

Santiago, Chile, to Host SAHIC 2011

On September 21-22, 2011, the region's most important Hotel & Tourism Investment Conference will be held in Santiago, Chile.

Buenos Aires, January 6, 2011

HVS, a leading consulting firm in the hotel, tourism, and leisure industry and related real estate business, through its office in Buenos Aires, is organizing **SAHIC 2011 - South American Hotel & Tourism Investment Conference**, to be held at the W Santiago Hotel, in Santiago, Chile, on **September 21-22, 2011**.

Following the 2010 Edition held in Cartagena de Indias, Colombia, and attended by over 350 participants from 19 countries around the world, this 4th SAHIC conference will also be the perfect place to promote investment opportunities in the hotel and real estate-related business in South American countries. Key industry players, executives from major international holdings, and investors will again meet to explore new projects, make contacts, and conduct business.

Arturo García Rosa, President of SAHIC and Senior Partner of HVS Global Hospitality Services, pointed out that Latin America is undergoing major development and growth. *"It is expected that hundreds of millions of dollars will be invested in the hotel industry in countries like Brazil, Colombia, Peru, Chile, and Argentina. Moreover, Uruguay and Ecuador, which will be participating for the first time in the 2011 Edition, will surely attract the interest of participants"*. With regard to the conference, he stated, *"SAHIC 2010 exceeded all expectations. The quality and number of participants contributed to a successful networking experience, which was highly appreciated by everyone present. The results of this exchange will soon be reflected in the region. In connection with SAHIC 2011, the early confirmation of sponsors and registrations bodes well for the success of this conference in Santiago, Chile. All participants can look forward to a well-organized, productive meeting in Santiago, and to the warmth and friendliness of its people"*.

Jacqueline Plass Wähling, Chile Undersecretary of Tourism, declared *"It is a great occasion for creating business opportunities, not only for the region but also for Chile, which will be able to capitalize on projects thanks to its distinctive characteristics. Our country offers security to investors, is a leader in the region, and occupies the top slot in terms of economic growth in Latin America"*.

As observed by **Steve Rushmore**, President and Founder of HVS Global Hospitality Services, *“The annual SAHIC meeting is very important for HVS. The continuous growth and interest in the development of the hotel industry and related activities in South America is a clear sign of the relevance of this conference, which has undoubtedly become a benchmark event in the region”*. Looking to the future, he noted, *“We should seize the moment to promote new projects, create new business opportunities, and position the market in order to become more competitive”*.

SAHIC 2011 will keep the scheme of general and break-out sessions, attended by more than 60 renowned speakers who will talk about the most influential topics in decision-making in the region. The celebrated *Networking Express* model will be implemented again, an ideal opportunity for interaction between projects and investors.

Furthermore, as happens every year, a series of awards will be presented to people, projects, events, organizations, and companies that have contributed to the development of the hospitality industry in the region.

For more information, visit www.sahic.com

About HVS:

HVS is the world’s leading consulting and services organization focused on the hotel, restaurant, shared ownership, gaming, and leisure industries. Established in 1980, the company performs more than 2,000 assignments per year for virtually every major industry participant. HVS principals are regarded as the leading professionals in their respective regions of the globe. We are client driven, entrepreneurial, and dedicated to providing the best advice and services in a timely and cost-efficient manner. Through a worldwide network of 30 offices staffed by 400 seasoned industry professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. For further information regarding our expertise and specifics about our services, please visit www.hvs.com.

Since its opening in 2000, **HVS Buenos Aires** has been an active participant in the regional market – mainly in Argentina, Peru, Colombia, Chile, Venezuela, Panama, Costa Rica, Uruguay, Ecuador and Paraguay – offering a wide range of services for the hospitality and real estate industry and for tourist destinations. Each year since 2008, this HVS office has organized the leading industry event in the region: SAHIC – South American Hotel & Tourism Investment Conference.

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