

IRSA INVESTMENTS & REPRESENTATIONS INC
 Form 4/A
 January 13, 2011

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 ELSZTAIN EDUARDO S

(Last) (First) (Middle)

HERSHA HOSPITALITY TRUST, 510 WALNUT STREET, 9TH FLOOR

(Street)

PHILADELPHIA, PA 19106

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
 HERSHA HOSPITALITY TRUST [HT]

3. Date of Earliest Transaction (Month/Day/Year)
 10/19/2010

4. If Amendment, Date Original Filed(Month/Day/Year)
 10/21/2010

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
CLASS A COMMON SHARES OF BENEFICIAL INT	10/19/2010		A ⁽¹⁾		2,952,625	A	\$ 5.8
CLASS A COMMON SHARES OF BENEFICIAL INT					8,100	D	

See Footnote ⁽²⁾

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

ELSZTAIN EDUARDO S
HERSHA HOSPITALITY TRUST
510 WALNUT STREET, 9TH FLOOR
PHILADELPHIA, PA 19106

X X

CONSULTORES ASSETS MANAGEMENT STOCK CORP
BOLIVAR 108, 1ST FLOOR
BUENOS AIRES, C1

X

CONSULTORES VENTURE CAPITAL LTD
REGATTA OFFICE PARK, P.O. BOX 31106, SMB
GRAND CAYMAN, E9

X

CRESUD INC
MORENO 877, 23RD FLOOR
CIUDAD AUTONOMA DE
BUENOS AIRES, C1

X

CONSULTORES VENTURE CAPITAL URUGUAY STOCK CORP
RUTA 8, 17,500, EDIFICIO @3, LOCAL 003
MONTEVIDEO, X3 CP 91609

X

AGROINVESTMENT STOCK CORP
ZABALA 1422, 2ND FLOOR

X

MONTEVIDEO, X3	
REAL ESTATE INVESTMENT GROUP LP	
CLARENDON HOUSE 2	X
CHURCH STREET	
HAMILTON HM CX, D0	
IRSA INVESTMENTS & REPRESENTATIONS INC	
BOLIVAR 108, 1ST FLOOR	X
BUENOS AIRES, C1	
Ifis LTD	
MINTFLOWER PLACE, 4TH FLOOR	X
8 PAR-LA-VILLE ROAD	
HAMILTON, D0 HM 08	
INVERSIONES FINANCIERAS DEL SUR STOCK CORP	
RUTA 8, 17,500, EDIFICIO @3, LOCAL 003	X
MONTEVIDEO, X3 CP 91609	

Signatures

/s/ Eduardo S. Elsztain	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Assets Management S.A.	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Venture Capital Limited	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Cresud Sociedad An??nima Comercial, Inmobiliaria, Financiera y Agropecuaria	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Consultores Venture Capital Uruguay	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Agroinvestment S.A.	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board of Jiwin S.A., General Partner for Real Estate Investment Group LP	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for IRSA Inversiones y Representaciones Sociedad An??nima	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for IFIS Limited	01/13/2011
**Signature of Reporting Person	Date
/s/ Eduardo S. Elsztain, Chairman of the Board for Inversiones Financieras del Sur S.A.	01/13/2011
**Signature of Reporting Person	Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
 - ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This Form 4/A is being filed for the sole purpose of changing the transaction's code from "P" to "A".
 - (2) Please see Exhibit.

Remarks:

Dated: January 13, 2011

Form 1 of 2

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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