



**JAMES ORDONEZ**

Chairman of Tayrona Capital  
Hospitality Partner

## Building Legacy & Wealth Through Hospitality Real Estate Investments

At the 4th Family Office Summit in Abu Dhabi on December 4, 2024, Tayrona Capital Financial Group reaffirmed its leadership in Ultra-Luxury Hospitality Real Estate Investments. The exclusive event hosted 275 attendees, including 86 family offices, wealth managers, and high-net-worth individuals, and featured 13 panels addressing transformative wealth strategies.

### Insights from Industry Pioneers

James Ordonez, Chairman of Tayrona Capital, joined a distinguished panel with Danny Aguirre, Chairman of BlueWater Developments, and Harry Martin, Head of International Residential at JLL. Moderated by Obediah Ayton, Chairman of Dhabi Hold Co., their panel, "Where Do Family Offices Find Real Estate Returns?", delved into strategies for leveraging **Luxury Hospitality Real Estate** to address challenges and optimise returns in today's dynamic global economy.



James Ordonez in Interactive Panel 8, discussing "Where Do Family Offices Find Real Estate Returns" with Danny Aguirre and Harry Martin at FO Summit Abu Dhabi 2024.

### James Ordonez's Key Insights:

#### Identifying Resilient Assets:

Luxury Hospitality Real Estate provides high-investment returns and long-term stability.

#### Driving Fiscal Growth:

Hospitality investments enhance regional infrastructure and economic stability through tourism-driven tax revenues.



#### Capitalising on Next-Generation Investments:

Tayrona Capital develops Ultra-Luxury Integrated Destinations that align with family office priorities, advance sustainability, and foster local employment.

#### Ensuring Wealth Preservation through Governance:

Robust frameworks ensure multi-generational wealth sustainability. As a Sovereign Fund Manager under an IBRD mandate, Tayrona Capital integrates financial expertise with a commitment to global development across 26 nations.



### Hospitality Real Estate

A Timeless Solution

Amid shifting economic dynamics, **Hospitality Real Estate** stands out for its **resilience, adaptability, and high yields**. Tayrona Capital's innovative strategies combine **diversification, long-term stability, and robust risk mitigation** to maximise returns while safeguarding principal investments.



Sagana Bali, Indonesia



**TAYRONA**  
CAPITAL FINANCIAL GROUP

**HOSPITALITY PARTNER**  
AT THE ADOFO SUMMIT 2024



James Ordonez, Tayrona Capital Chairman and Pablo Gonzalez, Tayrona Capital CFO at the FO Summit Abu Dhabi 2024

### Your Partner in Enduring Wealth

Tayrona Capital continues to lead the industry with tailored **Financial & Investment Programmes** like **Wealth Management (WM), Privilege Hotel Ownership (PHO), and Citizenship by Investment (CBI)**, delivering exceptional investment returns while fostering meaningful **global impact**.

[Get to know more](#)

*"The future of family offices lies in merging legacy with innovation. Ultra-Luxury Hospitality Real Estate offers a timeless and adaptable solution for building generational wealth."*



**JAMES ORDONEZ**  
- TAYRONA CAPITAL GROUP