

## 5 Things to Know

# 5 things to know: 13 April 2018

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From the desks of the Hotel News Now editorial staff:

Choice's Sercotel deal forms presence in Spain  
HVMG, Investra join to buy 12-hotel portfolio  
Hainan being transformed into a tourism destination  
Festival to bring 4 million visitors to Thailand  
A look at 10 Michelin-rated hotel restaurants



By the HNN editorial staff

1

Choice's Sercotel deal forms presence in Spain: Choice Hotels International [finalized a partnership with Spain-based Sercotel Hotels](#) after many months of negotiations, which has [established a footprint in Spain for Choice](#) and creates "further opportunities to make inroads in Latin America," Hotel News Now's Terence Baker writes.

Max Cergneux, senior director of international investment and portfolio management at Choice, said the alliance with Sercotel is "about technology, marketing, distribution and leverage."

"This is not a joint venture; there is no investment in each other, no capital changing hands on either side," he said.

2

HVMG, Investra join to buy 12-hotel portfolio : Atlanta-based Hospitality Ventures Management Group has teamed up with Investra Capital on a joint-venture deal to [acquire 12 Marriott- and Hyatt-branded hotels](#) in the Southeast, Southwest and Midwest United States, according to a news release. HVMG will operate the portfolio, which totals 1,465 rooms.

“In the first few months of 2018, HVMG has added 16 hotels totaling 2,611 rooms to its portfolio of full- and select-service and extended-stay hotels across the United States, putting us on track for a historic growth year,” Robert S. Cole, president and CEO of HVMG, said in the release.

Hotels in the portfolio include the 146-room Courtyard Atlanta Marietta I-75 North and the 130-room Hyatt House Dallas Richardson.

3

Hainan being transformed into a tourism destination: Hainan, the southernmost province in China, is [getting support from the Chinese government](#) for policies supporting tourism, duty-free shopping and medical services, Bloomberg reports.

The island, which is known as “China’s Hawaii,” has been upgraded to a free-trade port, which is expected to boost the economy in the region.

“Hainan will set up a trial free-trade zone and will prioritize tourism, medical services and the financial sector,” Bloomberg reports.

4

Festival to bring 4 million visitors to Thailand: The Songkran Festival in Thailand is expected to result in [4 million people traveling within Thailand](#) between 13 April and 15 April, The Straits Times reports.

A total of 3 million domestic travelers and 930,000 travelers from abroad are expected to travel in Thailand during the three days of the festival. Last year, Thailand generated 45.4 billion baht (\$1.5 billion) from a seven-day period around the festival.

5

A look at 10 Michelin-rated hotel restaurants: Luxury hotels work to offer their guests the best service possible when it comes to food-and-beverage offerings, and some have achieved Michelin-starred restaurants. A report from CNN looks at [10 Michelin-starred F&B outlets](#) at hotels around the globe.

Hotels in the roundup include Belmond Copacabana Palace in Rio de Janeiro; Carlton Hotel in St. Moritz, Switzerland; The Hassler in Rome; and more.

[Click here to read more from HNN on how luxury hotels keep revenue flowing from F&B outlets.](#)

*Compiled by Danielle Hess.*