

Complete guest satisfaction, maximum profitability for owners

*Frontera Hotel Group
operates with passion and
purpose...*



Founded in 2013, Frontera Hotel Group is a hotel and asset-management company committed to the financial success of its owners and investors – effectively using local market information to make each of its properties the most successful in class.

Frontera Hotel Group

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Number of hotels owned/managed:

Twelve in four states – Texas, Georgia, Wisconsin and California – valued at more than \$100 million. Frontera has an ownership in two of the properties

Total number of

rooms: Approximately 1,500



Peter Bheda

Key Executives
Peter Bheda, president & CEO: With more than 30 years in the hospitality industry, Bheda is highly accomplished and highly regarded for growing sales, profitability, guest satisfaction

and portfolio value. He has held senior executive positions in the U.S. and around the world with Highgate Hotels, Starwood Hotels & Resorts, Wyndham Hotels & Resort, InterContinental Hotel Group (IHG), and Radisson Hotels & Resorts. He has also served as president and CEO of two hotel management companies – Platinum Portfolio and DM International. Born in Pakistan, Bheda immigrated to the U.S. in 1971. He earned a degree in aeronautical engineering at New York University.

Ria Jareno, vice president of operations: Jareno is responsible for both day-to-day operations and long-range plans at the company's properties. Her hospitality experience includes positions as an area general manager with Hilton Worldwide and as a general manager with Holiday Inn. She has been recognized with numerous awards for industry-leading performance.

Linnet Bautista, vice president of sales & marketing: Prior to joining Frontera, Bautista achieved an impressive record of financial performance at Holiday Inn and Hilton Garden properties in California, notably growing revenue and RevPAR in the military- and defense-contractor-market segments.

Morgan Jassenoff, vice president of finance: Jassenoff has more than 14 years of experience in regional accounting and comptroller responsibilities, as well as in operations, for a wide variety of mid-scale and luxury hotel properties in California, Hawaii, Texas, and Spain. His brand affiliations have included Hilton Garden Inn, Doubletree, Radisson, Holiday Inn, Park Plaza, and Wyndham, as well as independent properties.

Susan Littlefield, vice president of human resources: Littlefield



Radisson Atlanta Northwest lobby.

has more than 20 years of human resources experience in corporate and non-profit positions. She directs all human resource aspects of recruitment, training, payroll, benefits and performance management.

Company history

Bheda explains: I had been a hotel executive for 35 years with a broad range of senior level hotel management experience. I am an entrepreneur at heart, and my style is to see hotel properties not just as they are, but the way they could and should be.

Investors who wanted to move into the hospitality space, and who had seen the passion and commitment with which I had handled properties, encouraged me to help them identify and purchase assets that they would have me manage. Working for others for so many years gave me the vision for a different kind of hotel management company – my personality gives me the determination to achieve it. So in January 2013, we created Frontera Hotel Group.

LLJ Ventures – the private equity arm of the LM Group, a San Diego-based investment advisory firm – has been with me from the beginning. They entrusted me with the first three hotels that were managed and operated under the Frontera Group name and are with me in ventures today.

Today, Frontera is an approved management company for Hilton Hotels & Resorts, Starwood Hotels & Resorts, InterContinental Hotels Group, Hyatt Hotels & Resorts, Carlson Rezidor Hotel



Lobby of the 128-room Hilton Garden Inn Wisconsin Dells, Wisconsin.

Group, La Quinta Inns & Suites and Choice International.

Describe your business model & philosophy

My career has been assisting investors and property owners to identify great hotels, then to create the operations infrastructure and manage the properties to their fullest potential. In short, we maximize the potential of these assets.

What is especially important to me is to maintain a brand’s integrity, to provide excellent customer service and to deliver good management. We serve a variety of hospitality brands and we are devoted to upholding the integrity of the assets we manage, regardless of the flag.

What is your mission statement?

We at Frontera believe that the essence and core of our company lie in the hands of our valued associates. In the process, we commit to creating an environment in which all employees can thrive and reach their full potential. We equip our team to deliver superior service that exceeds the expectations of guests, brands and investors. The objective is complete satisfaction for guests and maximum profitability for owners.

What is your outlook for the hotel industry in 2014 and 2015?

The next 18 months should be solid. Business and leisure travelers are hitting the road in a way that could make 2015 comparable to levels of occupancy we haven’t seen since 2007, which was a banner year for the industry. I am seeing banks be a bit more lenient in their lending, so companies can make opportunistic purchases.

The two critical challenges for operators will be first, to be competitive in the delivery of service and next, to make the technology in their hotels relevant and practical for every guest.

What are Frontera’s goals for the

next five years?

I have always believed that if your dreams don’t scare you, they aren’t big enough. So our dreams are ambitious, but realistic – 25 hotels by 2018. Our goal is to add and operate hotels with each of the major brands as well as a luxury brand, a resort, and a downtown location – in summary, a variety of brands in a variety of segments.

We’re half way there within 18 months, so we’re confident that we can continue to add properties and expand into new brands, new market segments, and new geographic areas beyond the United States – such as Mexico and the Caribbean, perhaps even the Middle East.

What is the biggest challenge you face as an hotelier?

Finding the right people with the right talent at the right salary. The competition for good personnel is getting fiercer, especially as the economy improves and especially in secondary markets. Every company is looking for “the best,” so often smaller companies like ours find it hard to offer benefits that are comparable to those of larger firms. ■



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1) What category best describes your operation at this location: (Select ONE)

Owner/Developer Management Company Chain headquarters or regional offices Hotel/Motel

Resort Lodge Conference Center

2) A. How many Hotels do you own? _____

B. Number of Room's : Under 25 25-49 50-99 100-299 300 rms. & over

3) Which Language do you prefer to read? English Gujarati Urdu Hindi Panjabi Other _____

4) Which franchises do you own?

1. _____ 2. _____ 3. _____ 4. _____

5) Are you a member of any lodging association? AAHOA AH & LA Local State Franchise Council

If franchise Council specify which state _____