

Hotel Business®



Left to right: Prevette, Holden and Lopes

Luxury Hotel Advisors launches

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INDUSTRY

Luxury Hotel Advisors (LHA), a boutique advisory firm, has launched.

Principals LK Eric Prevette, Carlos Lopes and Teresa Holden recognize the need for a boutique advisory firm that provides a one-stop-shop, hands-on approach for luxury hotel owners and investors to seek out advisory services including asset management, acquisition, disposition and marketing guidance, the company reports. LHA provides owners and investors the expertise and direction needed to move forward confidently and successfully with their investments.

The principals collectively share decades of experience in management, ownership, operation, marketing, brand development and the execution of hotel sales and acquisitions across the globe. Some of their work includes relationships with the Four Seasons Hotels & Resorts, Rosewood Hotels & Resorts, RockResorts, Bel Air Hotel Company, Cap Juluca Resort and Grand-Hôtel du Cap-Ferrat.

“There has never been a greater need for hotel owners and investors to find creative solutions for their investments,” said Lopes. “Luxury hotel properties, in particular, require more thoughtful and innovative approaches to satisfy both customer expectations and ownership investment returns.”

To complement LHA’s advisory services in the luxury space, the company has assembled a board of advisors. Members to date include Ted Teng, formerly with Leading Hotels of the World; Terry Petty, founder, CrippleGate Investments; Shane O’Flaherty, global director of travel, transportation & hospitality at Microsoft; Raymond Bickson, principal/CEO, Bickson Hospitality Group; Eric Calderon, founder, Calder Hospitality; Hans Maissen, former managing director, Grand Hotel Du Cap Ferrat; and David Sonnenblick, principal, Sonnenblick-Eichner Company.

“LHA is currently overseeing a diverse range of projects that include acquiring a hotel asset for a specific buyer whose vision is to convert the hotel into a luxury residential development; serving as expert advisers to the owner of a small luxury hotel in need of post-pandemic reopening, repositioning and overall marketing strategies; assisting the owner of a premium hotel property with respect to a potential rebranding of that asset; and the private, discrete sale of a boutique luxury resort in the Caribbean,” said Prevette.