



## Vrijetijdsbesteding

Horeca en Vrijetijdsbesteding als industrietak is wereldwijd goed voor een omzet van miljarden dollars en omvat een ruim gamma diensten met overlappende vereisten. Door onze uitzonderlijke globale reikwijdte en onze specifieke ervaring met de sector beschikken wij overal over lokale experts met regionale en wereldwijde ervaring die de complexiteit van deze sector doorgronden.

Wij hebben als een van de eerste advocatenkantoren een aparte groep opgericht die op horeca en Vrijetijdsbesteding focust. Met onze jarenlange ervaring en onze aantoonbare verwezenlijkingen in de sector kunnen wij investeerders, ontwikkelaars, eigenaars en operatoren helpen om de opportuniteiten aan te grijpen die hen inzake gastvrijheid en Vrijetijdsbesteding worden geboden.

Wij begrijpen de uiteenlopende problemen die kunnen opduiken, en adviseren u onder andere over de volgende aangelegenheden: ontwikkeling, overname en desinvestering, contractuele regelingen, franchise, management en outsourcen; management- en uitbatingsovereenkomsten, bedrijfsgerelateerde thema's, joint-ventures en oprichting van fondsen; financiering en herstructurering; franchises, outsourcing en commerciële overeenkomsten, gegevensbeveiliging, regelingen voor beveiligingstechnologie, reclame en merken, casino's en kansspelen en grote sportevenementen.

Onze cliënten zijn o.a. eigenaars, managers, franchisenemers, ontwikkelaars en geldschietters; wereldwijde, regionale en nationale hotels; business resorts; serviceflats en operatoren van vrijetijds- en sportinfrastructuur (golfterreinen, themaparken en ontspanningsparken, gezondheids- en wellnessfaciliteiten, kuuroorden, fitnessstudio's, ontspanningscomplexen, bioscopen, jachthavens, nachtclubs, casino's en gokinrichtingen).

Wij vertegenwoordigen ook bedrijven die online gaming en online kansspelen aanbieden en horecagelegenheden zoals conferentiecentra en organisatoren van grote sportevenementen, inclusief de Olympische Spelen en de Spelen van het Gemenebest.

Onze cliënten uit de sector horeca en Vrijetijdsbesteding doen niet alleen hun voordeel met onze specifieke ervaring met deze industrietak, maar krijgen ook toegang tot de kerngebieden van onze dienstverlening, of hun investeringen en activiteiten nu lokaal of globaal zijn.

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- Media, Sport, Gaming and Entertainment
- Real Estate

Wij zijn als sponsor, spreker en deelnemer regelmatig en wereldwijd aanwezig op conferenties die de sector betreffen, waaronder het International Hotel Investment Forum in Berlijn, de Americas Lodging Investment Summit in California, de Hotel Investment Conference Asia Pacific in Hongkong en de Arabian Hotel Investment Conference in Dubai.

In de Verenigde Staten staat onze groep advocaten voor de sector horeca en vrijetijdsbesteding hoog genoteerd in de overeenkomstige categorie van Chambers USA, het register van toonaangevende Amerikaanse advocaten voor de zakenwereld.

In een recent verleden zijn wij in deze sector in meer dossiers tussengekomen dan enig ander advocatenkantoor. Hierbij hebben wij wereldwijd, regionaal en nationaal bedrijven en gefortuneerde natuurlijke personen geadviseerd. Een kleine greep uit onze ervaring:

- Reclame en merken: Onze advocaten helpen de Savoy Hotel Group bij het beheer van haar wereldwijde portefeuille handelsmerken en bij problemen met namaak.
- Vennootschappen, joint ventures en fondsen: Wij hebben de InterContinental Hotels Group (IHG) vertegenwoordigd bij het sluiten van een joint venture met de Brack Real Estate Group. Het doel van die joint venture bestond erin om aan de Lower East Side van Manhattan in New York een project voor gemengd gebruik te ontwikkelen dat door Hotel Indigo van IHG zal worden gedragen.
- Ontwikkeling, aan- en verkoop: Wij hebben de firma Public Investment Corporation (als vertegenwoordiger van het pensioenfonds van staatsambtenaren) vertegenwoordigd bij een joint venture voor de acquisitie van het project dat ontwikkeld werd aan het iconische V&A Waterfront in Kaapstad. De waarde van de transacties werd geschat op 1,2 miljard USD, wat deze transactie de grootste vastgoedtransactie in Zuid-Afrika voor één enkel gebouw maakte.
- Financiering en herstructurering: Wij hebben de Alternative Hotel Group vertegenwoordigd bij de herstructurering van haar portefeuille als gevolg van de herstructurering van haar schuldenlast van 1,7 miljard Britse pond en uit equityregelingen met de Lloyds Banking Group. Onderdeel hiervan was één van de grootste schuldconversies in de geschiedenis van het Britse bedrijfsleven.
- Franchise, outsourcing en commerciële overeenkomsten: Wij hebben de firma Maxim's Caterers, het grootste cateringbedrijf in Hongkong, vertegenwoordigd bij merchandisingovereenkomsten en overeenkomsten voor co-branding en promotie in Hongkong, Macau en Zuid-China alsook bij het verkrijgen van nieuwe rechten in West-China.
- Grote sportevenementen: Onze advocaten hebben de Olympic Delivery Authority bijgestaan bij de infrastructurele voorzieningen voor de Olympische Spelen van 2012 in Londen.
- Managementovereenkomsten en uitbating: De firma Capital Partners heeft ons gevraagd om hen te helpen bij het opmaken, onderhandelen en structureren van contracten voor hotels en resorts van hun merken Ritz Carlton (3), Canyon Ranch, Mandarin Oriental (2), Six Senses en Marriott Residences in Rusland, Kazachstan en Turkije.

## ACHTERGROND

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### Publicaties

#### Employment law in 5: 5 developments to read for June in less than 5 minutes

8 June 2022

5 developments to read for June in less than 5 minutes.

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#### Puerto Rico updates guidance for the management of COVID-19 cases

19 May 2022

The new guidance is applicable to all employers in the public and private sectors.

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#### Protecting your IP in Russia: Best practices, action steps

18 May 2022

### INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS

US companies may take action in Russia to protect their IP rights, notwithstanding US economic and trade sanctions.

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## **Employment law in 5: 5 developments to read for May in less than 5 minutes**

5 May 2022

5 developments to read for May in less than 5 minutes.

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## **California Attorney General issues non-compliance notices regarding loyalty program requirements under the CCPA**

7 February 2022

The launch of the investigative sweep of businesses offering loyalty programs builds on recent enforcement efforts and signals the AG's latest CCPA enforcement priority.

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## **California revives COVID-19 supplemental paid sick leave requirements**

31 January 2022

Answers to some common questions about this anticipated requirement.

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## **New year, new challenges – Top 10 trends for US employers**

19 January 2022

Preparing for the scale and pace of change across an array of fronts.

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## **California regulations on diverting organic waste go into effect January 1: new rules affect municipalities and food sector, bring opportunities for composting and biofuel businesses**

16 December 2021

As more regulations implementing SB 1383 come into effect in the coming years, the demand for permissible ways to dispose of organic waste will only increase.

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## **Hotel Management Agreements**

13 July 2021

One cannot discuss the evolution of hotel management agreements (HMAs) without first talking about the separation of hotel ownership and hotel operations; a transformation of the major chains' business models, more commonly known as an "asset light" strategy. Today the form taken by hotel operators in HMAs is an important factor in the effective working of the market in hotel investment. DLA Piper's Hospitality and Leisure Sector Group has negotiated HMAs for a myriad of different clients across the H&L landscape (owners, investors, operators (both branded and white label) and lenders) in all of the world's key jurisdictions.

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## **EEOC updates guidance regarding employer COVID-19 vaccination policies; still more to come**

15 June 2021

The updated guidance addresses mandatory vaccination policies, vaccination incentive programs and confidentiality requirements.

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## Employers in Puerto Rico must comply with new breastfeeding room requirements

25 February 2021

Requiring employers to provide a private, safe and hygienic space.

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## Puerto Rico: Employers must establish workplace harassment protocols – guidelines are available

23 February 2021

Employers in Puerto Rico have until August 2, 2021 to adopt protocols on workplace harassment.

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## Boardroom Brexit: What the deal means for trade in services

31 December 2020

### [BOARDROOM BREXIT](#)

The TCA has substantial sectoral coverage, including professional and business services (e.g. legal, auditing, architectural services), delivery and telecommunication services, computer-related and digital services, financial services, research and development services, most transport services and environmental services.

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## Food and Beverage News and Trends

15 December 2020

### [FOOD AND BEVERAGE NEWS AND TRENDS](#)

Industry urges vaccine prioritization for food workers; FDA will publicize outbreak investigations weekly; sesame, salmon, soymilk.

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## 'Keep Calm and Carry On': Hilton's General Counsel talks COVID-19's impact on the hotel industry

7 December 2020

Stasia Kelly and Kristin Campbell discuss ways one of the world's largest hotel chains took an outside-the-box approach to doing business during the pandemic.

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## Food and Beverage News and Trends

16 November 2020

### [FOOD AND BEVERAGE NEWS AND TRENDS](#)

FDA ordered to study risks of GM salmon, health experts urge strict limit on alcohol consumption, plus "lite," listeria, labels.

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## Approaches to developing and implementing a survival strategy for hotel owners facing COVID-19

9 November 2020

Developing a successful strategy will require significant up-front analysis, communication and cooperation among key stakeholders.

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## **Q&A: Crescit Capital Strategies**

9 November 2020

Joe Iacono of Crescit Capital Strategies offers thoughts on opportunities in the hotel industry and how the impact of the COVID-19 pandemic differs from the 2008-09 financial crisis.

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## **Q&A: Square Mile Capital Management, LLC**

9 November 2020

Michael Lavipour of Square Mile Capital Management, LLC predicts the future of shopping malls and explains why now is a good time to lend on hotel assets.

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## **Puerto Rico: Legal and practical aspects of international arbitration**

26 October 2020

Parties benefit from this legal framework to solve their disputes when conducting business in Puerto Rico.

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## **Food and Beverage News and Trends**

23 October 2020

### **FOOD AND BEVERAGE NEWS AND TRENDS**

USDA sued over bioengineered-food rules; as jurisdictions address the pandemic, some developments for restaurants and bars; plus plant-based burgers, cell-based meat, "natural" applesauce.

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## **Puerto Rico enacts act prohibiting workplace harassment**

28 August 2020

The law creates a new course of action for employees and imposes additional responsibilities on employers. It is effective immediately.

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## **Puerto Rico tightens restrictions and sanctions for businesses to control continued spread of COVID-19**

26 August 2020

The Executive Order aims to significantly tighten restrictions to control the continued spread of COVID-19.

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## **Georgia shields businesses and other entities from COVID-19 liability claims and lawsuits**

25 August 2020

The act protects businesses and other entities from certain liability claims and lawsuits related to the transmission of COVID-19 allegedly occurring on their premises.

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## Release of exposure draft legislation for major reforms to Australia's Foreign Investment Framework

10 August 2020

Many governments around the world have been strengthening their laws relating to foreign investment. Australia is no exception to this development and has just released proposed sweeping reforms to its foreign investment regime. In this article, we provide a high level overview of the key proposed amendments and our thoughts on how some of those proposals are likely to affect foreign investment into Australia.

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## Vlog series: How to raise equity capital during the Coronavirus pandemic (UK)

4 August 2020

The first half of 2020 has seen an unprecedented volume of activity by companies raising capital through follow-on equity offerings on the London Stock Exchange in response to the Coronavirus pandemic. There have been over 140 equity issues on the London Stock Exchange's main market or AIM since 20 March 2020 raising more than GBP14 billion.

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## eSignature and ePayment News and Trends

30 July 2020

### [ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

OCC says national banks may provide cryptocurrency custody services – plus latest legal, regulatory and case law developments

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## Amid spike in positive cases, Puerto Rico tightens restrictions for businesses and tourism

21 July 2020

The restrictions impact certain businesses, particularly in the food and beverage, entertainment and tourism industries.

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## Tax incentives in Puerto Rico: a quick introduction

13 JUN 2017

Puerto Rico offers a spectrum of economic incentives aiming to promote many key industries. This handbook offers a quick look at ten of the most significant of these incentives.

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## Public-Private Partnerships in Puerto Rico

21 MAR 2017

For those considering participating in P3s in Puerto Rico, this handbook summarizes the applicable legal framework and discusses why Puerto Rico is a favorable jurisdiction for entering into P3s.

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## FTC updates Q&A on Endorsement Guides – changes affect all types of media and endorsement: 5 takeaways

3 JUN 2015

The Endorsement Guides apply equally to all types of media and forms of endorsement

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## **FDA's new menu labeling and vending machine requirements: 10 key answers for food businesses**

2 DEC 2014

The new requirements apply nationwide and preempt existing state laws

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## **EVENEMENTEN**

### **Previous**

#### **Embracing Digital Evolution**

15 September 2021

Webinar

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#### **Americas Lodging Investment Summit (ALIS) Conference**

26 July 2021

Los Angeles

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#### **Planning for an Uncertain World**

16 November 2020

### **TECHLAW EVENT SERIES**

Webinar

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#### **TechLaw**

31 July 2020

### **TECHLAW EVENT SERIES**

Webinar

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#### **The unique issues in restructuring or working out hotels and senior housing during a pandemic**

30 July 2020 | 2:00 - 3:00 ET

Webinar

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## NIEUWS

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### **DLA Piper's 2022 *State of the Market Survey*: Bullish predictions in the face of pandemic recovery and global instability**

17 May 2022

Ongoing economic uncertainty is not hindering broader optimism about the future for commercial real estate (CRE), according to DLA Piper's 2022 Annual *State of the Market Survey* report. Conducted in February and March of 2022, the Survey analyzes the views of CRE experts and leaders on the pandemic recovery, economic outlook, attractiveness of investment markets and overall expectations over the next 12 months.

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### **DLA Piper lawyers and practices ranked in latest Chambers edition**

1 June 2021

DLA Piper today announced that the firm received 216 lawyer rankings and 94 firm rankings in *Chambers USA's* 2021 guide.

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### **DLA Piper partners and firm COO named to *Law360* 2021 Editorial Advisory Boards**

10 May 2021

DLA Piper is pleased to announce that 11 of its lawyers, as well as firm COO Bob Bratt, have been named to *Law360's* 2021 Editorial Advisory Boards.

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### **DLA Piper's 2021 Annual Global Real Estate *State of the Market Survey*: Resiliency is the new normal for the CRE market**

5 May 2021

Commercial real estate (CRE) experts' outlook on the CRE market has returned to optimism, according to DLA Piper's 2021 Global Real Estate Annual *State of the Market Survey*.

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### **DLA Piper announces new sector leadership**

10 March 2021

DLA Piper is pleased to announce several recent changes to the firm's sector leadership.

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### **DLA Piper advises Stifel in Tastemaker Acquisition Corp.'s US\$276 million IPO and advises Stifel and Nomura in OCA Acquisition Corp.'s US\$149.5 million IPO**

21 January 2021

DLA Piper represented Stifel as sole book-running manager of the US\$276 million initial public offering by Tastemaker Acquisition Corp., a special purpose acquisition company (SPAC) focused on the restaurant, hospitality, and related technology and service sectors globally.

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### **DLA Piper advises investor Ira Lubert in agreement with Bally's Corporation to construct and manage Pennsylvania casino**



5 January 2021

DLA Piper represented private equity investor Ira Lubert in a US\$120 million agreement with Bally's Corporation to jointly design, develop, construct and manage a Category 4 licensed casino in Pennsylvania.

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### **DLA Piper advises Mirae Asset Global Investments in refinancing of iconic Fairmont San Francisco hotel**

24 November 2020

DLA Piper represented Mirae Asset Global Investments in the refinancing of the iconic Fairmont San Francisco hotel with a US\$150 million loan from United Overseas Bank Limited.

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