



## **“Hotel Management” Magazine and AAHOA Launch Hotel ROI Conference in Houston**

ATLANTA, April 5, 2017 - “Hotel Management,” in collaboration with the Asian American Hotel Owners Association (AAHOA), will launch a new one-day conference in Houston on April 24, designed to offer immediately actionable, location-specific hotel-industry metrics for area investors and developers.

In a unique new format, hotel owners and investors will come together to review local market intelligence and operational best practices. Coming on the heels of lower demand caused by the oil crisis combined with rapid supply growth, this series launches in Houston to help the hospitality industry take advantage of the momentum generated by the 2017 Super Bowl.

To help kick off the series, AAHOA Treasurer Hitesh (HP) Patel will speak as part of the conference’s “Minimizing Costs” panel at 11:00 AM.

“With the city’s energy markets set to experience explosive growth over the next several years and tourism at an all-time high, Houston is rapidly becoming a magnet for hotel-industry investors and developers,” said AAHOA Chairman Bhavesh Patel. “The city expects to welcome 20 million annual visitors by 2018, making its selection as a Hotel ROI location a no-brainer.”

The 2017 Hotel ROI series will also travel to Los Angeles, Chicago, Baltimore, Pittsburgh, Atlanta, and Charlotte.

The Houston event will be held at the Doubletree Suites in Greenway Plaza.

For more information on Hotel ROI and a list of 2017 locations, please visit [aahoa.com](http://aahoa.com).

*Founded in 1989, AAHOA ([www.aahoa.com](http://www.aahoa.com)) is the largest hotel owners association in the world, with more than 16,000 small business owner-members. AAHOA members own almost one in every two hotels in the United States.*