

# RHC

LATIN AMERICA  
& THE CARIBBEAN

## RHC Latin America & The Caribbean expands its global operations and management team, and renews image

*As part of an innovative development strategy driven by the challenges imposed by the new global scenario and reaffirming the ability to anticipate the next moves, the company, founded by Arturo García Rosa 25 years ago, renews its leadership team, strategy and solutions.*

**Miami, November 2020.** In the context of a global emergency with unprecedented impact, **RHC Latin America & The Caribbean**, a consulting firm specialized in providing integral advice for the hotel, tourism and real estate industries, bets on an aggressive plan of global expansion and adds Fabián Rodríguez Suárez, former regional executive at Hilton, as Managing Partner in charge of operations.

“The revival of the industry is evident in a gradual increase of the key share value in the capital markets of the world, and this effect will reach the real economy in the next months”, explains Rodríguez Suárez. “In fact, share values of the most renowned hotel chains, most of them based on asset-light business models, are, on average, less than 10% close to recover their values from January 2020”, adds the executive.

As for real estate investment trusts (REIT), investing companies that are listed in the stock market and have capital invested in hotel and resort buildings, they will take a bit longer to recover due to a business structure that complicates raising capital.

According to the last report of an important project and construction collection agency (\*), the so-called “future new offer” of hotels and resorts in Latin America suffered more than two hundred accumulated cancellations during 2020, which represents a decrease of almost 17% of pipeline projects.

“Fortunately, this trend has changed, massive cancellations are no longer being evaluated, and several projects have resumed construction, and a scenario like this requires, now more than ever, good information and advice, and trustworthy relationships within Latin America and The Caribbean in order to make good decisions. That is why we have decided to work now on the relaunch of our firm for the entire region”, concludes Rodríguez Suárez.

Arturo García Rosa, CEO and Founder of **RHC Latin America and The Caribbean** agrees with this vision. “Changes are noticed by certain investment groups that are interested in our industry and have started to revive their investments in the area, as well as some regional firms that decided to move forward with agreements and transactions in the United States, driven by the prices of certain assets there”.

“We are totally aware of the new business opportunities that arise in an industry that will need risk reassignment to achieve sustainable activity in public sector as well as in the private sector, and for that, we believe it is the right time to activate in this sense”, adds García Rosa.

Since it was created in 1995, the company has been characterized by its agile, personal and custom-made services, its high quality development of professional analysis and recommendations, and its great ability to structure businesses, manage genuine financing channels and building long-term relationships.

The services it provides, the relationship it holds with main players of the industry, the information it owns, the perception of difficulties in all of the markets, and the local experts experience in international business constitute altogether the unmistakable signature when developing projects, achieving dreams and generating successful businesses.



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Today, **RHC Latin America & The Caribbean** offers a new proposal based in its experience, its ability to innovate, its talent, an impressive portfolio of brands and developers to rethink and restructure together the industry in a coordinated way and with a clear understanding of the new scenario where all that is learnt is no longer applied as expected. “With this new proposal we make an approach according to this era, by placing high value on teamwork, making it more diverse and cross-functional, but with the same responsibility and honesty that characterize us,” states Arturo García Rosa.

Fabián Rodríguez Suárez, the newly appointed Managing Partner of the company with over 20 years of experience strategic responsibilities in hotel chains as renowned as Hilton and Accor, takes over this new stage, knowing with certainty the advantages and opportunities. “It is an honor to partner with Arturo to approach this new stage of the company, together with the RHC Latin America & The Caribbean team”, he explains. “Reality has suddenly changed,” he adds, “and we are convinced that it is imperative to maintain the same integrity, transparency, dedication and high quality standards that have been provided to our clients and colleagues since 1995, and to work together so they gain insight, minimize risks and think strategically. This will be the way to overcome present and future challenges.”

\*Source: Tophotelprojects, based in the last 12 months.

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## About RHC Latin America & The Caribbean

**RHC Latin America & The Caribbean** is a consulting company created in 1995 that specializes in providing strategic and custom-made services for the hotel and tourism industry, with an independent and versatile essence, focused in creating value and long-term relationships with its clients in Latin America and The Caribbean.

Created in Buenos Aires, in 2012 Montevideo became a second location, and in 2018, Miami was added, with the purpose of offering greater versatility to its cross-functional team of experts in operations, markets, financing and restructuring, transactions, merges and acquisitions, and branding.

Thanks to its vision, **RHC Latin America & The Caribbean** covers key areas in each stage of a project, from research and structuring, to implementation and post operation or transaction, whether it is only for one asset or a large portfolio of properties.

Additionally, the team has strong experience in advising real estate groups, investment funds, independent owners, local, regional and global chains, and governments, which make it a world class option for any development.

For further information visit [www.rhc.la](http://www.rhc.la)

**Clients:** Abercrombie and Kent, Banco Industrial, Café El Bohio, Creaurban, Destino Argentina, Faena Group, First South American Investments, Gnvgroup, Grupo Madero Este, IRSA, Pilar Golf, Pilará, Repsol YPF, Ribera Desarrollos S.A., Taurus Argentina, Zeig S.A., Cencosud, Parque Arauco S.A, Territoria, Tánica, Abacus Capital, Bouygues Bâtiment International, Contempo, Espacios Urbano, Ospinas y Cia., Spazio Constructora, Grupo Hoteles Oro Verde, Grupo El Fuerte, Meridia Capital, Global SLI - Grupo Liberman, Grupo Cartes (Tabacos del Paraguay), Constructores Asociados S.A.C., Graña y Montero, Grupo Breca (Intursa-Hoteles Libertador), Grupo Centenario, Ingevec, Inmobiliaria Terrano S.A., Inmuebles Comerciales del Perú, Inverdes, JGJ Proyectistas, JJC, Los Portales, Orient Express, Altius Group, Península Investment Group, Corporación Interamericana de Inversiones, IDB, Hospitality Investor Group, KCP Capital, Related International, Royal Caribbean. **Hotels:** Alvear Palace Hotel, El Casco Art Hotel, Patagonia, Llao Llao Hotel & Resort, Hotel Emperador Buenos Aires, Hilton Buenos Aires, Conrad Cartagena, Hilton Lima, Hotel Termas de Puyehue, Hotel Country Club de Lima, Palacio Duhau Park Hyatt Buenos Aires, Park Hyatt Mendoza, Grand Hyatt Sao Paulo, Grand Hyatt Santiago, Hyatt Regency Cartagena, Hyatt Regency Panamá, Grand Hyatt Caracas, Crowne Plaza Santiago, Holiday Inn Express Bogotá, Hotel Intercontinental Cartagena, Loi Suites Chapelco, Marriott Hotel Santa Cruz de la Sierra, AC Hotels, JW Marriott Bogota, Luxury Coleccion Cusco, Luxury Collection Urubamba, Luxury Collection Paracas Resort, Westin Libertador Lima, Hotel Oro Verde Cuenca, Hotel Oro Verde Guayaquil, Hotel Oro Verde Machala, Hotel Oro Verde Manta, Hotel Panamericano Bariloche, Hotel Panamericano Buenos Aires. **Mixed-use projects:** Chapelco Golf & Resort, Valle de Uco Golf & Wine Resort, Al Rio, Patagonia Virgin, Costanera Center, Karibana Beach Golf Condominium, Plaza Bocagrande Cartagena de Indias, Larcomar Open Mall. **Strategic Advising:** Argentina 2020 Plan de Turismo/Tourism Plan, Destino Argentina, Faena Group, Grupo Breca (Intursa-Hoteles Libertador), Grupo Hoteles Oro Verde, Tánica.

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