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TOP HOSPITALITY LEADERS TO LAUNCH BOUTIQUE LUXURY HOTEL ADVISORY AND ACQUISITIONS FIRM

NEWPORT BEACH, CA – The hotel industry is one of the hardest-hit industries resulting from the COVID-19 pandemic. In fact, hotels remain second only to airlines in terms of revenue loss (*Forbes*). LK Eric Prevette, Carlos Lopes, and Teresa Holden actively engaged as a significant number of luxury hotels struggled with unprecedented scenarios.

The principals of Luxury Hotel Advisors (LHA) 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. LHA provides owners and investors the expertise and direction needed to move forward confidently and successfully with their investments.

Prevette, Lopes and Holden are proud to announce the launch of LHA, a boutique advisory firm created to fill this unique 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 has plans to open additional offices in Los Angeles, Dallas, New York and Miami.

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, but is not limited to, distinguished 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. Luxury hotel properties, in particular, require more thoughtful and innovative approaches to satisfy both customer expectations and ownership investment returns,” according to Carlos Lopes, spokesperson for the firm.

To complement LHA’s advisory services in the luxury space, the trio has assembled an equally impactful group of tenured hoteliers and change-makers to form their Board of Advisors. Members to date, include notable industry leaders Ted Teng (formerly with Leading Hotels of the World), Shane O’Flaherty (Global Director of Travel, Transportation & Hospitality at Microsoft), Raymond Bickson (Principal and 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 LK Eric Prevette, LHA Co-Founder and Principal.

To learn more about [Luxury Hotel Advisors](#), the [team](#), [board of advisors](#) and [scope of services](#), please visit <http://luxuryhoteladvisors.com>.

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About Luxury Hotel Advisors

Luxury Hotel Advisors, Inc. is a boutique luxury hotel acquisitions and advisory firm that guides, assists and implements solutions for hotel owners and investors in selecting the best course of action as it relates to luxury hospitality assets. Principals are personally involved with each assignment and the Board of Advisors are some of the most respected professionals in the industry. LK Eric Prevette, Carlos C. Lopes and Teresa A. Holden have served in leadership positions with iconic luxury brands in roles including hotel management, rebranding with a focus on value enhancement, asset management, investments, dispositions, acquisitions, refinancing and recapitalization.