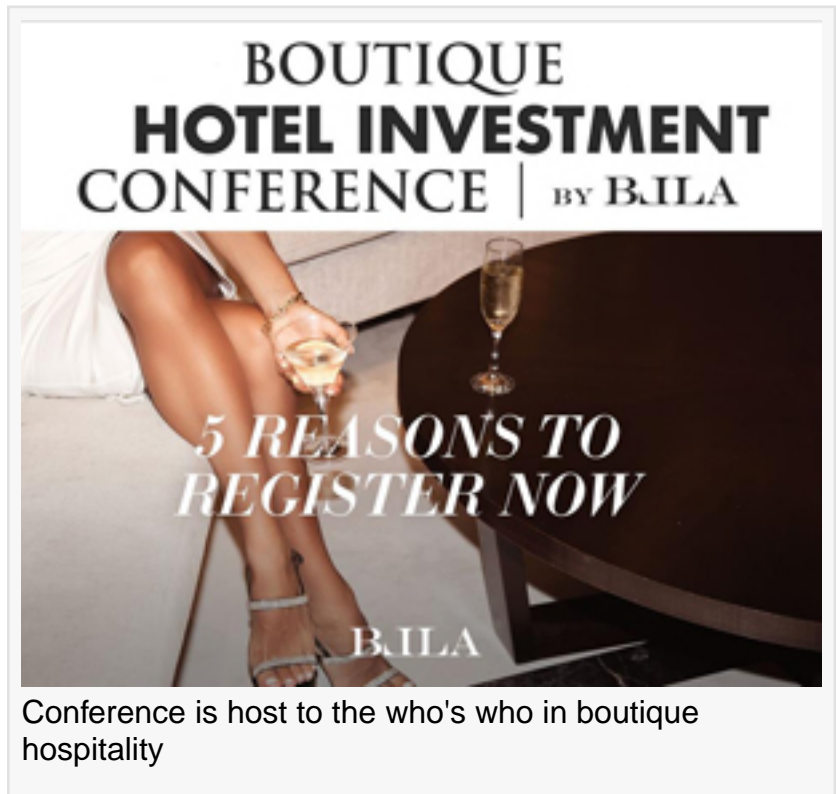


# The Who's Who of Boutique Hospitality Industry Come Together in New York City for Distinguished Conference

*Arianna Huffington & C-Level Executives of Equinox Hotels, Leading Hotels, Virgin Hotels, Sixty Hotels & More to Speak at BLLA Conference, June 7*

NEW YORK, NEW YORK, UNITED STATES, March 22, 2017

/EINPresswire.com/ -- New York – Boutique & Lifestyle Lodging [Association \(BLLA\)](#) announces powerhouse line-up for 2017's annual boutique hotel investment [conference](#). The Times Center in New York will be the backdrop for this year's acclaimed conference that will bring together the industry's most elite hoteliers, investors and developers. BLLA is the leading Boutique & Lifestyle Association aimed at globally connecting independent, upscale hoteliers with fellow industry innovators, discerning travelers and hospitality educators.



The image is a promotional graphic for the Boutique Hotel Investment Conference. At the top, it reads "BOUTIQUE HOTEL INVESTMENT CONFERENCE | BY BLLA" in a serif font. Below this is a photograph of a woman's legs in high-heeled sandals, sitting at a table with a glass of champagne. Overlaid on the photo is the text "5 REASONS TO REGISTER NOW" in a large, white, serif font. At the bottom right of the photo, the letters "B.L.L.A." are visible.

Conference is host to the who's who in boutique hospitality

At the helm of over 50 speakers will be keynoter CEO Ted Teng of Leading Hotels of the World and Arianna Huffington who will be interviewed by Digital Correspondent Vanessa Yurkevich of CNN Money. Additional notable C-Level executives including CEO Christopher Norton of Equinox Hotels, Principle David Bowd of West Elm Hotels, CEO Jonathan Falik of JF Capital Investors, President/COO Andrew Fay of Gettys, Owner Jason Pomeranc of Sixty Hotels, Co-Founder Chris Pardo of Arrive Hotels and CEO Robert Swade of Grace Hotels, to name a few, will be discussing the value of the boutique hotel industry today.

“

This is our biggest and best year yet for our annual Hotel Investment Conference, as we continue to connect the who's who in the boutique industry”

*Frances Kiradjian, CEO, BLLA*

“This is our biggest and best year yet for our annual Hotel Investment Conference, as we continue to connect the who's who in the boutique industry”, says BLLA Founder and CEO Frances Kiradjian. “We have the best talent in the space that will be in attendance from around the world to teach, inform and advise on the latest in the boutique and lifestyle world”.

Panels will include getting into the boutique hotel game, boutique and lifestyle hotel development and

investment, luxury brands, New York market snapshot, debt and equity market briefing, all topped off with the latest industry forecasts and 2018 trends.

This esteemed event is not to be missed, with the opportunity to participate in extensive networking sessions with the most sought after financiers and hotel luminaries. A welcome breakfast, gourmet lunch by Jody Pennette and closing cocktail reception by LDV Hospitality will also be included in ticket registration.

Top level sponsors include: DUXIANA, JF Capital Advisors, Greenberg Traurig, GroupRevMax, Ideawork, Porcelanosa, The Gettys Group, SuiteLife by Venture Insurance, Charlestowne Hotels, DH Hospitality Group, JMBM, Trunk Archive, Interactive Sites, SocialTables and more.

For tickets and additional information, please register here at [BLLA.org](http://BLLA.org).

About The Boutique & Lifestyle Lodging Association (BLLA)

The Boutique & Lifestyle Lodging Association (BLLA) is the first and only alliance association dedicated to uniting the world's independent boutique and lifestyle hotels and small brands. BLLA was created to be the unifying voice of this distinctive subset within the hospitality industry. With now over 750 members, BLLA's goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them. BLLA offers their members the opportunity to successfully compete on a level playing field with major hotel companies. The association educates members in order to market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information, or to become a member visit [www.blla.org](http://www.blla.org).

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From conversations to presentations, from boutique to luxury



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