

## CONTACT

MELISSA ROSENBAUM  
770-274-7980  
PR@AAHOA.COM

## AAHOA Hosts Inaugural, Highly Successful HYPE Ownership Conference

**New Orleans, La., Feb. 9** – AAHOA's inaugural HYPE Ownership Conference held this week in New Orleans proved to be worth the hype based on feedback from attendees. Nearly 200 AAHOA Members gathered in the vibrant city of New Orleans for the launch of AAHOA's newest and most exciting initiative: HYPE Ownership: Helping Young Professionals Evolve.

This groundbreaking, one-of-a-kind event marked the inception of a platform dedicated to empowering and nurturing the next generation of young professionals in the hospitality industry. This event included educational offerings – panels, roundtables, keynotes, and discussions – extensive networking opportunities, and is exclusively focused on helping the next generation of hotel owners thrive in our ever-evolving industry.



“The HYPE Conference allowed us to hear firsthand from our young members about their ideas and concerns regarding the future of our industry,” said **Tanmay Patel, Young Professional Director Western Division**. “It was enlightening to hear from so many young

people about their hopes and dreams for taking the work started by their parents, in many cases, and how they hope to better position the industry for future success.”

“The feedback we received from attendees and the interaction we saw illustrates there is a great need for our industry to nurture our connection to future leaders,” said **Dylan Patel, Young Professional Director Eastern Division**. “Their commitment to elevate the industry to new heights is evident.”

The event provided ample networking opportunities within a supportive network of industry trailblazers, and connections were made within AAHOA’s diverse community of young professionals. AAHOA also had the pleasure of hosting the “Retro Rendezvous Reception: A Night of Networking Among Classics” at a private classic car museum.

“The energy and enthusiasm at our inaugural HYPE Conference exceeded expectations, and AAHOA Young Professionals are clearly eager to learn, grow, and excel in their careers,” said **AAHOA President & CEO Laura Lee Blake**. “AAHOA’s HYPE Conference is a first-of-its-kind initiative for our industry, and we are proud to lead the way in nurturing and shining a spotlight on the incredible talent of our next generation of leaders.”

HYPE attendees heard from Keynote Speaker Michael Hyatt, a serial entrepreneur, investor, and executive chairman of DataStealth. Hyatt spoke about the evolution of technology, and how it has affected our way of life in the workforce by making us more efficient. He discussed how leaders of tomorrow in any industry should embrace the changes, and explore how they can utilize the evolution of technology in their industry.

“AAHOA is thrilled to bring to the industry a game-changing initiative that will truly support and evolve the future of hospitality,” said **AAHOA Chairman Bharat Patel**. “Our intent was to create a platform to give a stronger voice to young professionals, who play a crucial role in shaping and driving innovation within the hospitality industry. This week showed us that our future is in good hands with the next generation of hoteliers!”

For more photos from this event, click [here](#). To learn more about the initiative from AAHOA’s Young Professional Directors, read the [February issue of Today’s Hotelier magazine](#).

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### **About AAHOA**

*AAHOA is the largest hotel owners association in the world, with Member-owned properties representing a significant part of the U.S. economy. AAHOA’s 20,000 members own 60% of the hotels in the United States and are responsible for 1.7% of the nation’s GDP. More than one million employees work at AAHOA Member-owned hotels, earning \$47 billion annually, and member-owned hotels support 4.2 million U.S. jobs across all sectors of the hospitality industry. AAHOA’s mission is to advance and protect the business interests of hotel owners through advocacy, industry leadership, professional development, member benefits, and community engagement.*