



Hotelaria e Lazer

O setor da hotelaria e lazer representa uma indústria global de vários milhares de milhões de dólares, cobrindo uma ampla faixa de serviços com necessidades interrelacionadas. O notável alcance global da DLA Piper, e a sua experiência específica no setor, traduzem-se na disponibilidade de advogados locais com experiência regional e global, que compreendem a complexidade das questões suscitadas.

A nossa sociedade de advogados foi uma das primeiras a desenvolver um grupo dedicado ao setor global da hotelaria e lazer. Com anos de experiência comprovada no ramo, ajudamos investidores, promotores, proprietários e operadores a aproveitar as oportunidades que surgem no domínio da hotelaria e lazer.

A DLA Piper compreende as diversas questões de natureza jurídica que a hotelaria e o lazer suscitam, e presta aconselhamento sobre mecanismos de promoção, aquisição e alienação; operações de jogo; operações de franchising, gestão e outsourcing; acordos e operações de gestão; constituição de sociedades, joint ventures e fundos; assuntos financeiros e reestruturação; acordos de franchising, outsourcing e comerciais; mecanismos de tecnologia de segurança da privacidade de dados; publicidade e marcas; apostas e grandes eventos desportivos.

Os nossos clientes incluem proprietários, gestores, franqueadores, promotores e mutuantes; hotéis globais, regionais e nacionais; estâncias de férias; aparthotéis; e operadores de espaços de desporto e lazer (campos de golfe, parques temáticos e de diversões, instalações de saúde e bem-estar, spas, ginásios, complexos de lazer, cinemas, marinas, clubes noturnos, casinos e estabelecimentos de jogo).

Também representamos operadores de jogos online e estabelecimentos de jogo, operações de hotelaria e catering, tais como locais de conferência, e organizadores e promotores de espaços para grandes eventos desportivos, incluindo os Jogos Olímpicos e os Jogos da Commonwealth.

Para além da nossa experiência específica no setor, os nossos clientes da área da hotelaria e lazer beneficiam do acesso às nossas principais áreas de serviço, independentemente do cariz local ou global dos seus investimentos e operações.

Patrocínamos e participamos em conferências do setor em todo o mundo, incluindo o International Hotel Investment Forum, em Berlim, o The Americas Lodging Investment Summit, na Califórnia, a Hotel Investment Conference Asia Pacific, em Hong Kong, e a Arabian Hotel Investment Conference, no Dubai.

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- Media, Sport, Gaming and Entertainment
- Imobiliário

Nos EUA, o nosso grupo do setor da hotelaria e lazer está altamente cotado na categoria de lazer e hotelaria do Chambers USA, o guia dos melhores advogados de negócios da América.

Recentemente, participámos em mais operações no setor do que qualquer outra sociedade de advogados, prestando aconselhamento a empresas globais, regionais e nacionais e a particulares com património pessoal avultado. A nossa experiência inclui:

- **Publicidade e marcas:** Os nossos advogados ajudam o Savoy Hotel Group a gerir a sua carteira global de marcas, incluindo no que se refere às situações de violação.
- **Assuntos societários, joint ventures e fundos:** Representámos o InterContinental Hotels Group (IHG) na criação de uma joint venture com o Brack Real Estate Group com vista ao desenvolvimento de um projeto multiusos no Lower East Side de Manhattan, em Nova Iorque, que terá como elemento principal o Hotel Indigo, do grupo IHG.
- **Promoção, aquisição e alienação:** Prestámos aconselhamento à Public Investment Corporation (representando o Government Employees Pension Fund (fundo de pensões de funcionários públicos)) numa joint venture para a aquisição do icónico empreendimento V&A Waterfront na Cidade do Cabo. O negócio foi avaliado em 1,2 mil milhões de dólares, constituindo, até à data, a maior operação na África do Sul envolvendo um único ativo imobiliário.
- **Assuntos financeiros e reestruturação:** Representámos o Alternative Hotel Group na reestruturação da sua carteira em consequência da reestruturação dos acordos relativos à dívida e capital do Grupo com o Lloyds Banking Group, no valor de 1,7 mil milhões de libras, que incluiu uma das maiores operações de conversão da dívida em capital da história empresarial britânica.
- **Acordos de franchising, outsourcing e comerciais:** A Maxim's Caterers, a maior empresa de serviços alimentares de Hong Kong, confiou-nos a representação no âmbito de contratos de merchandising, associação de marcas e promoção em Hong Kong, Macau e China Meridional, bem como para a obtenção de novos direitos na China Ocidental.
- **Grandes eventos desportivos:** Os nossos advogados prestaram assistência à Olympic Delivery Authority (autoridade pública olímpica) nos preparativos infraestruturais para os Jogos Olímpicos de Londres de 2012.
- **Acordos e operações de gestão:** A Capital Partners recorreu aos nossos serviços para ajudar a promover, negociar e estruturar contratos referentes a hotéis e estâncias de férias para as marcas Ritz Carlton (3), Canyon Ranch, Mandarin Oriental (2), Six Senses e Marriott Residences na Rússia, Cazaquistão e Turquia.

INSIGHTS

Publicações

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.

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.

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.

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.

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.

California revives COVID-19 supplemental paid sick leave requirements

31 January 2022

Answers to some common questions about this anticipated requirement.

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.

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.

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.

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.

Employers in Puerto Rico must comply with new breastfeeding room requirements

25 February 2021

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

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.

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.

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.

'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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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

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.

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.

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.

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

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

EVENTOS

Anteriores

Embracing Digital Evolution

15 September 2021

Webinar

Americas Lodging Investment Summit (ALIS) Conference

26 July 2021

Los Angeles

Planning for an Uncertain World

16 November 2020

[TECHLAW EVENT SERIES](#)

Webinar

TechLaw

31 July 2020

[TECHLAW EVENT SERIES](#)

Webinar

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

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

Webinar

NOTÍCIAS

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.

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.

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.

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*.

DLA Piper announces new sector leadership

10 March 2021

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

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.

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.

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.
