



2 August 2011

MEDIA RELEASE-- FOR REVIEW

Contact: Bob Hayes, BHN

Phone: +1.714.540.9300 ext. 104

bhayes@burba.com

BHN Announces “*The Debt Ceiling is Raised*” Promotion Hotel Investment Conference Europe (Hot.E) Delegates to Benefit

Costa Mesa, California, USA Burba Hotel Network (BHN), announced today a special U.S. “*Debt Ceiling is Raised*” Promotion for delegates planning to attend the upcoming Hotel Investment Conference Europe, scheduled for 6-8 September 2011, at the Park Plaza Riverbank in London.



Although admittedly a somewhat “tongue-in-cheek” promotion, Hot.E delegates will be able to take advantage of a significant price savings, according to BHN president Jim Burba. BHN is offering the reduced early fee of £995, plus VAT, to new Hot.E delegates who submit a special registration form by 15 August 2011. The reduced fee represents a £395 savings.

“The world has been watching and waiting for the U.S. government to resolve the debt ceiling issue so we can all get focused on doing business again,” Burba said. “In politics, business, and in life, sometimes you have to give a little to get a little,” Burba added.

More information about the Hot.E conference, and the special *U.S. Debt Ceiling Relief Promotion* may be found at www.EuropeHotelConference.com .

Hot.E is all about doing deals, and exploring future hotel investment opportunities in Europe. Hosted by the world’s leading producer of hotel investment conferences (BHN), Hot.E will feature Europe’s leading investment experts who will share their insights about where things are headed as we work our way out of the recent economic turmoil. The three-day event will feature an extensive array of timely presentations and interactive discussions, as well as fantastic networking opportunities.

A special feature of Hot.E will be a series of nine country focused workshop sessions which will shine the spotlight on some of the most interesting investment markets in Europe. A special session will also focus on opportunities in the UK and Ireland.

About BHN

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

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

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.