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BHN to Partner with PATA on Travel & Tourism Summit

COSTA MESA, California --- Burba Hotel Network (BHN) has joined forces with the Pacific Asia Travel Association (PATA) to develop the first PATA Summit, a unique forum for the world's travel and tourism leaders to focus on the big strategic issues impacting the industry. The Summit will be held in Bangkok, Thailand in Spring 2008, with specific dates and location to be announced soon. Also partnering on the Summit is the Centre for Asia Pacific Aviation (CAPA), the region's leading provider of independent aviation market intelligence, analysis and data services.

About the PATA Summit, BHN president Jim Burba said, “ We are excited about the Summit because it creates an opportunity for leaders of all elements of the industry - including hotels, destinations, attractions, tour operators, airlines and cruise lines - to come together to focus on strategic business issues impacting all segments of the travel and tourism industry.” Burba added, “PATA connects the private and public sectors in the region to promote and protect the Asia Pacific travel industry, and we look forward to working with PATA on what is sure to be a very successful event.”

PATA President & CEO Peter de Jong said, “BHN and CAPA are the recognised leaders in their respective fields. They are two powerful organisations specialising in the hospitality investment and aviation sectors with a reputation of excellence.”

BHN brings together more than two decades of experience in developing and organizing the world's most prominent gatherings of the hotel and tourism investment community. At these events, over 55 conferences completed and/or in development, the investment community has come together to network, conduct business and to learn about the latest trends. They have become “must attend” events for those interested in hospitality real estate.

PATA is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members, PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the Pacific Asia region.

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