MARKET REPORT

AAHOA Central Midwest Conference Highlights Hospitality Trends in Oklahoma City

JUNE 12, 2026

The AAHOA Central Midwest Conference in Oklahoma City highlighted key hospitality issues, including rising ADA-compliance concerns. Attendees also discussed market trends, noting stable financing despite recent interest rate fluctuations.



Hotel owners, operators, vendors, and industry professionals gathered recently in Oklahoma City for the AAHOA Central Midwest Hotel Owners Conference & Trade Show, one of 20 regional events conducted annually by the Asian American Hotel Owners Association (AAHOA). The event featured 44 exhibitors and provided attendees with valuable educational sessions, networking opportunities, and updates on key issues affecting the hospitality industry.

One of the most-discussed topics was the growing number of demand letters being received by hotel owners regarding violations of the Americans with Disabilities Act (ADA). Attendees reported that Oklahoma City is beginning to experience complaint activity similar to that of larger gateway markets, indicating a need for preemptive action. Industry professionals and legal experts emphasized the importance of reviewing physical premises, evaluating website and digital accessibility compliance, staying informed on regulatory developments, and sharing information with fellow owners.

Additionally, participants stressed the importance of having qualified legal counsel review any ADA demand letters before responding. While federal ADA cases generally focus on corrective actions and attorney's fees rather than punitive damages, owners expressed concern about the costs associated with defending and resolving claims.

The conference also provided a nuanced outlook on hotel transactions and financing. According to Eric Guerrero, Senior Managing Director and Partner of HVS Brokerage & Advisory, the U.S. lodging market experienced a strong start to 2026, though transaction velocity has cooled slightly over the past six weeks. Guerrero mentioned that a mid-May spike in the ten-year U.S. Treasury yield prompted some investors to briefly pause and evaluate debt costs.

However, with the yield now stabilizing around 4.55%, the financing environment remains far more predictable than in recent years. *"This baseline stability continues to support lending activity, and buyers are simply digesting the recent rate adjustments,"* Guerrero explained. Several other brokers attending the conference echoed this sentiment, predicting that the current lull is temporary and that deal flow will accelerate in the second half of the year as looming debt maturities force owners to either inject fresh equity or sell.

The AAHOA Central Midwest Hotel Owners Conference & Trade Show highlighted the importance of proactive compliance, informed decision-making, and adaptability amid evolving lodging market dynamics. Looking ahead, HVS will be attending the AAHOA South Central Texas Hotel Owners Conference & Trade Show on July 28, 2026, in San Marcos, Texas. Please reach out to Eric Guerrero if you'd like to meet with us there.