PEAK HOSPITALITY

CONTACT

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BASED IN
Albuquerque, New Mexico

AT A GLANCE

45+
YEARS IN HOSPITALITY AND HOTEL DEVELOPMENT

100+
HOTELS AND RESTAURANTS THROUGH PEAK

10
STATES

SKILLS

- Board and Civic Governance
- Turnaround and Restructuring
- Hospitality Asset Management
- Hospitality Industry Leadership
- Revenue and Profit Optimization
- Real Estate and Asset Disposition
- Hotel Development and Operations
- Asset Repositioning and Rebranding
- Hotel Renovation and Capital Projects
- P&L, Budgeting and Financial Oversight
- Mergers, Sales and Ownership Transitions
- Distressed Asset and Receivership Management

Walter Barela

Principal, Peak Hospitality

> Seasoned hospitality and hotel-development executive with 45+ years leading complex hotel operations, development, asset repositioning, turnarounds and investment initiatives across multiple U.S. markets. Principal of Peak Hospitality, with a track record spanning 100+ hotels and restaurants across 10 states, including large convention properties, boutique hotels, distressed assets, and major renovation and rebranding projects.

Experience

1988 to Present

Principal, Sky Investment Property Advisors

ALBUQUERQUE, NM · 2010 TO CURRENT

- Established the real estate advisory firm after obtaining a real estate license, focusing on receivership, distressed assets and property disposition arising from the 2008 downturn
- Advises on hospitality property transitions and investment decisions, positioning distressed and transitional assets for orderly resolution and stronger market value

Principal, Peak Hospitality

ALBUQUERQUE, NM · 2000 TO CURRENT

- Founded and scaled a hospitality development and management platform overseeing **100+ hotels and restaurants across 10 states**: boutique properties, convention hotels, conference centers and water parks
- Orchestrated turnarounds, renovations, repositioning and brand transformations, including the redevelopment of a **372-room Wyndham Hotel, Conference Center and Water Park**
- Properties recognized by USA Today, TripAdvisor and Carlson Hotels

Owner-Operator, Barela Farms / Kare'n'growing Greenhouses

ALBUQUERQUE, NM · 1999 TO CURRENT

Wholesale horticultural enterprise supplying annuals and perennials to landscape and retail customers.

General Manager, Radisson Hotel & Conference Center

ALBUQUERQUE, NM · 1994 TO 1999 · 372 ROOMS

- Led an **$8M renovation** and repositioning of a convention hotel with 30,000+ sq ft of meeting space; added three food and beverage concepts; converted it to a three-star Radisson
- Grew revenue from **under $5M to $11M**; positioned the property for a **$19.5M sale** to Davidson Hotels, backed by Prudential Real Estate

PEAK HOSPITALITY

INDUSTRY, GOVERNMENT AND BOARD LEADERSHIP

American Hotel & Lodging Association
Board of Directors

Latino Hotel Association
Chairman

Greater Albuquerque Innkeepers Association
President, two consecutive terms

New Mexico Hospitality Association
Chairman, five-year term

New Mexico Department of Labor
Board of Directors, four-year appointee

Albuquerque Mayor's Lodgers Tax Advisory Board
Appointed member

Albuquerque Convention & Visitors Bureau
Board of Directors

Horizon Trust
Board of Directors

City of St. Louis, Missouri
City Ambassador, Council Member and Commissioner, 24th Ward

State of New Mexico
Judge Commissioner

EDUCATION

University of New Mexico
Degree in Economics, 1986

Westminster College
Pre-law studies, 1979

General Manager, Pickwick Hotel

SAN FRANCISCO, CA · 210 ROOMS · HISTORIC DOWNTOWN HOTEL

- Reorganized the hotel and completed an **$8.5M restoration**, modernizing the asset while preserving its market identity
- Raised ADR from **$89 to $145** and house profit from **38% to 57%**
- Prepared the property for transition to Patriot Hotels as a Grand Heritage asset

General Manager, Olympus Hotel

SALT LAKE CITY, UT · 400 ROOMS · CORPORATE HOTEL

Directed full-scale operations and served as principal hotel liaison to Cavanaugh Hotels Corporation through the sale and management transition.

Co-Founder and General Manager, Forest Park Hotel Management Group

ST. LOUIS, MO · 1988 TO 1995

- Co-founded Forest Park Hotel Management with Harold Butler, founder of Denny's Restaurants
- Steered the Forest Park Hotel through a two-year bankruptcy: restructured debt, directed renovations, raised ADR **90%** and occupancy from **23% to 62%**
- Reengineered the 24-hour deli, bakery and bar, driving weekly revenue above **$65,000**

Community and Civic Leadership, City of St. Louis

ST. LOUIS, MO

- Founded the Central West End Merchants Committee and youth programs for neighborhood revitalization, helping bring renewed hotel development
- Appointed City Commissioner for the 24th Ward to complete a retiring commissioner's term

Earlier Hospitality Leadership

- **Assistant General Manager, Regent Hotel, Albuquerque:** renovation and rebranding to DoubleTree; commercial and government business up **85%**
- **Assistant General Manager, Sheraton Uptown, Albuquerque:** selected by the Maloof family to lead the renovation into a four-star branded hotel
- **Assistant General Manager / Project Manager, Ramada Classic Hotel: $1.5M** public-space renovation
- **Director of Rooms / Director of Operations, Myrtle Beach Hilton**
- **Assistant Director of Front Office Operations, Palacio Del Rio,** San Antonio, TX
- **Front Office Manager, Amfac Hotel,** Albuquerque, NM
- Construction, renovation, acquisition and disposition projects: Hampton Inn Santa Fe, Ramada Ltd. Albuquerque, Le Baron properties, Ramada Inn Albuquerque