



BHN Launches New Website and Monthly Hotel Conference Newsletter

/EINPresswire.com/ Costa Mesa, California - Burba Hotel Network (BHN) has launched its redesigned website and monthly digital Hotel Investment Conference Update newsletter that highlights news about the company's international hotel conferences. The newsletter is sent to more than 15,000 subscribers in the company's network.

BHN recently celebrated its 100th hotel investment event with the completion of the Hotel Investment Conference Europe (Hot.E) in London this past September. According to Jim Burba, BHN president and co-founder, this milestone was the inspiration for the redesign of the company's digital media marketing tools.

"We are setting up for the next 100 successful hotel investment events by enhancing our marketing and promotional efforts," Burba said. "The improving economy and increased attendance at our events is giving us a 'push' to update our key digital marketing tools," Burba added.

Bob Hayes, BHN vice president and co-founder, said, "We built our business on the concept of connecting people, and improving our digital outreach lets us connect more efficiently with our growing network of hotel leaders."

More information [about BHN](#) is available on the company website.

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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, more than 100 events completed to-date, and more than 70,000 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.

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; the Hotel Investment Forum India (HIFI) in Gurgaon Delhi N.C.R.; the Hotel Opportunities Latin

America (HOLA) conference in Miami; and the Hotel Investment Conference Europe (Hot.E) in London.

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