



The Lodging Conference

Sept 19-22, 2022

JW Marriott Phoenix Desert Ridge Resort and Spa

At-A-Glance

MONDAY, SEPTEMBER 19, 2022

- 6:00am** **Hiking @ Brown's Ranch**
Sponsored by
myDigitalOffice
- 8:00am** **Pickleball**
- 8:00am** **Golf Tournament @ Wildfire Golf Club, JW Marriott Phoenix Desert Ridge Resort and Spa**
Sponsored by
Sandman Savrann PLLC
- 12:00pm-9:00pm** **Conference Check-In**
- 2:30pm-3:30pm** **GENERAL SESSION**
Deals, Development, M&A
- 3:30pm-4:30pm** **GENERAL SESSION**
AHLA ForWard: Women Advancing Hospitality
Recognizing women of the hospitality industry and championing the next generation of leaders.
- 4:30pm-6:00pm** **Open Bar Happy Hour**
Sponsored by
Cooper Carry
Extended Stay America
- 6:00pm-8:30pm** **Cocktail Party | Dinner**
Sponsored by
Choice Hotels International
Encore
EXP

TUESDAY, SEPTEMBER 20, 2022

- 6:45am-7:50am** **Breakfast**
Sponsored by
Grazzy
HALL Structured Finance
Valencia Hotel Group
- 7:00am-8:00am** **Yoga**
Yoga mats will be provided and all levels are welcome.
- 7:00am-9:00pm** **Conference Registration | Name Badge Pickup**

- 8:00am-8:15am** **Welcome**
- 8:15am-8:30am** **Speed Stats Part I**
- 8:30am-8:50am** **Economic Outlook**
- 8:50am-9:00am** **The Castell Award, An AHLA Foundation Project**
Recognizing a Woman Leader in the Hospitality Investment Arena
- 9:00am-9:15am** **Speed Stats Part II**
- 9:15am-9:20am** **AHLA Update**
- 9:20am-10:15am** **GENERAL SESSION**
A View from the Top
Sponsored by
Hyatt Hotels Corporation
- 10:15am-11:15am** **Refreshment Break**
\$1,000 cash drawing – Must be present to win.
Sponsored by
Land-Ron
Marriott International
Western Alliance Bank

11:15am-12:15pm **CONCURRENT THINK TANKS**

The Next Phase of Hotel Investing

After two years of chaos, what does the hotel landscape look like going into 2023? Join us for a review of asset classes, acquisition strategies and recent challenges.

Post-Pandemic: The Owner and Brand Relationship

Today's sophisticated hotel owner expects their franchisor to provide ongoing collaboration, communication, support and innovation to optimize asset performance. The panel discusses the current relationship between franchisors and hotel owners and if expectations are being met.

New Construction: A Blueprint to Meet Today's Challenges

Supply chain volatility, spiking material costs, workforce shortages, the focus on net zero buildings, cost-control measures, financing and profit margins...find out about short and long-term solutions for overcoming the many challenges that impact hotel construction.

Strategic Alliances, Joint Venture Partnerships, Mergers and Acquisitions

During the past 18 months, we have seen a plethora of JV and M&A activity. What will the next year look like and how will it affect the industry?

2023: What the Hot New Data Reveals

Receive up-to-the-minute forecasts on the construction pipeline, ADR, RevPAR, occupancy, supply and demand, COPE revenue and chain-scale.

- 12:15pm-2:00pm** **Lunch**
Sponsored by
Access Point Financial
CBRE Hotels

- 1:00pm-1:10pm** **NEWH Scholarship Presentation**

2:00pm-3:00pm CONCURRENT THINK TANKS

Pulse of the Industry: Up-To-Date Trends You Need to Know

Find out the latest data on labor recovery, hotel guest experiences across various segments, commercial vs. leisure travel room night demand and more.

Post-Pandemic: Owners, Management Companies and Asset Managers Working Better Together

How involved are you in property-level decisions? How closely aligned are your interests as an owner with the interests of the management company to maximize hotel performance? The panel discusses the evolving owner-3rd party management relationship.

Hotel Finance Trends: Get Your Transaction Over the Finish Line

Acquisition and refinance...What kind of financing is available and how do you get it? Find out about long-term trends, current financing options and challenges facing lenders, owners, investors and developers as the panel discusses what you need to know about securing the funds you need to get the deal done.

Hotel Design Trends for 2023

Planning a new build or renovation? Stay ahead of the curve with an introduction to some of the most innovative hotel concepts to deliver bottom line results and unique guest experiences.

Finding the Most Profitable Demand: Marketing, Revenue Management and Distribution Channels

Revenue specialists discuss innovative ways to increase sales and boost profitability.

3:00pm-3:45pm Refreshment Break

\$1,000 cash drawing – Must be present to win.

Sponsored by

Aimbridge Hospitality

Paramount Capital Advisors

3:45pm-4:45pm CONCURRENT THINK TANKS

Market Insights: Short-and Long-Term Investment Outlook

Where are the opportunities? Gateway cities, secondary and tertiary markets...With varying levels of recovery, find out which regions are in the midst of a comeback and which markets are poised to take off in 2023.

Private Equity Deals

Gain insight on investment strategies, fundraising momentum and transaction volume.

Becoming Mainstream: Alternative Lodging

Glamping, vacation rentals, serviced apartments...Find out about the latest investment and development opportunities in this growing non-traditional market space.

Smart Tech

Staff shortages, a push toward sustainability and digitalization of the guest experience have contributed to a greater urgency to invest in the latest tech tools. The panel will help you decide what's important now, and how to move from outdated to must have solutions.

Beyond Talking Points: DE&I and ESG

Our panelists are empowering socially responsible and under-represented developers, owners, investors, employees and franchisees. Let's initiate, collaborate and innovate together.

6:00pm-9:00pm Cocktail Party | Dinner

Sponsored by

JW Marriott Phoenix Desert Ridge Resort and Spa

WEDNESDAY, SEPTEMBER 21, 2022

7:00am-8:00am **Yoga**
Yoga mats will be provided and all levels are welcome.

7:15am-9:00pm **Conference Registration | Name Badge Pickup**

7:30am-8:55am **Breakfast**
\$1,000 cash drawing – Must be present to win.

8:50am-9:05am **Welcome Back**

9:05am-9:50am **GENERAL SESSION**
From the CEO's Perspective
Sponsored by
DIRECTV Hospitality

9:50am-10:00am **Above & Beyond Award**

10:00am-10:45am **GENERAL SESSION**
Leaders in Hospitality

10:45am-11:30am **Refreshment Break**
\$1,000 cash drawing – Must be present to win.
Sponsored by
IHG Hotels & Resorts
Legendary Capital
Serta Simmons Hospitality

11:30am-12:30pm **CONCURRENT THINK TANKS**

Value-Add, Opportunistic and Distressed Acquisitions

Unlock value, stabilize under-managed or under-funded hotel assets, take advantage of repositioning opportunities, increase income, and identify exit strategies.

Leisure, Corporate and Group Meeting Demand: When Will We Return to Pre-Pandemic Metrics?

Leisure travel continues to be the main demand driver and group reservations are making a comeback but when will we return to pre-pandemic levels? Find out about the headwinds and current projections.

Boutique Hotels Revolutionizing the Hotel Industry

As brand collections evolve, boutique hotel owners are taking the lead in setting new standards in design, guest experiences, revenue generators, local ambience and brand identity. Find out about the next great innovations before they go mainstream.

The Talent Crisis: Strategies for Recruitment, Retention and Doing More with Less

Solving the labor shortage REMAINS a top priority. How can we make a career in hospitality attractive for the long-term?

What's Next for Capital Markets?

With increased stability and growth in the capital markets, experts discuss trends to watch in 2023 and the outlook for financing new build and existing hotels.

12:30pm-1:45pm **Lunch**
Sponsored by
Platinum Construction

1:45pm-2:45pm CONCURRENT THINK TANKS

World Class: Upper Upscale and Luxury

Strategic expansion, exclusive experiences, award-winning concepts...What's next as these two sectors grow in demand.

Management of Expenses in Uncertain Times

Inflation, COVID variants, ADR, occupancy, the cost of providing services...As the 2023 budget season approaches, the panel will help you identify ways to manage cash flow, reduce labor costs, optimize efficiency, shore up your reserves and boost your bottom line.

Investing in Select Service and Economy Hotels

Select service and economy lodging thrived throughout the pandemic and the sector continues to show resilience and stability. The panel will highlight new brands, hot markets, exciting innovations and new concepts to build your bottom line.

Supply Chain Timeline, Costs and Your Patience

CapEx experts examine logistics and the supply chain to help you remain profitable during a new build or renovation.

A Multifaceted Approach to Sustainable Construction, Design and Operations

Thoughtfully incorporate eco-friendly initiatives into your hotel architecture, electrical, mechanical and operations to create asset value, optimize cost savings and enhance the guest experience.

2:45pm-3:30pm Refreshment Break

Sponsored by

InterMountain Hotels

InterMountain Renovations

3:30pm-4:30pm CONCURRENT THINK TANKS

Hot Commodity: Extended Stay

Owners, investors and brands are focused on growing their extended stay footprint. Find out about market trends, key drivers, development activity, opportunities and the competitive landscape.

Renovation: Increase Value and Extend the Life of Your Hotel

Meet PIP requirements, reposition to strengthen market share, improve the guest experience, and manage the timeline, renovation costs and disruption.

EB-5 Is Back! What Does That Mean for Hotel Developers?

After lapsing in 2021, Congress revitalized the EB-5 program by reauthorizing Regional Centers. Should every developer consider EB-5 financing for their next hotel construction? The panel will answer your questions about EB-5 capital, which projects qualify, how to find a good Regional Center for your deal, what new regulatory provisions mean for all the stakeholders in the EB-5 industry and much more.

The Deal Makers

Capital outlook and valuations.

6:00pm-9:00pm Dinner, Drinks, and Rock n' Roll

The Lodging Conference Talent Show

Join your friends and colleagues as they sing, shred, drum and dance. You're invited to join the band on Wednesday evening at our dinner party on the lawn.

Sponsored by

Advanced Catastrophe Technologies (ACT)

Best Western® Hotels & Resorts

THURSDAY, SEPTEMBER 22, 2022

8:30am-10:00am **Breakfast Connect with Owners, Investors, Developers and Operators**
All are welcome.

10:00am **Door Prizes**

Conference Adjourns