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## **HICAP Sustainable Hotel Awards Now Open for Entries**

Hong Kong – Horwath HTL and Burba Hotel Network (BHN), co-hosts and organizers of the annual Hotel Investment Conference Asia Pacific (HICAP), are pleased to announce that entries for the HICAP 2010 Sustainable Hotel Awards are now being accepted. The deadline for Award submissions is 31 August 2010. The 21st annual HICAP will be held 13-15 October 2010, at the InterContinental Hong Kong.

The Sustainable Hotel Awards were launched at HICAP in 2007 to recognize hotels in the Asia Pacific region demonstrating exemplary sustainable best practices. The institution of the Awards is hoped to inspire industry wide commitment to embracing and proliferating sustainable development and operations as standard practice in contribution to the preservation of our global and local environments and cultures.

Submissions will be judged by a specially selected panel of experts comprising:

- **Professor Michael C. G. Davidson**, Director, Centre for Tourism, Sport and Service Innovation, Griffith Business School
- **Lyndall De Marco**, Managing Director, Hotel Sustainability
- **James Dion**, Associate Director, Center for Sustainable Destinations, National Geographic Society
- **Mark Eckstein**, Managing Director, International Finance, WWF-US
- **John Goldwyn**, Senior Associate, WATG
- **Klaus Lengefeld**, Coordinator, GTZ

Instructions for HICAP Sustainable Award entries and the judging criteria may be downloaded from the [HICAP website](#).

### **About HICAP**

HICAP is Asia's largest and longest running hotel investment event, making it the most important gathering of hotel developers, investors, lenders, operators, and other industry executives for information exchange, trend spotting, and deal making. Approximately 700 delegates attended the 20th annual HICAP held in October 2009 in Hong Kong.

### **About Horwath HTL**

Horwath HTL is the world's largest hotel industry specialized consulting organization, currently with 48 offices in 37 countries. Since the set-up of Asia Pacific operations in 1987, Horwath HTL has been involved with over 2,000 projects throughout the region in all phases of the property lifecycle for clients ranging from individually owned businesses to the world's most prominent hotel companies, developers, lenders, investors and industrial corporations. Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney and Auckland.

### **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 59,000 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 San Diego; the ALIS Summer Update in Los Angeles; the Central America Tourism & Hotel Investment Exchange (CATHIE) held in El Salvador in 2010; 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; and the Hotel Investment Forum India (HIFI) in Mumbai. 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.