

Hospitality leaders unite to launch Luxury Hotel Advisors

by Lauren Jade Hill | 29 Mar 2021 | General News



High-profile figures in the hospitality world have joined forces to create a boutique advisory firm that promises to help luxury hotel owners and investors amid the pandemic.

The new outfit has been launched in response to the fact that hoteliers have faced immense challenges over the last year.

Helping hoteliers navigate the Covid19 crisis

Hospitality specialists **LK Eric Prevet**, **Carlos Lopes** and **Teresa Holden** have teamed up to launch their own boutique advisory firm, **Luxury Hotel Advisors (LHA)**, with each holding the title of principal.

LHA aims to help owners and investors navigate this unprecedented economic landscape by providing a hands-on, one-stop-shop for advisory services ranging from asset management and acquisition to disposition and marketing guidance. These services are intended to give owners and investors the support they need to move forward with confidence and success.

“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.”

Fresh insights from industry experts

The principals of the firm, which is based in Newport Beach, California, bring together decades of experience in management, ownership, operation, marketing and brand development, as well as the execution of hotel sales and acquisitions worldwide. Additional offices are planned for LA, Dallas, New York and Miami.

The practice has also added prominent leaders from across the industry to its board of advisors.

Notable board members include **Ted Teng**, who was formerly with The Leading Hotels of the World; the founder of CrippleGate Investments, **Terry Petty**; and the global director of travel, transportation and hospitality at Microsoft, **Shane O’Flaherty**. Also included are **Raymond Bickson**, principal and CEO of Bickson Hospitality Group; the founder of Calder Hospitality, **Eric Calderon**; the former managing director of Grand Hotel Du Cap Ferrat, **Hans Maissen**; and the principal of Sonnenblick-Eichner Company, **David Sonnenblick**.

Prevet concluded: “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 advisors 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.”