PRESS KIT · 2026

FERNANDO LORÍA

Director, Hurricane Solution



> Hurricane protection expert for hotels and coastal properties in Mexico.

HURRICANE SOLUTION

HOW TO CITE

Fernando Loría, Director of Hurricane Solution, hurricane protection expert for hotels and coastal properties in Mexico.

Always spelled "Fernando Loría", with the accent.

01 SHORT BIO

Fernando Loría is a certified industrial engineer graduated in Mexico, Director of Hurricane Solution, and a specialist in hurricane protection for hotels, coastal properties, and tourism developments in Mexico. His career began in the insurance industry, which gave him a complete view of risk that he now combines with physical prevention, engineering, and operational continuity.

He helps property owners, hotels, and developers understand hurricane protection as a complete system, not simply a product. He has been presented as an expert voice in media including El Universal, Cuarto Poder, and TV Azteca, and is the promoter and organizer of Foro Huracán Cancún.

2008	IHPA	LEVEL E	155+
Hurricane Solution has operated in Mexico since 2008	Only member in Mexico of the International Hurricane Protection Association	Only Level E (ASTM E1996) system in Mexico	Named storms worldwide since 2006*

* The systems Hurricane Solution installs have been exposed to more than 155 named storms worldwide since 2006.

02 FULL BIO

Fernando Loría is a certified industrial engineer graduated in Mexico, Director of Hurricane Solution, and a technical specialist in hurricane protection for hotels, coastal properties, and tourism developments throughout Mexico. His professional background began in the insurance industry, where years of experience gave him a deep understanding of risk, claims, business interruption, and the financial impact of storms on properties and operations.

That perspective shaped his approach to prevention: insurance helps after damage occurs, but physical protection works on the front line, helping reduce damage before wind, water, debris, and pressure reach a building and its operation.

Since 2008 he has led Hurricane Solution's work in hurricane protection in Mexico, treating protection as a complete risk-management system: full building-envelope protection, materials, anchoring, installation, deployment planning, staff training, maintenance, insurance considerations, and operational continuity. For Fernando Loría, a hotel is not just a building. It is a full operation (rooms, kitchens, electrical areas, staff, bookings, and reopening) that depends on every opening performing when the wind arrives.

He has been presented as an expert voice in El Universal, Cuarto Poder, TV Azteca, and SIPSE, and was the promoter and organizer of Foro Huracán Cancún, a prevention-focused initiative that brought together construction, insurance, hospitality, and civil protection to discuss lessons from past storms. He is currently writing "Antes de que la tormenta encuentre el punto débil" (Before the Storm Finds the Weak Point), a practical guide to hurricane protection for hotels in Mexico.

03 KEY FACTS AND CREDENTIALS

NAME	Fernando Loría
TITLE	Director, Hurricane Solution
EDUCATION	Certified industrial engineer, graduated in Mexico
BACKGROUND	Began his career in the insurance industry
COMPANY	Hurricane Solution, operating in Mexico since 2008
AFFILIATION	Only member in Mexico of the International Hurricane Protection Association (IHPA)
STANDARD	Only Level E (ASTM E1996) system in Mexico
INSURERS	Recognized by Chubb, AIG and Mapfre as a certified mitigation measure. Several clients have reduced their annual premium; results vary by insurer and policy.
TRACK RECORD	"The systems Hurricane Solution installs have been exposed to more than 155 named storms worldwide since 2006."
PROJECTS	DIF Solidaridad shelters in Playa del Carmen · U.S. Navy Hospital project in Guam
COVERAGE	Cancún, Playa del Carmen, Tulum, Riviera Maya, Los Cabos, Puerto Vallarta and Mazatlán
BOOK	"Antes de que la tormenta encuentre el punto débil" (in development)

04 AREAS OF EXPERTISE

Topics on which Fernando Loría can give interviews, analysis, or technical context.

01 Full envelope protection

Why a single compromised opening (a service door, a vent, a roof hatch) can pressurize the interior and multiply the damage.

02 Hurricane protection standards for hotels

ASTM E1996, product approval, and why choosing a high standard in Mexico is a voluntary discipline.

03 Insurance vs. continuity

Insurance is essential, but it is not continuity: claims, deductibles, documentation, and rooms out of inventory.

04 The 72-hour problem

What a hotel can actually execute between a serious forecast and landfall, with the staff it has.

05 Lessons from Andrew, Wilma and Otis

How Andrew changed building standards in 1992, the memory of Wilma in Cancún, and what Otis left behind in Acapulco.

06 Rapid intensification

Warm water in the Gulf of Mexico and the Caribbean, the limits of forecasts, and why last year's storm is not the model for the next one.

07 Installation is part of the system

Anchoring, load path, and why a certified system only performs if what is installed matches what was tested.

08 Procurement, maintenance and management

The technical questions a hotel should ask before comparing prices, and how to align all three teams before the season.

05 QUOTES FOR MEDIA

Ready-to-use quotes, attributable to Fernando Loría, Director of Hurricane Solution.

"A hurricane does not evaluate intentions, proposals, or budgets. It evaluates the building, and more specifically its weak points. Real protection starts by finding them before the storm does.

FERNANDO LORÍA · FULL ENVELOPE

"Insurance is an essential recovery tool, but it acts after the damage. Claims take time, deductibles exist, and rooms can stay out of service while the process plays out. Insurance is not the same as continuity.

FERNANDO LORÍA · INSURANCE VS. CONTINUITY

"Between a serious forecast and landfall, a hotel typically has about 72 hours to deploy everything with the staff it has, not the staff it wishes it had. A plan that needs more time than you actually have is not a plan. It is an assumption.

FERNANDO LORÍA · THE 72-HOUR PROBLEM

"Hurricane Andrew showed in 1992 which construction actually backed the promise of resistance and which only looked good on paper. Much stricter standards came out of it. Mexico should not need its own Andrew to take protection seriously.

FERNANDO LORÍA · STANDARDS

"Warm water in the Gulf of Mexico and the Caribbean can favor rapid intensification: a storm gaining strength far faster than the forecast expected days earlier. Last year's storm is not a reliable model for the next one.

FERNANDO LORÍA · RAPID INTENSIFICATION

"The procurement question should never be only "how much does it cost?" but "what risk is being removed, and which weak points remain?" "Almost protected" is still exposed.

FERNANDO LORÍA · HOTEL PROCUREMENT

06 MEDIA AND PUBLIC LEADERSHIP

PRESS (SPANISH-LANGUAGE)

- **El Universal** — "Urgen a protegerse contra huracanes" · August 2022
  eluniversal.com.mx/cartera/urgen-protegerse-contra-huracanes/
- **El Universal** — "Buscan que México legisle medidas constructivas y de protección de infraestructura ante huracanes" · March 2023
  eluniversal.com.mx/estados/buscan-que-mexico-legisle-medidas-constructivas-y-d…
- **Cuarto Poder** — "Urgen a protegerse contra huracanes" (republished) · August 2022
  cuartopoder.mx/nacional/urgen-a-protegerse-contra-huracanes/417330
- **Yahoo Finanzas** — "Urgen a protegerse contra huracanes" (republished)
  es-us.finanzas.yahoo.com/noticias/urgen-protegerse-huracanes-060000024.html
- **The Markethink** — Bylined article by Fernando Loría: "¿Cómo proteger tu patrimonio ante fenómenos meteorológicos?" · September 2022
  themarkethink.com/negocios/como-proteger-patrimonio-ante-fenomenos-meteor…
- **El Punto sobre la i** — "Hurricane Solution, única empresa mexicana reconocida por la IHPA por tercer año consecutivo"
  elpuntosobrelai.com/hurricane-solution-unica-empresa-mexicana-reconocida-por-…

TV AND VIDEO

- **TV Azteca** — Interview as an expert voice on hurricane protection
- **SIPSE Cancún** — Interview with Fernando Loría (video)
  youtube.com/watch?v=vp7zdbyvK3E
- **SIPSE Yucatán** — Interview at the 18th International Hurricane Seminar, 2023 (video)
  youtube.com/watch?v=W7WA-LyHyTM
- **SIPSE** — Interview excerpt shared by Hurricane Solution
  linkedin.com/posts/hurricane-solution_protecci%C3%B3nhuracanes-seguridadenc…

FORO HURACÁN CANCÚN 2021 · PROMOTER AND ORGANIZER

- **Quinta Fuerza** — "Empresa mexicana Hurricane Solution impulsa iniciativa del primer Foro Huracán 2021 en Cancún" · April 2021
  quintafuerza.mx/quintana-roo/empresa-mexicana-hurricane-solution-impulsa-inici…
- **Cancún Mío** — "Anuncian el primer foro de huracanes en Cancún" · April 2021
  cancunmio.com/56180793-anuncian-el-primer-foro-de-huracanes-en-cancun/
- **Quinta Fuerza** — "En Cancún buscan fomentar la cultura de prevención con Foro Huracán 2021"
  quintafuerza.mx/quintana-roo/cancun/en-cancun-buscan-fomentar-la-cultura-de-p…
- **Encadena** — Foro Huracán 2021: "Wilma, la historia que nunca se contó"
  encadena.mx/estar-preparados-para-no-sufrir-lo-mismo-foro-de-huracan-2021-wi…

FIELD AND OWNED CHANNELS

- **Hurricane Solution** — Field visit to Acapulco after Hurricane Otis (video)
  facebook.com/LonaAnticiclonica/videos/3604589493150230/
- **YouTube** — Official Hurricane Solution channel
  youtube.com/@HurricaneSolution
- **hurricanesolution.com** — "Fernando Loría: hurricane protection expert for hotels" (Spanish)
  hurricanesolution.com/blog/fernando-loria-experto-proteccion-huracanes-hoteles…

07 · UPCOMING BOOK

«ANTES DE QUE LA TORMENTA ENCUENTRE EL PUNTO DÉBIL»

(Before the Storm Finds the Weak Point.) A practical guide to hurricane protection for hotels in Mexico, currently in development. It brings together Fernando Loría's approach: find the building's weak points before the storm does, treat the hotel as a full operation, and choose a protection standard deliberately.

IN DEVELOPMENT

08 · ABOUT HURRICANE SOLUTION

Hurricane Solution is a Mexican company specializing in hurricane protection for hotels, coastal properties, and tourism developments. It has operated in Mexico since 2008, delivering full-envelope protection systems that integrate opening assessment, installation, anchoring, deployment planning, staff training, and maintenance. It is the only member in Mexico of the International Hurricane Protection Association (IHPA) and has the only Level E (ASTM E1996) system in the country. It serves projects in Cancún, Playa del Carmen, Tulum, Riviera Maya, Los Cabos, Puerto Vallarta and Mazatlán. The systems Hurricane Solution installs have been exposed to more than 155 named storms worldwide since 2006.

09 · MEDIA CONTACT

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Interviews, statements, and technical context for media.