



FOR IMMEDIATE RELEASE

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## **New Hotel ROI conference coming to Los Angeles Thursday**

ATLANTA – A new conference that promises to “inform and inspire” hotel owners on how to maximize hotel assets is coming to Los Angeles Thursday. The Hotel ROI event at the new Hotel Indigo in downtown Los Angeles is the result of a new partnership between the Asian American Hotel Owners Association, the nation’s largest hotel owners group, and Hotel Management magazine.

“Los Angeles’ tourism industry is thriving and competition is fierce,” said Chip Rogers, the president and CEO of AAHOA. “Hotel owners that want a leg up over their peers will want to attend Hotel ROI. The event will provide them ideas, solutions and actionable insights on how to maximize revenues and reduce costs. It’s a must-attend for the hotel community.”

The Los Angeles County tourism industry supports 678,000 jobs to accommodate 50 million annual visitors who spend more than \$18 billion. Hotel owners will learn how to maximize their slice of that business at Hotel ROI, according to Rogers.

The one-day conference features top industry leaders, including CBRE Hotels CEO Bruce Baltin, Majestic Hospitality Group CEO Christopher Henry, AAHOA Vice Chairman HP Patel and AAHOA board member and co-founder of Ohm Culture Hospitality Timmy Patel. Presenters and panelists include hotel brand executives, asset managers, hotel suppliers and hotel financiers.

This is the second Hotel ROI event in the seven-city tour that began in Houston on April 24. The conference heads to Chicago and Baltimore in August, Pittsburgh and Atlanta in September and closes out the tour in Charlotte, North Carolina, in October.

Hotel owners interested in attending Hotel ROI Los Angeles can register at [HotelROI.com](http://HotelROI.com). The conference runs from 7:45 a.m. to 3:30 p.m. on June 22 at the Hotel Indigo in downtown Los Angeles.

*AAHOA is the largest hotel owners association in the world. The more than 16,000 AAHOA members own almost one in every two hotels in the United States. With billions of dollars in property assets and hundreds of thousands of employees, AAHOA members are core economic contributors in virtually every community in the United States. As an association, AAHOA is a proud defender of free enterprise and the foremost current-day example of realizing the American Dream.*

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