



February 8, 2007

**MEDIA RELEASE**  
FOR IMMEDIATE RELEASE

**Contact:**

Bob Hayes  
714-540-9300 (Telephone)  
bhayes@Burba.com (email)

***The Hotel Yearbook 2007 Debuts At ALIS***

COSTA MESA, California --- Burba Hotel Network (BHN) president Jim Burba announced that the first wave of copies of *The Hotel Yearbook 2007* were distributed to delegates at the Americas Lodging Investment Summit (ALIS), held January 22-24, 2007 in Los Angeles, California. *The Hotel Yearbook 2007* is published by Wade and Company of Switzerland, in association with the Ecole hôtelière de Lausanne (EHL). BHN assists in lining up editorial content and world-wide marketing of the publication. "The world's most knowledgeable insiders have contributed their predictions about what might happen, what could happen--even what should happen--in the hotel business in 2007 and beyond," Burba said.

*The Hotel Yearbook* is a new, annual publication. Top hotel and travel industry leaders will be invited to submit articles, which will be screened by an editorial committee at EHL. Topics focus on hotel business from a variety of different perspective, including:

- **Geography:** What will happen in the world's key markets?
- **Industry Segment:** What kind of developments should we expect to see in each of the major segments of the hotel business?
- **Functional:** What new and exciting ideas will be tried out in the way hotels are marketed, financed, staffed and run?
- **Personalities:** Who will be the movers and shakers in the industry?
- **Companies:** Who is on the move? Who is worth watching?

Copies of *The Hotel Yearbook 2007* also will be distributed to EHL graduates and to delegates at other BHN organized hotel investment conferences around the world, including the International Hotel Investment Forum (IHIF) in Berlin, Germany; Caribbean Hotel & Tourism Investment Forum (CHTIC) in Curacao, Netherland Antilles; and the Hotel Investment Conference Asia Pacific in Hong Kong. In all, more than 12,000 copies will be distributed throughout the year.

(more)

Additional information is available at *The Hotel Yearbook* website [www.hotel-yearbook.com](http://www.hotel-yearbook.com) .

###

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, including the Americas Lodging Investment Summit (ALIS) in Los Angeles, the International Hotel Investment Forum (IHIF) in Berlin, the Bolsa Mexicana de Inversión Turística (BMIT) in Mexico City, the annual Caribbean Hotel and Tourism Investment Conference (CHTIC) and the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong. The BHN website at [www.BURBA.com](http://www.BURBA.com) is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

**[www.BURBA.com](http://www.BURBA.com)**