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For more information contact:
BHN
Mr Bob Hayes
Tel: +1 714 540 9300
Email: bhayes@burba.com



NOBEL PRIZE RECIPIENT TO KEYNOTE PATA'S CEO CHALLENGE

LONDON, UNITED KINGDOM, November 15, 2007 - Dr RK Pachauri, Chairman of the 2007 Nobel Peace Prize-winning United Nations Intergovernmental Panel on Climate Change (IPCC), will be a keynote speaker at PATA's 'CEO Challenge 2008: Confronting Climate Change'. Pacific Asia Travel Association (PATA) President and CEO Mr Peter de Jong announced this development this morning at the United Nations World Tourism Organization (UNWTO)'s Ministerial Summit on Tourism and Climate Change.

Building on the solid work conducted by the UNWTO through the many forums and conferences focusing on climate change, PATA's CEO Challenge will focus on sharing best practices and committing the travel and tourism industry to action. Decision-makers from both the private and public sectors of the industry will gather in Bangkok, Thailand, next April to be challenged over a day and a half of interactive discussions to agree and commit to practical climate change solutions.

"We are truly honoured to have Dr Pachauri on board the CEO Challenge," said Mr. de Jong. "His commitment to raising awareness of climate change and proposing actionable solutions will provide welcome expertise to this key event."

The IPCC is the co-recipient (with former US Vice President Mr Al Gore) of the 2007 Nobel Peace Prize, to be formally accepted in December of this year.

As a respected academic and an articulate advocate of sustainable development, Dr Pachauri's participation will bring considerable substance and authority to the Challenge.

Other industry leaders have also endorsed the CEO Challenge. Virgin Group Chairman Sir Richard Branson welcomes PATA's initiative to address the issue of global warming from the perspectives of both aviation and tourism. "Global warming is the biggest challenge facing mankind today

and we must all do everything possible to reach a consensus on how to meet it," said Sir Richard. "PATA's CEO Challenge comes at a very timely moment."

Hosted by the Tourism Authority of Thailand (TAT), and organised in partnership with the Centre for Asia Pacific Aviation (CAPA) and the Burba Hotel Network (BHN), PATA's 'CEO Challenge 2008: Confronting Climate Change' will take place in Bangkok, April 29-30, 2008.

PATA's CEO Challenge is a new annual event geared for senior leadership within the travel and tourism industry. For more information please visit www.PATA.org/ceochallenge.

About the Hosts:

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private and public sector members, we enhance the sustainable growth, value and quality of travel and tourism to, from and within the region." Founded in 1951, PATA is the recognised authority on Asia Pacific travel and tourism. PATA provides leadership and advocacy to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to dozens of PATA chapters worldwide. PATA is a not-for-profit organisation. Find out more at www.PATA.org

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