



2018-2019 Highlights & New Initiatives

Wednesday, October 31
2018 Historic Hotels Annual Conference

At a Glance

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®

- 300+ Hotels
- 47 States, including Puerto Rico, U.S. Virgin Islands, and District of Columbia
- 130+ Hotels Listed in the National Register of Historic Places
- 23 Hotels Designated by the U.S. Secretary of the Interior as National Historic Landmarks
- 368 Years Age of Oldest Hotel



- 340+ Hotels
- 43+ Countries
- 1000+ Years Age of Oldest Hotel
- 75 Years Age of Youngest Hotel

40+ Brands, Chains, and Collections







- 2.5+ Billion Traveler Impressions
- 925 + Million Earned Media Impressions
- 3.6+ Million Website Unique Visitors
- 7.5 + Million Website Page Views
- 2+ Million Engaged Travelers Via Social Media
- 650,000+ Travelers Engaged Via Video Views
- 6.8+ Million Travelers Engaged Via Annual Directory





The Historic Hotels of America "Top 25" Lists

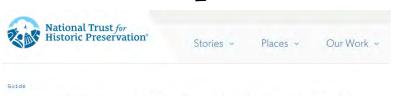
- Top 25 Most Haunted Historic Hotels
- Top 25 Most Magnificent Gingerbread Displays
- Top 25 Historic Hotels for a Romantic Proposal
- Top 25 Most Magnificent Gardens
- Top 25 Most Magnificent Ceilings and Domes
- Top 25 Most Historic Golf Courses (2019)
- Top 25 Culinary Creations at Historic Hotels (2019)

Exposure: 150+ Million Media Impressions

The Historic Hotels of America "Top 25" Lists







Haunted Hospitality: 12 Haunted Historic Hotels of America

More than 300 historic hotels have been inducted into Historic Hotels of America since it was first created in 1989. While many fascinating and famous patrons have visited these hotels, it's rumored that some spirited guests never checked out. Before you make your final arrangements to visit one of these spooky sites, explore this selection of 12 haunted Historic Hotels of America ... if you dare.



https://savingplaces.org/guides/haunted-hospitality-12-haunted-historic-hotels-of-america

The Historic Hotels of America "Top 25" Lists



https://www.historichotels.org/ceilings



Guide

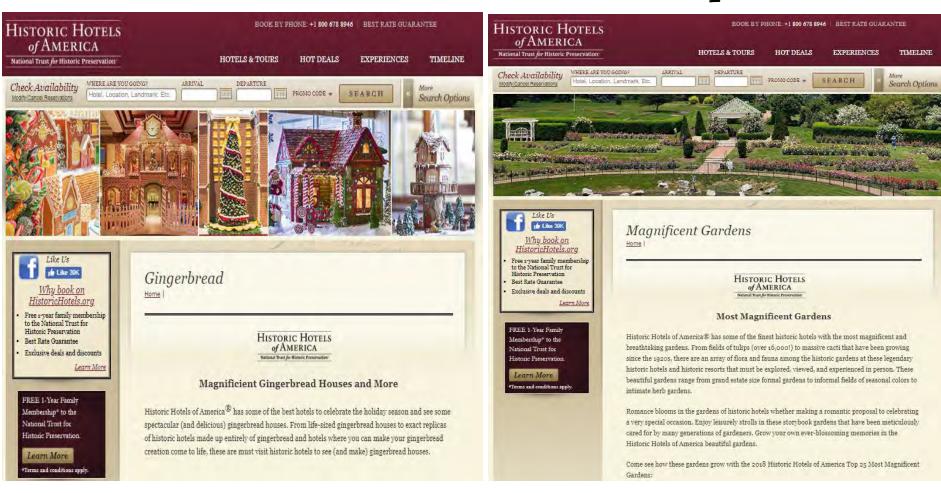
Beautiful Ceilings and Domes at Historic Hotels

Many historic hotels are known for their grandeur and architectural significance, and you simply have to look up to understand the craftsmanship that went into creating these stunning places. Found in lobbies, ballrooms, and restaurants, these ornate ceilings and domes include some of the finest examples of stained glass, painted frescoes, ornamental plaster, stenciled wood, and gold leaf in the country. Check out a few of our favorite breathtaking ceilings and domes at Historic Hotels of America below.



https://savingplaces.org/guides/beautiful-ceilings-and-domes-at-historic-hotels

The Historic Hotels of America "Top 25" Lists



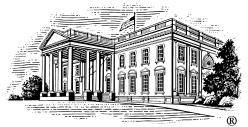
https://www.historichotels.org/gingerbread

https://www.historichotels.org/gardens





The White House Historical Association



THE WHITE HOUSE
HISTORICAL ASSOCIATION

The White House Historical Association is a private, educational non-partisan non-profit founded in 1961 by First Lady Jacqueline Kennedy to protect, preserve, and provide public access to the history of America's Executive Mansion.

In 1981, First Lady Nancy Reagan had the idea to sell an Official White House Christmas Ornament that honors a different president sequentially as a fundraising tool for the Association. Now it it's 38th year, the Official White House Ornament is a cherished holiday tradition for millions of Americans.



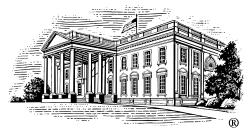
Reach:

- 500,000+ Heritage & Cultural Traveler Households
- Advertising in Quarterly Journal White House History & Website
- Historic Hotels of America
 Directory Available in White
 House Historical Association Gift
 Shops (400,000+ Visitors/Year)
- Events at Historic Hotels
- Partnering with Presidential Sites





The White House Historical Association



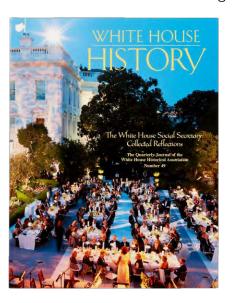
THE WHITE HOUSE HISTORICAL ASSOCIATION

Demographics:

- 500,000+ Heritage & Cultural Traveler Households
- Strong Interest in History
- Strong Interest in Visiting Historic Sites & Places

Hosting White House Historical Association Events at Historic Hotels.

2018 Presidential Sites Summit Held at the Willard Intercontinental, Washington, DC – 400 Attendees 2020 & 2022 – Hosting at Historic Hotels



Partnering with Presidential Sites & Libraries

Inclusion in The White House **Historical Association's Yearly**Ornament Launch on **President's Day 2019**(50+ Million Impressions)

Affluent Travelers







"Learning about our past and our ancestors is increasing in popularity. Families can learn more about their past on AmericanAncestors.org,"



Reach:

- 600,000+ Members
- 250,000+ Active Searches
- Millions of Online Users
- 1.4 + Billion Searchable Records

Founded in 1845, the New England Historic Genealogical **Society is the country's most** comprehensive resource for family history research, providing expertise and research in all aspects of family history, from 17th century colonial New England through 20th century immigration research.









Targeting Genealogists

- Second Most Popular Hobby in the U.S. After Gardening
- 2.1+ Million Active Genealogists in the U.S.
- 8+ Million Hobbyist Genealogists in the U.S.
- Strong Interest in Genealogical & Heritage Travel

New England Historic Genealogical Society Library in Boston's Back Bay was recently named by USA Today as "one of 10 great places to trace family roots."



Historic HOTELS WORLDWIDE

Peter Greenberg Worldwide

'Hotels With A Past' with Peter Greenberg

- Distributed across multiple web and social media platforms
- Videos are broadcast on
 The Travel Detective show on PBS
- Videos posted on PeterGreenberg.com, HuffingtonPost.com, and YouTube

Greenberg's audience is comprised of that hard-to-reach highly educated and affluent sector of Americans who have the time, the interest and the disposable income to travel. They are not aspirational consumers; they hit the road and see the world.

Hotels filmed to date include:

- French Lick Resort (1845) French Lick, Indiana
- The Omni Homestead Resort (1766) Hot Springs, Virginia
- The Plaza (1907) in New York, New York
- Hotel Raffles (1887) Singapore
- The Buccaneer (1653) Christiansted, U.S. Virgin Islands





Strategic Partnership Grandin Hood



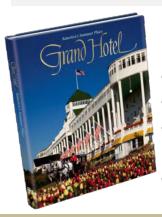
Publish Your History in a Commemorative Book

A MULTIFACETED MARKETING TOOL

Present a stunning coffee table book for use in retail sales, promotions, rewards and as distinctive in-room gifts for group events.

A CELEBRATION OF YOUR BRAND

Capture the unique stories of the hotel, its founding, its preservation, and the people and community who have helped it become such an important landmark.



- Generate successful returns
- VIP amenities
 - Perfect for selling in your hotel's gift shop
 - Anniversary milestone releases



A COMPLETE HISTORY

Provide a thoroughly researched and compelling historical record for the benefit of the owners, staff, guests, and partners you serve.

AN IMAGE LIBRARY

Create a database of original, high-resolution digital imagery for the hotel's use, including the architecture, grounds, interiors, staff, culinary offerings, and other amenities, activities and traditions.



U.S. National Park Service

120+ member hotels which have been listed in the National Register of Historic Places or designated a National Historic Landmark by the U.S. Secretary of the Interior and members in good standing of Historic Hotels of America are active.

Historic Hotels of America is the only non-government agency participating and the only group of hotels featured other than approved National Park Service lodging. www.recreation.gov



2018 2017 YEAR-OVER METRIC TOTAL TOTAL YEAR (YOY) Sessions 42 million 37 million Users 20 million 19 million Pageviews 393 million 344 million 12% Pages/Session 9.30 9.24 0.60% Avg. Session 5:47 6:06 -4.18% Bounce Rate 31% 30% 3% New Users 21 million 19 million



What's New

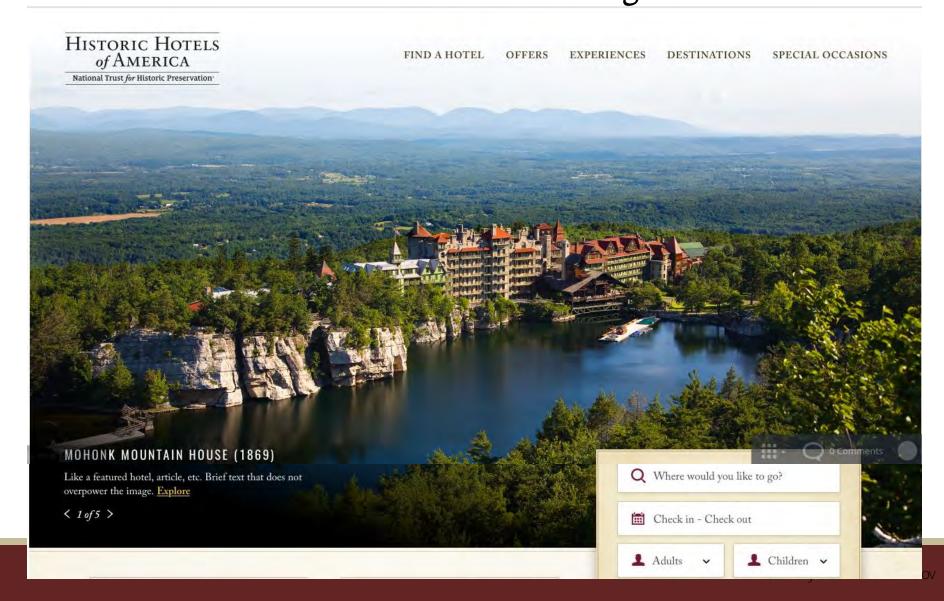
- 42+ Million sessions in the past year
- 20+ Million users in the past year*
- October 1, 2018 Recreation. Gov relaunched with a new look
- Eligible hotels' curated profiles are being updated





NEW 2019 www.HistoricHotels.org







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