



Post Show Report

June 2, 2026

New York Marriott Marquis, NYC

bxrevent.com

AN EXPERIENCE FROM
 Questex



BxR continues to set the pace for the branded residential sector's most important conversations.

Now in its second year, BxR 2026 reaffirmed its status as the premier US event dedicated to investment in branded residences. Held in New York City alongside NYU IHIF, BxR 2026 brought together 180+ senior leaders - developers, brands, investors and more - for a day of high-value networking, candid industry insights, and actionable conversations shaping the future of branded living.



The Powerhouse Audience at BxR 2026

Senior Decision Makers & Top Investors



180+
Attendees



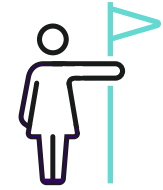
20%
Investors



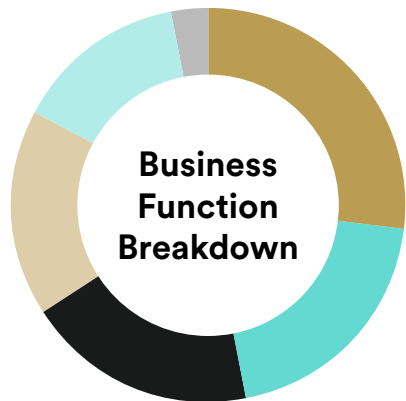
68%
New Investors



25+
Speakers



36%
Female Speaker
Representation



- Investor & Developer **28%**
- Brand **20%**
- Advisory **20%**
- Design, Building and Construction **17%**
- Other - incl. Education, Media, Technology, Associations **10%**
- Operator **5%**

Top investor profiles attending BxR:



Developer



Owner
Operator



Family Office



Private
Equity

In their own words



It's a tremendous place to be if you're in the branded residential space or want to be in the space. There's nowhere else you can gather the information that's being gathered here.

BARRY LANDSBERG
Principal, Landsberg Residential Consulting



The years of knowledge and expertise in the portfolios in the room are really impressive. It's a smaller niche in the market, but we're all rooting for each other - and there are a lot of learned and shared lessons we all take forward together.

SARAH KHALIFA
Vice President, Mixed-Use Development,
Marriott International



It's important to have a dedicated branded residential event – it's still a growing segment that everybody's educating themselves on. It's great to learn alongside everybody, exchange ideas, and hear what the trends are, not just domestically, but around the world.

GENNA PANAGOPOULOS
VP Development, North America, Minor Hotels



The level of detail in the panels – tackling real problems that owners and buyers face, the things that actually attract people to these projects. That's very on point. Hearing developers discuss their challenges and their successes is interesting and insightful.

PRESTON CHENG
President, USAI Investments

An agenda at the forefront of branded residential

BxR 2026's agenda grounded the day in hard market data before turning to the strategic and operational questions shaping the sector's next chapter. Conversations moved from the deal-making dynamics between developers and brands, to the design, lifestyle and operational decisions that determine real-world performance, closing with candid insider perspectives from the leaders driving the industry forward. The result was a day that connected the big picture with the practical realities of building and running branded residences today.

5 big trends from BxR

1 The Market Has Moved from Brand Premium to Brand Performance

The branded residential sector is entering a more mature phase. The conversation is no longer about whether a brand can add value, but how that value is created, delivered and sustained over time. As buyers become more sophisticated and the number of branded projects continues to grow, success increasingly depends on execution, operations, resident experience and long-term brand integrity rather than brand recognition alone.

2 Execution Is the New Competitive Advantage

Across discussions on luxury brands, wellness, sales, marketing and operations, a common theme emerged: buyers expect the experience to match the promise. The projects that will outperform are not necessarily those with the most recognized brands, but those that consistently deliver exceptional service, resident engagement and operational excellence long after the sale is completed.

3 Developers Are Choosing Partners, Not Brands

One of the most revealing discussions centered around how developers assess new opportunities. The strongest consensus was that success starts with two factors: location and developer quality. Increasingly, brands are being evaluated as long-term strategic partners rather than simply marketing tools, with trust, alignment and execution capability becoming critical selection criteria.

4 The Sector Is Expanding Beyond Its Traditional Boundaries

Branded residences are no longer defined by a single model. Discussions explored hospitality versus non-hospitality brands, standalone residential projects, long-term ownership, evolving operating structures, and the growing role of third-party operators. The sector is becoming more diverse, more sophisticated and more flexible in how branded living is delivered.

5 The Next Growth Story Is Lifestyle

Wellness, community, longevity, design and identity are increasingly shaping buyer demand. The strongest brands are no longer selling square footage or even luxury amenities; they are selling a way of life. Whether through hospitality expertise, wellness ecosystems, design heritage or cultural relevance, lifestyle has become one of the most powerful drivers of residential value and differentiation.

Our Speakers

Helena Amaral Neto

Managing Partner, Luxulting

Olga Andreevskikh

Senior Conference Producer, Questex

Alfredo Bataller

Group CEO, AB Living Group

Brad Berry

Global Head of Residences and Homes, Mandarin Oriental

Fabio Calorio

Senior Vice President Brand, Pininfarina

Preston Cheng

President, USAI Investments

Kenyon Churchwell

Senior Director, Luxury Mixed-Use Development, Hilton

Marci M. Clark

Managing Director, Strategy and Development, JDS Development Group

Dayssi Olarte de Kanavos

President, Flag Luxury Group

Mark Durliat

CEO and Principal, Grace Bay Resorts

Chris Graham

Managing Director, Graham Associates

Carlos Hernández García

CEO, Pellas Development Group

Esther Hertzfeld

Executive Editor, Hotel Management

Riyan Itani

Founder and Director, Global Branded Residences

Jagdish Johal

Managing Partner, Yoo Group

Sarah Khalifa

Vice President, Mixed-Use Development, Marriott International

Barry Landsberg

Principal, Landsberg Residential Consulting

Lindsay McGinn

Global VP, Residential Brand Advisory, Accor

Genna Panagopoulos

VP Development, North America, Minor Hotels

David Schenker

Senior Director, Branded Residential & Mixed-Use Development, Accor

Cameron Sperance

Content / Editorial Director, Luxury Travel Advisor

Dean Stratouly

President, The Congress Group

Caryn Susilo

Director of Residences, Baccarat Hotel New York

Shafi Syed

Global Head, Hotel Development/acquisitions, Equinox Hotels

Jeff Tisdall

Chief Business Officer, Global Head of Mixed-Use, Accor One Living

Adelina Wong Ettelson

Founder & Principal, AWE Global Advisory

[VIEW 2026 AGENDA](#) 



Investors & Developers at BxR 2026

BxR 2026 brought together the investors and developers actively shaping the branded residential sector. From family offices and institutional capital to global resort brands and independent developers, the companies represented at this year's event reflect the full breadth of the market.

12N Family Capital

Accountable Equity

Acqualina

Anchor Bridge Asset Management

Arkhaus Companies

The Athens Group

The Baupost Group

The Big Key Group

Brickell Village Developers

Cain

Camps Bay Capital

Cheleq Funds

The Congress Group

CTF Development

DART

DC Partners

Driftwood Capital

Earthstone Capital
Management

Ennismore

FibraHotel

Goode Family Office

Grace Bay Resorts

Green Rock LLC

K2 Group

Katara Hospitality

Kerzner International

Lionheart Capital

Lone Mountain Land Company

Loukas Development

Mandarin Oriental

Manga Hotels

Marjan

ME & West Investments

Motel One Group

Ocean Link

Pellas Development

RED Group

RLJ Lodging Trust

Scenic Capital

Schoeller Metternich

Texas Global Equity

TFE Hotels

USAI Investments

Vertical Developments

Westmont

Yoo



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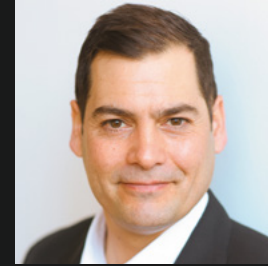


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Speak to our team about being part of the US's leading branded residence investment event and register your interest to stay informed on the latest updates and announcements.

REGISTER YOUR INTEREST FOR 2027

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