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By: Lisa Brown

Boutique Advisory Firm Hopes to Fill Void in Luxury Hotel Space

The hotel industry is one of the hardest-hit industries as a result of the COVID-19 pandemic. In fact, hotels remain second only to airlines in terms of revenue loss.

As a significant number of luxury hotels struggle with unprecedented scenarios, Eric Prevette, Carlos Lopes and Teresa Holden recently launched Luxury Hotel Advisors (LHA), a boutique advisory firm created to fill this void in the luxury hotel space. The firm has added some of the most prominent leaders in the hospitality industry to its board of advisors and plans to open additional offices in Los Angeles, Dallas, New York and Miami.

LHA takes a curated assignment approach to meet the needs and expectations of its clients. In doing so, the LHA team provides an added objective viewpoint to analyze and facilitate revenue paths for hotel assets in this economic landscape.