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### **DONALD J. TRUMP TO KEYNOTE ALIS**

Washington, December 20, 2011—Donald J. Trump will be a featured Tuesday keynote speaker in the Center Court series at ALIS on Tuesday, January 24<sup>th</sup> in the Nokia Theatre in Los Angeles. The Americas Lodging Investment Summit (ALIS) will be held January 23-25, 2012, in Los Angeles at the JW Marriott and Nokia Theatre at LA LIVE.

The internationally renowned developer's holdings span luxury hotels, real estate and golf courses. Launched in October 2007, the **TRUMP HOTEL COLLECTION™** is presided over by Mr. Trump and his three grown children – Donald Jr., Ivanka and Eric. Considered the next generation of luxury hospitality offering an unrivaled level of customized service, the prestigious hotel management portfolio includes the highly acclaimed Trump International Hotel & Tower® New York, Trump International Hotel & Tower® Chicago, Trump International Hotel™ Las Vegas, Trump International Hotel™ Waikiki Beach Walk®, Trump SoHo® New York and the newly opened Trump Ocean Club® International Hotel & Tower Panama. Joining TRUMP HOTEL COLLECTION on January 31, 2012 will be Trump International Hotel & Tower Toronto®.

In New York City, Trump has developed and managed the city's most luxurious residential buildings including the world renowned Trump Tower, Trump World Tower at United Nations Plaza, Trump Park Avenue at 59th Street and Park Avenue, and Trump Place on the Hudson River.

Trump is also known as a world-class golf course developer, with award-winning courses in New York, New Jersey, Los Angeles, Palm Beach (Trump International Golf Club), Washington, D.C., and in Aberdeen, Scotland (Trump International Golf Links) Mr. Trump's golf course in Scotland is being touted as one of the greatest in the world, with international experts naming it as a potential site for the Ryder Cup.

An accomplished author, Trump has had numerous best sellers including *The Art of the Deal*, which is considered a business classic, *The Art of the Comeback*, *The America We Deserve*, *How To Get Rich*,

*Think Like a Billionaire, Trump 101, Why We Want You To Be Rich, Think Big, Never Give Up, Think Like a Champion* and his latest best-seller *Time to Get Tough*. Mr. Trump is also the Executive Producer and host of *The Apprentice* and *Celebrity Apprentice* television shows which are watched by over 100 million viewers worldwide.

Co-hosted by the American Hotel & Lodging Association (AH&LA) and Burba Hotel Network (BHN), the two-and-a-half-day event features an extensive array of seminars and panels hosted by leading experts and investors discussing important trends and identifying new opportunities. The conference attracts the lodging industry's leading hotel executives, investors, lenders, developers and professional advisory community. Proceeds from ALIS benefit the educational, research, and training missions of the American Hotel & Lodging Education Foundation (AH&LEF), AH&LA's nonprofit affiliate. For information on the Foundation, visit [www.ahlef.com](http://www.ahlef.com).

Online registration is available via the [ALIS Website](#). For general event information and sponsorship opportunities, contact BHN Associate Jodi Braverman at [jbraverman@burba.com](mailto:jbraverman@burba.com).

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Serving the hospitality industry for a century, AH&LA is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.

AH&LEF is the charitable fund-raising and endowed fund-management subsidiary of the American Hotel & Lodging Association. Founded in 1953, AH&LEF is the premier organization for scholarships, professional certification, and instructional material as well as funding for hospitality industry research.

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 90 events completed or in production to date, and more than 65,000 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 Mumbai; the Hotel Opportunities Latin America (HOLA) conference in Miami, and the Hotel Investment Conference Europe (Hot.E) in London. 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.