



December 28, 2010

MEDIA RELEASE -- FOR IMMEDIATE RELEASE

Contact: Bob Hayes
1-714-540-9300 (telephone-USA)
bhayes@burba.com (email)

BHN's Global Events Show Investment Climate Improving

Costa Mesa, California: Signaling what appears to be the beginning of a better investment climate for hotels around the world, Burba Hotel Network (BHN) is reporting strong increases in the registration pace for its upcoming 2011 events, according to BHN president Jim Burba. BHN is the global leader in producing hotel investment conferences around the world, which in 2010 drew over 4,000 international delegates.

BHN events include: the Americas Lodging Investment Summit (ALIS) in San Diego; the ALIS Summer Update in Los Angeles; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP Update Southeast Asia in Singapore; HICAP Update Japan in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai, the new Hotel Opportunities Latin America (HOLA) conference in Miami; and the new Hotel Investment Conference Europe (Hot.E) in London.

"We are in active registration mode for four of our 2011 events now and the registration pace is up over 15 percent from last year's pace. In addition, we have seen a marked increase in sponsor sign-ups and inquiries, particularly with our newest Hotel Investment Conference Europe (Hot.E), scheduled for next September in London," Burba said.

A number of reporting agencies have noted that meetings and travel business is improving, with 2011 seen as a possible turn-around year for the industry. "We believe that the strong increases we are seeing in our registration and sponsor numbers indicate that the hotel investment community is getting back to business and doing deals again," Burba said.

About BHN

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, over 80 events completed or in production to-date, and more than 60,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends. The BHN website at 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.