the distinguished audience bringing this event to life. Your dedication to hotel real estate investments fueling the growth of our industry is greatly appreciated.

Once again, welcome to Vienna, and welcome to HOTCO 2024! We wish us all a productive, and memorable conference.

Warm regards,



Marius Gomola

Co-Founder & Organiser

Managing Director
Horwath HTL Hungary
and HTL Capital Advisors



Liliane Otsuka

Co-Founder



Horwath HTL

Hotel, Tourism and Leisure

OVER 35 YEARS IN HUNGARY

Horwath HTL is a globally renowned hospitality consulting brand, offering impartial and specialized advice to clients across the hotel, tourism, and leisure industries for over a century. With **52 offices worldwide**, our brand has established itself as the market leader in all areas of hospitality consulting.

Horwath HTL Hungary, with over **35 years of unparalleled experience** in the CEE region and CIS, has set the gold standard in the industry. Our hallmark approach is rooted in professionalism and a high standard of work, supported by our extensive knowledge and experience in the region since 1989.

Having completed over **1000 HTL projects** in **40 countries** across **four continents**, our team has secured **numerous 'firsts' in the CEE region**. We pride ourselves on our ability to creatively match developers with hotel companies and brands to uniquely position hotel projects in their respective markets, consistently delivering exceptional results.

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- Asset Management
- Valuation & Due Diligence
- Health & Wellness
- Hospitality Sponsorship
- Operations Audit & EBITDA Maximisation
- F & B Advisory
- Tourism & Leisure
- Art Consultancy

Horwath HTL Hungary is the founding patron of HOTCO.

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MONDAY 29TH JANUARY

13:00 - 17:00
NEW HOTEL SITE VISITS

16:30 - 21:00
REGISTRATION

17:00 - 18:00
SPEED DATING
at the Aurora Rooftop Bar

18:00 - 22:00
NETWORKING
WELCOME RECEPTION

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TUESDAY 30TH JANUARY

08:00 - 09:00
WELCOME COFFEE

09:00 - 09:05
WELCOME TO HOTCO 2024
James Chappell - Global Business Director, Horwath HTL

09:05 - 09:10
OPENING REMARKS
BY AUSTRIA'S STATE SECRETARY OF TOURISM,
MAG. SUSANNE KRAUS-WINKLER

09:10 - 10:00
WHAT PRODUCT TYPES HOTEL BRANDS PROMOTE
- CAN THEY INFLUENCE DEVELOPERS?
Takuya Aoyama - Vice President Development, Hyatt
Gheorghe Marian Cristescu - CEO, Polski Holding Hotelowy
Balázs Fóti - Director, Hotel Development and Portfolio, WING
David Jenkins - Vice President Business Development,
Radisson Hotel Group
Julian Miebach - Director, International Hotel Development,
DACH, Marriott International
Thiemo Willms - Vice President Development DACH, Accor
Chair: Marius Gomola - Managing Director, Horwath HTL Hungary

10:00 - 10:15
GUEST EXPERIENCE DESIGN &
THE FUTURE OF HOSPITALITY BY LIVIT
Benjamin Calleja- Founder & Chief Experience Officer, Livit

10:15 - 11:05
EXPERIENCE IS THE NEW LOCATION, LOCATION, LOCATION.
KPI OVERVIEW BY STR TO SEE WHY LIFESTYLE HOTELS
CONTINUE TO OUTPERFORM OTHER CATEGORIES,
FOLLOWED BY A PANEL DISCUSSION
Thomas Emanuel - Senior Director, STR
Gabriela Basovska - Director of Development for
Western Europe, Hyatt

Benjamin Calleja- Founder & Chief Experience Officer, Livit
Marcel Engh - Founder & MD, Drella
Jonathan Lee Jones - Senior Vice President,
Investments (Europe), LHC Group
Adrian Schmidt - Vice President Digital Development & Strategy,
HR Group
Chair: Thomas Emanuel - Senior Director, STR

11:05 - 11:15
HOTEL DISTRIBUTION TRENDS AND HOW TO
DECREASE COSTS - PRESENTED BY D-EDGE
Gregor Halek - Managing Director CEE, D-Edge

11:15 - 11:35
COFFEE BREAK

hosted by



11:35 - 12:10
HUMAN CAPITAL AND ROI - WHY DO INVESTORS
AND BANKS NEVER TALK ABOUT PEOPLE, WHEN
WE ALL KNOW THAT OPERATING HOTELS IS
THE ELEPHANT IN THE ROOM?
Ronald Egelman - Senior Director Development UK, Ireland,
Nordics, Wyndham Hotels & Resorts
Andrea Róna - Group Director of Development, Danubius Hotels
Daniela Wakefield - Director of Human Resources, Hilton Hotels &
Resorts
Sabrina Westphaelinger - Senior Director Talent & Culture
Germany, Austria, and Switzerland, Accor
Chair: Attila Radvánszki - Senior Director, Horwath HTL Hungary

12:10 - 12:55

C SUITE – SURVIVING AND STRIVING IN TURMOIL

Dimitris Manikis – President for Europe, Middle East, Eurasia and Africa (EMEA), Wyndham Hotels & Resorts
Otmar Michaeler – CEO and Co-Founder, FMTG – Falkensteiner Michaeler Tourism Group
Arno Schwalie – CEO and Chairman of the Board, Lindner Hotels AG
Marcus Smola – CEO, BWH Hotels Central Europe GmbH
Chair: Macy Marvel – Journalist / Consultant, Macy Marvel Consulting

12:55 - 13:00

THE SUCCESS OF RESORTS AN OVERVIEW BY STR

Thomas Emanuel – Senior Director, STR

13:00 - 13:40

RESORTS, HEALTH & LUXURY – ARE WE BUILDING ENOUGH – NEEDS OF NEW GENERATIONS OF TRAVELLERS

Frank Halmos – Chief Executive Officer, Ensana
Christian Hribar – Head of Development, Arabella Hospitality
Chloe Parkins – Senior Economist, Tourism Economics
Shafi Syed – Global Head Hotel Development & Acquisitions, Equinox Hotels
Chair: Christian Buer – Managing Partner, Horwath HTL Germany

13:40 - 13:45

ARTIFICIAL INTELLIGENCE (AI) REVOLUTION IN HOSPITALITY – PRESENTED BY EVERGUEST

Miklós Belán, CEO & Founder, Everguest

13:45 - 14:30

LUNCH

Hosted by



14:30 - 14:40

CEE HOTEL PERFORMANCE OVERVIEW & BENCHMARKS

Kathrin Cockhill – Commercial Director, HotStats

14:40 - 15:05

THE ANATOMY OF A DEAL... HOW TO GET INTO THE LUXURY MARKET THROUGH A LEASE CONTRACT

Christine Dornaus – Member – Management Board, Wiener Städtische Versicherung
Laia Lahoz – Chief Assets and Development Officer, Minor Hotels
Martina Maly-Gärtner – COO, Member of the Board, UBM Development AG
Chair: Brigitte T. Gruber – Managing Partner, Horwath HTL Austria

15:05 - 15:50

INVESTMENT OVERVIEW BY HOTEL ANALYST FOLLOWED BY A DISCUSSION – PRIVATE EQUITY, CONSOLIDATION, GEOPOLITICS, MORE BRANDS – WHAT ARE THE IMPACTS ON HOTEL INVESTMENTS?

Andrew Sangster – Editorial Director, Hotel Analyst
JS Anand – Founder & CEO, LEVA Hotels & Resorts
Milos Grdinic – Development and Asset Management Director, Delta Real Estate
Wojciech Popis – Vice President of Board, VHM Hotel Management
Gebhard Schachermayer – Managing Partner, JP Hospitality
Sindi Xhillari – Business Developer, Millennium Group International
Chair: Andrew Sangster – Editorial Director, Hotel Analyst

15:50 - 16:30

DEVELOPMENT COSTS HAVE SPIKED – DESIGN, FINANCING, BRANDING AND ESG – FEASIBLE TO BUILD?

Theodor Kubak – Managing Partner, Arbireo Capital
Miguel Martins – Head of Development Northern Europe, IHG Hotels & Resorts
Tibor Massányi – Managing Partner, DVM Group
Erol Milo – Head of Commercial Real Estate, STRABAG Real Estate
Chair: Tímea Fazekas – Senior Project Manager, Realiscon

16:30- 17:10

MEET THE MONEY – MAKING FINANCING AND INVESTMENTS WORK IN A HIGH-COST AND INFLATION-BURDENED ENVIRONMENT

Anna Cohen – Fund Manager, Extendam
Andreas Deutsch – Deputy Head of Department – Real Estate Finance Asset Lead Hospitality, Raiffeisen Bank International
Vlad Dragoescu – Director – CEE Head of Portfolio Management, Revetas Capital
Lior Junger – Vice President Hotel Financing, Aareal Bank AG
Chair: Terence Baker – News editor, Europe, Middle East and Africa, STR

17:10 - 19:00

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Andrea Róna
Group Director of
Development Danubius Hotels



Wilma Kellermann-Baans
Group Business Development
Consultant
Ensana and Danubius Hotels



Francesca Mura
Business Development Senior
Advisor Ensana

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A modern hotel lobby with a vibrant red wall. In the center is a curved, metallic reception desk. Above the desk, the word "RED" is displayed in large, dark letters. The ceiling is adorned with a cluster of small, cylindrical pendant lights. The seating area includes a large, brown leather tufted sofa on the left, a grey velvet armchair on the right, and a light-colored sofa in the foreground. A small round table with a potted plant sits between the sofas. A large window on the left offers a view of the street outside. A framed portrait of a woman in historical dress hangs on the red wall to the right.

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James Chappell

Global Business Director
Horwath HTL



James Chappell, Global Business Director – Horwath HTL. Originally from the world of advertising, James started in the hotel business in the best possible way, by accident, and has never left. James did a three-year management trainee course at the famous boutique hotel, Lydmar, in Stockholm before leaving to join consulting firm Overlook Hospitality Management. James was Managing Director of The Bench for 5 years before becoming Managing Director of STR Global. A regular speaker at conferences and on TV (CNN, BBC) and others talking about the industry.



Brigitte T. Gruber

Managing Partner
Horwath HTL Austria



Prior to her consulting life, Brigitte has been working in Executive Positions for international Firms like Kempinski, Corinthia and Hilton Hotels. Over 10 years, she has been working on tourism projects across Austria, Germany, Hungary, Czech Republic, and Russia, supporting hotels in developing new strategies, helping to optimize revenues and increase profits. Since 2020 her company is part of the Horwath HTL international network, offering all areas of hotel and tourism consulting. Brigitte is an external lecturer at Modul University Vienna, a member of the Advisory Board of Hospitality Sales and Marketing Association International (HSMAI) Europe and a Cornell Society member.



Jean-Paul Herzog

Hotelier

Jean Paul is a board level executive with 18 years' experience in senior business and operational management roles for Hilton Worldwide in Europe, Middle East and Africa. Jean-Paul has deep expertise in all aspects of operations, strategy, business management and corporate development within the hotel industry. He has extensive expertise in owner/operator, management, franchise and lease business models. He has directly led and managed the pre-opening, opening, take-over and integration of hotels and chains, negotiation of hotel agreements, post-acquisition integration, and preparing hotel chains for disposal.

ADVISORY BOARD



Liliane Otsuka

Co-Founder of HOTCO

Liliane is the Co-Founder of HOTCO. Since founding HOTCO, Liliane has been active in hotel development throughout Europe. She was the former Head of Commerce at Value One Hospitality, where she was responsible for business development and brand strategy for a new brand. Liliane has a passion for people, exciting food experiences and sustainability. Liliane has Japanese/Iranian heritage and has lived and worked in Switzerland, Austria, Japan, Bolivia and Hungary.



Ilan Rudich

Managing Director,
IR Hotels & Resorts

Ilan Rudich is a veteran hotelier with over 40 years of experience within the international hospitality industry. Currently he is the Managing Director of IR Hotels & Resorts. Specialising in sale and lease-back arrangements, Mr. Rudich has established excellent business relationships with core international private investors, banks, hotel companies and investment fund houses. His projects are based worldwide including: Europe, Africa, Middle East and America. Currently IRH&R are supervising a hotel operation in Monaco.

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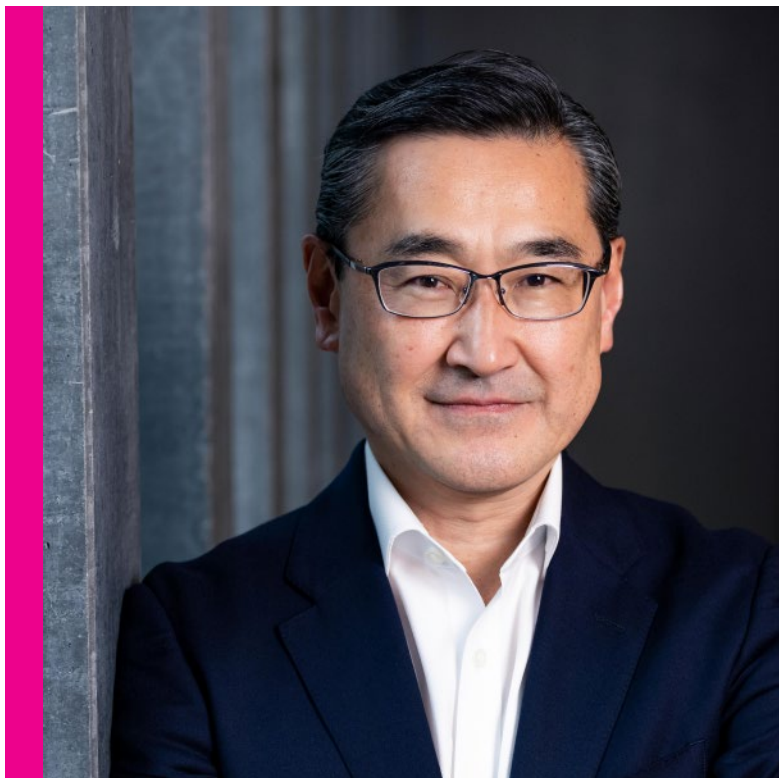
JS Anand

Founder & CEO
LEVA Hotels & Resorts



JS Anand is a hotelier and corporate leader with over 25 years of experience in the hospitality industry. He received numerous recognitions including being listed on Forbes’ Top Travel and Tourism Leaders in 2023, Hotelier Middle East’s Top 30 Executive Power List in 2024, and Arabian Business Magazine’s Most Powerful Leaders in Dubai.

Anand’s hospitality journey began with a hotel management diploma, leading to his rise in top hospitality companies. He prioritizes a people-centric and future-focused vision, emphasizing employee well-being and global humanitarian causes. Anand’s leadership is hands-on, driven by core values of efficiency and promise delivery. His focus now is on establishing LEVA as a leading hotel management company, specializing in top-tier lifestyle hotels in the Middle East and beyond, emphasizing clarity, transparency, and client/stakeholder satisfaction.



Takuya Aoyama

Vice President Development
Hyatt



Takuya Aoyama is Vice President for Development with Hyatt International (EAME) LLC, responsible for expanding Hyatt’s portfolio of brands in the markets of Central & Eastern Europe, the Balkans, and the CIS.

Takuya has been working in the field of real estate and hotel development since the early ‘90’s and held positions with companies including European Bank for Reconstruction and Development, Holiday Inn Worldwide, Andersen and Starwood Hotels & Resorts. Since joining Hyatt, Takuya has successfully negotiated and closed over 30 management and franchise deals, including Andaz Prague, Parisi Udvar Budapest, Hyatt Regency Kotor Bay, Hyatt Regency Zadar, Hyatt Regency Novi Sad, Hyatt Regency Sofia and Hyatt all-inclusive collection properties in Bulgaria.



Terence Baker

News editor, Europe, Middle East and Africa
STR



Terence Baker is news editor, Europe, Middle East and Africa, at Hotel News Now, part of STR, the hotel analytics division of CoStar and which provides premium data benchmarking, analytics and marketplace insights for the global hospitality industry. Baker has lived in London and New York City, has covered the hotel and travel world since 1996 and spends his free time travelling, running distance races and searching for rare species of birds ... and sometimes all three things at the same time.



Gabriela Basovska



Director of Development for Western Europe
Hyatt

Gabriela Basovska joined Hyatt in October 2023 and serves as Director of Development for Western Europe. Gabriela spent three years at PKF as a consultant and one and a half years at Vienna House (now HR-Group) as a sales manager in Germany before joining Hyatt. She also gained operational experience at various hotels in Austria. Gabriela worked as well as a trainee at the Vienna Tourist Board and The Palms Hotel & Spa in Miami Beach.



Miklós Belán



Founder & CEO
Everquest

Miklós Belán, Founder & CEO of Everquest, initiated a significant shift in the hospitality landscape in 2020. With expertise in marketing, tourism, and AI, he has guided Everquest to become a notable name in hospitality management.

Having experienced the inner workings of hotel management with outstanding results, Miklos then proceeded to earn a Master's degree from Harvard. With this strong foundation and his entrepreneurial spirit, he set himself to the new field that would change everything - Artificial Intelligence.

By bringing together a team of driven and talented professionals, Everquest has developed Everquest Intelligence, a revolutionary AI-based software that is not only redefining the landscape of hospitality management but is also poised to set new standards in the industry.



Prof. Dr. Christian Buer



Managing Partner
Horwath HTL Germany

After studying at the University of St. Gallen (HSG), Prof. Dr. Christian Buer began at Steigenberger Consulting, earning his PhD in hotel leadership. He then held roles at ArabellaSheraton and the Fundus Group as Group Director and Managing Director.

As a professor at Heilbronn University, Christian Buer leads the Tourism Management Department and co-founded the Institute for Tourism, Travel & Hospitality. He's involved with Nemis Group (including Nemis Hotels like the Moxy brand) and serves as Managing Partner at Horwath HTL for hotel development in Germany, Austria, and Switzerland. His vision is to create value for the next generation.

Christian Buer is a member of the jury of the German Hotel Young Talent Award. He is Founder & Chairman of the Heilbronn Hospitality Symposium and Honorary Chairman of the Tunisian Hospitality Symposium in collaboration with Catharge University, Tunis.



Benjamin Calleja



Founder & Chief Experience Officer
Livit

Benjamin is an entrepreneurial visionary who thrives at the intersection of innovation, creativity, and growth.

As Livit Design's Founder & Chief Experience Officer, Benjamin leads a premier global F&B design and transformation firm. Livit's dedication to elevating brand performance through guest experience design and operational efficiency has made a profound impact, with its presence felt across over 40 countries, unveiling a Livit-designed experience every 8 hours globally.

Benjamin is also the visionary behind the Fast Fine Restaurant Group (www.fastfine.com). This disruptive lifestyle hospitality company has rapidly expanded its portfolio, boasting a mix of corporate and franchised restaurants.

With dual Master of Architecture degrees, Benjamin is recognized globally as an authority in hospitality, design, and innovation, engaging as a revered keynote speaker at universities, conferences, and industry events, disseminating his extensive expertise.



Kathrin Cockhill



Commercial Director
HotStats

Kathrin is Commercial Director at HotStats. HotStats provide monthly P&L benchmarking & market insight for the hotel industry. Collecting monthly detailed financial data from over 11,500 hotels worldwide from over 167 brands and independent hotels, HotStats provide over 550 different KPIs covering all operating revenues, payroll, expenses, cost of sales and ultimately departmental & total hotel profitability. Prior to joining HotStats in September 2021, Kathrin held multiple Commercial and Sales roles at Hotel and Corporate level across Branded and Independent Hotel Groups. As part of her role, she now heads up the Business Development team globally.



Anna Cohen



Fund Manager
Extendam

Anna Cohen has almost 20 years of experience in the hospitality industry. Anna is currently Fund Manager at Extendam, a PE Fund investing in hospitality. The Fund invests alongside with owners' operators (often white label management company) in business hotels from 2* to 4* mainly located in city centre or business hubs. At the end of 2023 closing Extendam will have invested in 320 hotels over the last 11 years. Prior to joining Extendam, Anna has worked as an independent advisor for 3 years involved in many hotel investments Advisory and Asset Management. Before going independent, she was Hospitality Deputy CEO of ORCO Property Group for almost 7 years. Orco was a developer and investor in Central and Eastern Europe owning all types of real estate, including 23 hotels split in 2 portfolios and 2 Operating Management Companies. Prior to ORCO, Anna worked for CBRE hotels in London where she was mainly in charge of investment advisory and valuations.



Gheorghe Marian Cristescu

CEO
Polski Holding Hotelowy



With over 25 years experience in top brands like Radisson, Accor Hotels, and Best Westerns, Gheorghe Marian Cristescu has significantly shaped Poland's Hospitality and Tourism industry. In 2016, he assumed the presidency of Polski Holding Hotelowy, now the country's largest hotel company under Polish ownership. His contributions earned him numerous prestigious awards, including "Man of the Year" by Hotelarz magazine in 2012, 2018, and 2020, the Grand Prix of MT Targi Polska in 2020, and recognition from the Polish Olympic Committee. President Cristescu received accolades from Poland's President Andrzej Duda and the Ministry of Sport and Tourism in 2019. He's been a pivotal figure, ranking second in Wasza Turystyka magazine's list of most influential people in Polish tourism for 2021 and 2022.



Andreas Deutsch



Deputy Head of Department –
Real Estate Finance Asset Lead Hospitality
Raiffeisen Bank International

Andreas started his professional career in 2004 within a Big4 company in the area of Corporate Finance for Real Estate, Tourism and Leisure. Since 2009 he has been shaping Raiffeisen Bank International's footprint in the hotel financing segment by realizing landmark projects in Central and Eastern Europe, Germany and The Netherlands. Andreas graduated from Hotel Management School MODUL and holds a master degree in Business Administration and Real Estate Management.



Christine Dornaus



Member – Management Board
Wiener Städtische Versicherung

Christine Dornaus has been a member of the Managing Board of Wiener Städtische Versicherung since 2009, where she manages the company's investments. The investment portfolio includes bonds, loans, participations, and real estate. In addition, she is responsible for the Service Centre for Collections. Dornaus's career at Wiener Städtische Versicherung began in 2002 as deputy head of the department of Investments in Participations and Loans, which she headed from 2005 on. She started her international career working for over ten years in the banking sector in Brazil, Sao Paulo, for the Chase Manhattan Bank, and in Austria, for the Raiffeisen Group. Furthermore, Dornaus is a member of several supervisory boards in Austrian companies and institutions.



Vlad Dragoescu



Director – CEE Head of Portfolio Management
Revetas Capital

Vlad, with over 18 years of experience in asset and property management, real estate development, and investment, joined Revetas in 2014 as Senior Director of Portfolio Management. He oversees the Portfolio Management team and collaborates closely with Oana Partenie-Dorhan to optimize Revetas’ portfolio operations throughout the real estate investment cycle.

Before joining Revetas, Vlad served as Managing Director of a private equity group focused on Central and Eastern Europe investments. He managed acquisitions, financings, greenfield investments, and asset management for the group. From 2011 to 2014, Vlad was the Romanian local partner for a London-based private equity fund, overseeing property and asset management departments and directly managing numerous projects.

Vlad holds a master’s degree in Financial Management and a bachelor’s degree in Finance, Banking, and Stock Exchange from Bucharest University of Economic Studies.



Ronald Egelman



Senior Director Development UK, Ireland, Nordics
Wyndham Hotels & Resorts

Ronald Egelman was appointed Senior Director Development UK, Ireland, Nordics in April 2022. In his current role he is responsible for the development of all of Wyndham Hotels & Resorts’ brands in his region. He focuses on driving the strategic objectives of Wyndham Hotels & Resorts including the growth of the hotel portfolio and building long lasting relationships with Wyndham owners and partners.

Ronald Egelman has a long-standing career and deep knowledge of the hospitality industry. Prior to joining Wyndham Hotels & Resorts, he spent over 19 years with IHG across a number of roles, and most recently served as Director of Development for MEA. Earlier in his career, he also held a number of operational roles in Europe and the UK.

Ronald holds a Bachelor degree in Hotel Management from the Hoge Hotelschool Maastricht and is a Governor of Badminton School, Bristol He is sometimes based in Wyndham Hotels & Resorts’ London office.



Thomas Emanuel



Senior Director
STR

Thomas Emanuel, a Senior Director at STR (a CoStar Group Company) in London, leads a team focused on industry partnerships. He began his hotel industry career in 2000 at Miki Travel, moving to roles at Hyatt Hotel & Resorts, specializing in global corporate sales. At Hazlitt’s Hotels, he directed corporate sales for boutique hotels in London. Joining Deloitte HotelBenchmark in 2006, he led business development before transitioning to STR in 2008. Overseeing STR’s global expansion, he engages with diverse stakeholders and shares his expertise as a guest lecturer and participant in high-level tourism policy meetings organized by the OECD. Having worked in 45+ countries across six continents, he’s a regular speaker at major hospitality conferences and a sought-after industry commentator for global news outlets and publications.



Dr. Marcel Engh

DRELLA

Founder & MD
Drella

Dr Marcel Engh a Visionary Thinker and Entrepreneur with Blue Chip Corporate Experience in International Media, Marketing and Business Developmen. His pivotal role as Sony’s VP led to a \$27m turnover Brand Entertainment Agency. In 2010, he founded Exploding Plastic, crafting global content for brands like Coca-Cola and Samsung. Notably, his brainchild, jazzed.com, the pioneering Jazz streaming service, was acquired by FanTracks. Expanding further, in 2023, he launched Drella, now shaping formats for Netflix, Apple TV+, and Amazon Prime. Marcel, holding a Ph.D. in Economics, is a revered author and speaker in the industry, marking a trail of innovation and success.



Tímea Fazekas

REALISCON

Senior Project Manager
Realiscon

Timea is a senior project manager, and a landscape architect at Realiscon, member of the RICS. He has over 15 years of experience in real estate development-related technical services. Before joining Realiscon in 2018, Timea worked for financial institutes on branch development and mostly on retail network and hospitality projects. Realiscon has set up a high-profile client portfolio of the most valuable property asset types such as hotels, offices, residential, logistics and public institutions. Realiscon provides development project management, quality control, TDD, BREEAM, LEED, and WELL consultancy, ESG audit and design for wetland & water infrastructure. Timea is a committed supporter of sustainable renovation and transformation of existing buildings.



Balázs Fóti

WING

Director, Hotel Development and Portfolio
Wing

Balázs Fóti joined WING in 2014, and since 2019 he has been leading the hotel business as the director responsible for hotel development and portfolio. He has extensive experience in hotel and property management. He holds a Master’s degree in Foreign Trade from the Budapest University of Technology and a Master’s degree in Tourism Management from the Budapest University of Economics and Business. He speaks English, German and Russian.



Milos Grdinic

DELTA
REAL ESTATE

Development and Asset Management Director
Delta Real Estate

Milos Grdinic has many years of experience in leading and managing real estate projects in Serbia and SEE region and he worked alongside numerous local and foreign investors and developers. Today Milos is a Development and Asset Management Director in Delta Real Estate, the leading investor and developer in the region. He manages numerous projects with the group. Delta Real Estate portfolio includes shopping malls, retail parks, hotels, offices and residential space in Serbia and the region, and also includes logistics centers, car dealerships and endowment projects.



Brigitte T. Gruber

 **Horwath HTL**
Hotel, Tourism and Leisure

Managing Partner
Horwath HTL Austria

Prior to her consulting life, Brigitte has been working in Executive Positions for international Firms like Kempinski, Corinthia and Hilton Hotels. Over 10 years, she has been working on tourism projects across Austria, Germany, Hungary, Czech Republic, and Russia, supporting hotels in developing new strategies, helping to optimize revenues and increase profits. Since 2020 her company is part of the Horwath HTL international network, offering all areas of hotel and tourism consulting. Brigitte is an external lecturer at Modul University Vienna, a member of the Advisory Board of Hospitality Sales and Marketing Association International (HSMIAI) Europe and a Cornell Society member.



Gregor Halek

d-edge
HOSPITALITY SOLUTIONS

Managing Director CEE
D-EDGE

I believe in the power of collaboration, innovation, and continuous learning. Each step of my journey has been guided by a commitment to excellence, a passion for technology, and a dedication to making a lasting impact in the Central and Eastern European hospitality sector.

As the Managing Director at D-EDGE, my focus is on steering the ship towards continued success. I am passionate about fostering team growth, cultivating strategic partnerships, and driving innovation in the ever-evolving landscape of hospitality technology. My role encompasses not only managing day-to-day operations but also envisioning and executing long-term strategies for sustained expansion and success.



Frank Halmos

Chief Executive Officer
Ensana



Frank Halmos, a seasoned hotelier, graduated from Obuda University's Faculty of Economics, combining studies in Germany and Hungary. His career traversed hotel operations, sales, and marketing, focusing on revenue optimization.

Leading Romania's subsidiary, he enhanced product quality and revenue potential through a strategic business plan. In 2018, Halmos spearheaded the launch of Ensana, Europe's largest health spa operator, and now serves as CEO. Under his leadership, Ensana earned international recognition for innovative health programs and cutting-edge healthcare technology.

Ensana stands out for blending natural resources with expert medical care. Expanding to Bulgaria's Aquahouse, the brand plans further growth across Greece, Italy, Austria, Germany, and Switzerland, emphasizing the fusion of healthcare and hospitality.



Christian Hribar

Head of Development
Arabella Hospitality



Christian Hribar began his career in 1993 at the former ITT Sheraton Hotel & Towers, today's The Westin Grand Munich and thus in a Hotel of Arabella Hospitality. After various positions in sales, the experienced hotelier took over responsibility for the development of the Central Europe region in the Preferred Hotel Group in 2007, before taking over the further development of the brand in Central and Eastern Europe at World Hotels in 2014. Born in Munich, he has been responsible for hotel development in Germany, Austria and Switzerland at H-Hotels since 2017. Since January 1, 2023 he has been supporting the management team of Arabella Hospitality SE as Head of Development.



David Jenkins

Vice President Business Development
Radisson Hotel Group



In the region since 1995, David Jenkins joined the Radisson Hotel Group in 2015 as Vice President Business Development and now covers Balkans, Baltics and CAC (Central Asia & Caucuses). This followed on from a 10-year period as one of the most respected hotel consultants in the Russian market with JLL, Cushman & Wakefield, DTZ and Horwath. Prior to consulting, David spent 8 years with Interstate in Moscow working in operations for the 3 Marriott/Interstate properties. David has a degree in Hospitality Management and now has over 30 years of experience in the industry from operations, consulting and development.

In recent years David has signed multiple hotel agreements in Romania, Serbia, Bulgaria, Croatia, Hungary, Kosovo, Montenegro, Georgia, Ukraine, Russia, Estonia, Latvia and Lithuania amongst others.



Lior Junger

Vice President Hotel Financing
Aareal Bank AG

Lior is passionate about the hospitality industry, likes to discover new hotel concepts and enjoys culinary experiences. He started his career in hotel consulting followed by over four years of experience in commercial property development, being responsible for acquisition, development and the sale of projects. As a next step he supported the asset management team of a large German institutional investor, being responsible for the CEE hotel portfolio. Since 2020 Lior is working in the hotel financing team of Aareal Bank, where he is providing large-scale loans for hotel investments across Europe. If you don't find him working, he enjoys the mountains during winter or you might find him on an island in South East Asia.

Aareal



Ivan Kiseev

Senior Director, International Hotel Development CEE & CIS
Marriott International

Ivan Kiseev is currently a Senior Development Director Central Eastern Europe and CIS at Marriott International, bringing experience from previous roles at JLL, Cushman & Wakefield, DTZ and Horwath HTL Russia. Ivan Kiseev holds a master's degree in international relations at Moscow State Institute of International Relations (University) MFA Russia MGIMO. With a robust skill set that includes Real Estate Development, Real Estate, Feasibility Studies, Asset Management, Valuation and more, Ivan Kiseev contributes valuable insights to the industry.

Marriott
INTERNATIONAL



Susanne Kraus-Winkler

State Secretary for Tourism of the Republic of Austria

Susanne Kraus-Winkler, an enthusiastic entrepreneur with 40 years of diverse experience spanning hotels, restaurants, tourism consulting, and academic lecturing. As a founding partner of LOISIUM Wine & Spa Resort Hotel Group, she spearheaded its growth, overseeing the renowned LOISIUM Wine World and managing multiple wine & design hotels in Austria, alongside projects in Champagne and Alsace, France. Kraus-Winkler holds stakes in hotel management and tourism consulting firms, including Harry's Home Hotel group, and previously served as an Advisory Board member for MRP-Hotels.

Notably, she led HOTREC serving as an Executive Committee Member since 2004, Vice-President from 2010, and Presidency from 2015 to 2018, representing the European Hospitality industry at the EU level. Serving within the Austrian Chamber of Commerce, she advocated for 16,000 hotels. Appointed State Secretary of Labour and Economy in July 2022, she stepped down from prior roles, prioritizing public service.



Theodor Kubak

Managing Partner
Arbireo Capital



Theodor is a key player at Arbireo Capital, leading efforts in creating the Hospitality Asset Class and managing fundraising for the Hotel Fund. Previously, he spent 12 years at Union Investment Real Estate, overseeing €2 billion in hotel acquisitions. He has extensive experience in Hospitality Asset Management and a background that includes roles such as General Manager, Director of Sales & Marketing, and Rooms Division Manager across three continents. Theodor is also a Co-Founder of HAMA Europe, contributes to hospitality think tanks, and engages in education through guest lectures and co-authoring books, establishing himself as an industry thought leader.



Laia Lahoz

Chief Assets and Development Officer
Minor Hotels



Laia Lahoz, Chief Assets and Development Officer at Minor Hotels Europe & Americas, spearheads asset management and development strategy, reporting directly to the CEO and serving as a board director since 2022. Responsible for global brand expansion—including Anantara, Tivoli, Avani, NH Collection, NH, and nhow Hotels—she previously excelled as Senior VP of Portfolio Management, known for her negotiation prowess and outstanding results.

Beginning her career at Garrigues law firm, Lahoz transitioned to the hospitality industry in 2004 at Hesperia Hotels, initially as Head of Legal Affairs. Advancing to Managing Director of the Hesperia Investor Group, she joined the Management Committee. Laia Lahoz holds a Law degree and a master’s in business law from Pompeu Fabra University, Barcelona, along with a master’s in international cooperation from the University of Barcelona. Her extensive expertise spans Mergers and Acquisitions, Asset Management, and Legal areas.



Jonathan Lee Jones

Senior Vice President, Investments (Europe)
LHC Group



Jonathan is a founding member of Lifestyle Hospitality Capital Group (“LHC”) and leads its European investment and acquisition activities. LHC officially launched in May 2023 and is a private equity firm focused on real estate and corporate investments across lifestyle hospitality and operational real estate sectors.

Prior to joining LHC, Jonathan spent 8 years as Investment Director at Ennismore where he transacted on €1.3bn of hospitality real estate helping drive growth of The Hoxton brand across the European, UK and US markets and investing further in Gleneagles and multiple member’s clubs across the UK.



Martina Maly-Gärtner

COO, Member of the Board
UBM Development AG



Martina Maly-Gärtner, MRICS, joined the Managing Board of UBM Development AG as COO on 1 September 2021 and is responsible for the areas hotel, human resources and insurance. As part of her international career, she has been accountable for the hotel portfolio and strategy development of Arabella Hospitality with its head office in Germany as COO since 2018. Prior to that, she led the European-focused tourism consulting and hotel development company Michaeler & Partner in Vienna as Managing Director for 8 years. In addition, Maly-Gärtner has 10 years of operational hotel management experience in America, the Middle East and Europe with internationally recognised hotel chains.



Dimitris Manikis

President for Europe, Middle East, Eurasia and Africa (EMEA)
Wyndham Hotels & Resorts



Dimitris Manikis, President and Managing Director for EMEA at Wyndham Hotels & Resorts, drives brand development and hotel performance in the region. His focus spans strategic objectives such as quality, technology, business growth, loyalty, and marketing.

With over 27 years at RCI, he excelled in senior roles and served as Vice President of Business Development for EMEA. His career includes leadership roles as Managing Director of RCI Greece and RCI South Africa.

Manikis actively contributes to the industry as an Industry Advisory Board member for Hotelschool the Hague, Senior Advisory Board member for the Sustainable Hospitality Alliance, and Board member for Christel House Europe.

A Greek national with degrees in Tourism and Administration, as well as Tourism Marketing, he credits his work ethic and customer service values to his father's Athens-based grocery retail business. Based in Wyndham's London office, Dimitris champions business success with a commitment to service and diligence.



Miguel Martins

Head of Development Northern Europe
IHG Hotels & Resorts



In his current position, Miguel is responsible for developing IHG's brands in DACH, Nordics, and Eastern Europe. Working collaboratively with development partners is key to his success whilst delivering value for both franchised and managed hotels. With IHG since 2015, Miguel is responsible for the signing of over 35 new deals, the majority across Poland and Eastern Europe and more recently in the Nordics.

Prior to joining IHG, Miguel co-founded the Polish Hotel Company, rolling out some of IHG's most well-known brands in Poland.

Miguel has extensive international experience in hotel management and development and has been involved in over 20 projects in Europe, including Portugal, Spain, and Poland.



Macy Marvel

Journalist/Consultant
Macy Marvel Consulting

Macy Marvel is a Geneva-based journalist/consultant and is a frequent presenter at international hospitality and tourism industry conferences. For 20 years, he was professor of economics at the Ecole hôtelière de Lausanne (EHL), the world oldest and largest hotel management school. He has also authored dozens of hotel industry studies for Mintel International in London and Hotel Analyst, as well as numerous journalistic articles for Questex and HospitalityInside.com. Mr Marvel has also performed hotel valuations and market studies for EHL Advisory services, the consulting division of the Ecole hôtelière de Lausanne.



Tibor Massányi

Managing partner
DVM Group

Tibor Massányi is the managing partner of DVM group and the primary manager of the design, architectural visualization, project management, environmental consulting and marketing communications departments.

DVM group is a leading player and reliable partner for hotel design&build projects in Budapest. They are responsible for the complete renovation of the iconic Drechsler Palace and the transformation of the W Hotel Budapest, the works of the St. Regis Hotel in Klotild Palace, the construction of the Intercity Hotel Budapest, the renovation of the rooms and public areas of the Radisson Blu Béke Hotel and the skybar of the Hilton Hotel Budapest with its unique panoramic view.



Otmar Michaeler

CEO and Co-Founder
FMTG - Falkensteiner Michaeler Tourism Group

Otmar Michaeler is CEO and one of the three visionary co-founders of FMTG - Falkensteiner Michaeler Tourism Group, which he founded together with Erich and Andreas Falkensteiner in 1995. Since 1995 he has also been CEO of the tourism consultancy Michaeler & Partner. From 2010 to 2020 he was President of the Südtiroler Volksbank.





Erol Milo

Head of Commercial Real Estate
STRABAG Real Estate



In his 14 years at STRABAG Real Estate, Erol Milo has had an impressive career, from project developer to his current position as authorized signatory and head of the team commercial real estate. With a focus on CEE, particularly in Poland, he has successfully proven himself in team and organizational development. A highlight of his career was the development of Motel One in Tamka (Poland) in 2016. Since 2017, he has acted as an authorized signatory and brings his diverse skills to the company in various commercial and acquisition roles. His experience spans a wide range of projects, with a particular focus on hotel and office developments, including the Moxy hotel project on Nottendorfer Strasse and Square Two in Vienna. Erol Milo is known for his extensive expertise and excellent network in the property sector.



Chloe Parkins

Senior Economist
Tourism Economics



Chloe is a Senior Economist with Tourism Economics, specialising in European tourism forecast services. On top of forecasting, she takes a lead role in European consultancy work including regular outputs for the ETC and STR. She previously worked on both the industry and macro services within Oxford Economics for seven years where she developed her skills in forecasting, modelling, data visualisation and bespoke consulting work. Chloe was educated at Sheffield Hallam University, where she gained a degree in International Finance and Economics; and at the University of Reading, where she graduated with an MSc in Economics.



Wojciech Popis

Vice President of Board
VHM Hotel Management



For over 15 years associated with the hospitality business, responsible for adapting facilities to global hotel requirements, operational management and franchising by international hotel chains (e.g. Hilton Worldwide, Intercontinental Hotels Group, Radisson, Marriott). As a Vicepresident of Board is responsible for the development of VHM Hotel Management (at the moment 4 hotels in portfolio, another 6 in the pipeline). Earlier associated with the Coca-Cola company for 14 years, in which, among others as a Business Process Leader, he was responsible in 24 countries for implementing standards of cooperation with the company's main clients, including hotels.



Maria Puetz-Willems

Editor-in-chief
HospitalityInside



Maria Puetz-Willems, founder and editor-in-chief of www.hospitalityInside.com since 2005, established the online trade magazine adhering to journalistic standards. It's a bilingual (German/English), ad-free platform, fostering credibility. HospitalityInside reaches readers across 20 countries, with a split audience from property/finance and operations, primarily in leadership roles (C-level). The HospitalityInside Think Tank (HITT) hosts an influential English-language event focusing on sustainability, innovation, and the future.

Before founding HospitalityInside, Maria spent 15 years as a freelance journalist, contributing to national and international business, lifestyle, and hotel trade press across 40+ countries. In 2002, she authored the specialized book "Wellness + Economy." Since 2008, she's organized the annual hotel conference for Expo Real Munich and actively supports the industry through networking events and media partnerships.



Attila Radvánszki

Senior Director
Horwath HTL Hungary



Attila Radvánszki, Senior Director at Horwath HTL Hungary, has shaped over 135 tourist projects in the CEE Region over the last decade. An IBS Budapest alumni with Honours in Travel & Tourism Management, he combines hotel operations expertise from Europe with a Cornell-backed real estate investment acumen. Attila authors articles on tourism trends and leads vital payroll surveys in Budapest's luxury hotel segment, bringing a rich, global perspective to this conference as moderator of the panel discussing the importance of Human Capital.



Andrea Róna

Group Director of Development
Danubius Hotels



Andrea Róna, Group Director of Development at Danubius Hotels, drives the asset-light expansion in Central and Eastern Europe (CEE). With 50+ years' expertise, Danubius operates city and spa hotels, expanding its portfolio in Slovakia, Czech Republic, and Romania. In 2019, CP Holdings divided its 41-hotel portfolio into distinct divisions, with Danubius handling city hotels and Ensana managing spas.

Before Danubius, Andrea worked with Marriott, Hilton, and Corinthia, managing upscale hotel developments in Hungary. Her experience spans asset management and development with major real estate players like Trigranit Development and Granit Polus Management. Andrea holds a BA in Hospitality Management and an MA in International Relations. Danubius aims to grow further, focusing on operating city, conference, wellness hotels, and resorts owned by third parties.



Andrew Sangster

Editorial Director
Hotel Analyst



Andrew Sangster launched Hotel Analyst more than 20 years ago. It has grown into a publishing business encompassing a paid subscription service for hotel investors, a reports division and events.

More information on these services can be found at hotelanalyst.co.uk and see www.op-re.com for the latest event for investors across the operational real estate sector, the Operational Real Estate Festival.

Andrew has been a journalist his entire career, starting on trade press titles before joining the national press and a brief spell at the BBC. He launched his own business focused on providing high-level information on a subscription basis after despairing at the quality of what the old business model of selling advertising space was producing.

Andrew holds a BSc in economics and an MA in journalism. He lives in Cambridge with his wife and three children.



Gebhard Schachermayer

Managing Partner
JP Hospitality



Gebhard Schachermayer is a passionate hospitality expert who began his career at the Conrad Hilton in Hong Kong. Born in Carinthia, he worked in various hotel positions in Austria, Portugal and Switzerland after completing his studies.

He was Managing Director of the renowned Vila Joya for 12 years before developing a gastronomy concept in Lisbon.

He has been advising hotels and hospitality companies on concepts and branding strategies for many years and is also a partner in Austria's only three Michelin-starred restaurant, which opened in 2016 under the name "Amador".

Gebhard Schachermayer has been Managing Partner at JP Hospitality since 2020 and is now responsible for 17 lifestyle hotels across Europe and the JPI Hospitality Investor Club.



Adrian Schmidt

Vice President Digital Development & Strategy
HR Group



Adrian Schmidt, Vice President of Digital Development and Strategy at HR Group, is responsible for implementing efficient and sustainable digital solutions in the corporate sector, the entire hotel portfolio of over 150 hotels and projects in Europe, and various hotel partnerships in Asia. As a digital entrepreneur, Adrian has a vast network of innovative providers; he developed software solutions for diverse target groups early in his career and gained excellent knowledge of process-optimized digital offerings. His expertise makes him a key figure in HR Group's goal to become Central Europe's leading digital-focused multi-brand hotel operator.



Arno Schwalie

Chief Executive Officer (CEO)
and Chairman of the Board
Lindner Hotels AG



Arno Schwalie, CEO and Chairman of Lindner Hotels AG in Dusseldorf, previously served as CEO Germany and Executive VP International at the Korian Group, a prominent French company in senior care with over 67,000 employees and EUR 4.5 billion turnover. His tenure at Radisson Hotel Group as Senior Area VP for Central & Southern Europe spanned 96 hotels in 20 countries. Earlier, at Design Hotels AG, he expanded their portfolio from 141 to 320 hotels across 60 countries, rising to the position of COO. Schwalie, an International Management graduate with an MBA and real estate management postgraduate degree, completed the Global CEO program by IESE, Wharton, and CEIBS. He now lives in Munich and married with two children.



Marcus Smola

CEO
BWH Hotels Central Europe GmbH



Marcus Smola, CEO of BWH Hotels Central Europe GmbH since 2008, oversees 230 hotels in ten European countries for Best Western Hotels & Resorts, WorldHotels, and Sure Hotels. He's also a board member at DEHAG Hospitality Group AG since 2018, co-leading BWH Hotels Central Europe GmbH with Carmen Dücker. Starting at Best Western in 1999, he ascended to Deputy CEO by 2001 and became CEO in April 2008, shaping the company's German presence. Smola's career began at Steigenberger Hotels AG after his hotel apprenticeship in 1987 at the Canadian Pacific Frankfurt Plaza (now Marriott Hotel, Frankfurt). He's a board member of the German Hotel Association since 2018 and is a prominent speaker in the industry, married with two children.



Shafi Syed



Global Head Hotel Development & Acquisitions
Equinox Hotels

Shafi Syed heads Equinox Hotels' global expansion from New York as the Global Head of Hotel Development & Acquisitions. The brand, a lifestyle/luxury segment focusing on fitness, wellness, and high-performance living, extends the renowned Equinox fitness chain's ethos. It stands out with vibrant social spaces, celebrity-driven F&B/Nightlife, and the aspirational Equinox health club. The planned openings span San Francisco, Santa Clara, Miami, Cabo San Lucas, Red Sea, with active talks for expansion in London, Madrid, Tokyo, Bangkok, Dubai, and more, targeting key global cities and resorts.

With over 30 years' experience in luxury lifestyle hotel investment, strategic development, and brand expansion, Shafi held pivotal roles at Jumeirah, Caesars Entertainment, Wyndham, and Taj Hotels. A graduate of the Institute of Hotel Management, Bangalore, he holds an Advanced Certification in Real Estate & Hotel Investments from Cornell University. Shafi's career has spanned the US, Asia, Europe, and the Middle East.



Daniela Wakefield



Director of Human Resources
Hilton Hotels & Resorts

Daniela Wakefield is working for Hilton Hotels & Resorts for the past 12 years as HR Director. Hilton Hotels a leading global hospitality company has a collection of 19 distinct hotel brands. Daniela's passion is the opening of new hotels, which she fulfilled with several luxury hotel brands in her past. She stands for growth and loves to find and develop and coach talents. Daniela has lived in France, United States, Bahamas and Switzerland where she acquired strong skills and experience in the international hospitality industry.



Sabrina Westphaelinger



Senior Director Talent & Culture Germany,
Austria, and Switzerland
Accor

Sabrina Westphaelinger has been working for Accor's Human Resources Team for more than four years, three years of which as Senior Director Talent & Culture Germany, Austria, and Switzerland. Prior to that, she was (Cluster) Director of Human Resources & Training at Accor's premium brand Mövenpick Hotels & Resorts. Further milestones in her career include HR positions at Precise Hotels & Resorts and Booking.com, where Sabrina also gained extensive experience with responsibility for the Central Europe region. Sabrina Westphaelinger started her career with a classic hotel apprenticeship, followed by HR positions at the InterContinental Hotels Group for over 10 years in Germany and Switzerland. She is holding an Executive Master in General Management of the Fachhochschule Graubünden.

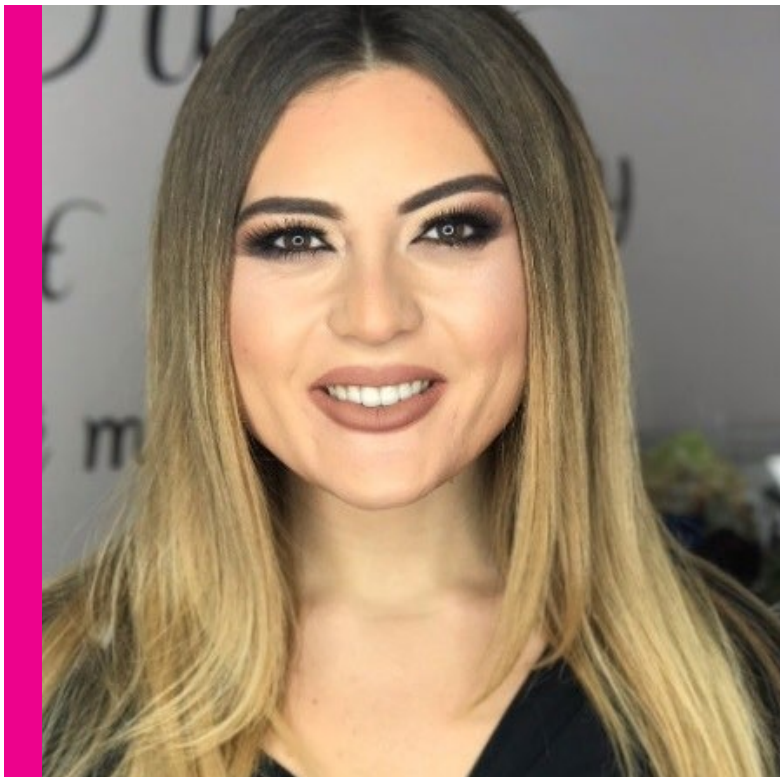


Thiemo Willms



Vice President Development DACH
Accor

Thiemo Willms has been Vice President Development DACH at Accor since January 2023. In this role he is responsible for the expansion of the Accor Economy, Midscale and Premium brands in Germany, Austria and Switzerland. Prior to this, he held the position of Director Development Central Europe since 2016. Willms describes himself as a 'hospitality enthusiast' and has extensive industry experience: before joining Accor, Willms worked as an analyst for the JLL Hotels & Hospitality Group in London as well as for well-known and internationally renowned companies in the catering and hotel sector, including Do&Co in Vienna/Austria and Grand Hyatt Hotel in Beijing/China. The passionate marathon runner studied at Henley Business School in Reading/UK, where he graduated in International Business. Before that, Willms studied at Hotelschool the Hague in the Netherlands.



Sindi Xhillari

Business Developer
Millennium Group International



I am Sindi Xhillari, Property Management and Business Developer of Millennium Group & Realty. Millennium Group is a company founded by my father 30 years ago and it focuses on construction, real estate and hospitality. With a growing demand in the Albanian Tourism Market, Millennium Group is the first company to construct and operate the first resort in Albania called Folie Marine and its extension projects.



Founded in 2018, LEVA is a dynamic lifestyle hotel brand offering a fresh view on hospitality and travel.

We've been wondering a lot. About that vibrant fun energy traveling used to create when you were young – and where to find it these days. After 25 years within some of the world's largest hotel chains, JS Anand decided enough was enough. This feeling was growing on us. He missed the novelty of experiencing a destination for the first time, and the lively ambiance found in smaller, more personal hotels. He wanted something different from the corporate, generic hotels with efficiency as key value. Big hotels generally think – that's right – big, but forget about the small details that makes a big difference. And the smaller, cheaper hotels sure can have good vibes, but often lack comfort and luxury. It seems hard to squeeze both curiosity and sophistication into one building. Difficult to be both energetic and boutique.

Until this place happened. A place for not only eating the cake, but for having it too. Our idea is simple. To take the luxury and care from the world of boutique hotels and fuse it with a dynamic, youthful vibe. To make it welcoming but affordable, sophisticated yet personal. A place for experiences and exploration. That's why we created LEVA. A place for the slightly more curious.

For more information, visit www.stayleva.com

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life is go,
go, go,**



**IT
MATTERS
WHERE
YOU
STAY.™**

Hilton

FOR THE STAY™

HOTEL TRANSACTIONS & CAPITAL RAISING

Focusing Exclusively
on Hotels and Resorts
Specialized Expertise
in Hospitality Asset Classes

Building on the success of the first Hotel Investment Platform organised by HTLCAP, HIP will be hosted again in the near future to bring together a select handful of deal-makers in an exclusive private event to connect investors in the hotel real estate sector.

STAY TUNED FOR THE UPCOMING EVENT IN 2024!