
HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

2011 SALES PROGRAM

INTRODUCTION

Historic Hotels of America offers its member hotels valuable yet affordable supplemental opportunities to participate in various tradeshows, client events, partner client events, consortia, and other sales programs, all of which serve to enhance and extend the member hotels' direct sales efforts.

In terms of the quantity of meetings and events represented by these various sales opportunities, Historic Hotels of America's Director, Sales recently calculated the total number of meeting and event planners in attendance annually at each Historic Hotels of America-sponsored client event, including events in New York, Washington, DC, and Chicago, as well as The Hyland Group's partner client events in Chicago and Washington, DC; and The Cramer Collection's partner client event in San Francisco.

To this calculation was added the total number of meeting and event planners who visit the Historic Hotels of America exhibit booth annually at various tradeshows, ASAE Springtime, NBTA, Affordable Meetings National, Luxury Travel Expo, and the Holiday Showcase; as well as client RFPs received via telephone and the brand website.

Arriving at a total of 650 clients, a multiplier of ten was then used—for a conservative estimate of the number of meetings and event represented by each of the 650 clients—**for a grand total of 6,500 potential meetings and events annually.**

I. SELLING TO THE PRESERVATION VERTICAL MARKET

The preservation vertical meetings market is comprised of preservation-related, non-profit organizations, government entities, private foundations, associations, and societies which have an affinity for conducting meetings and events in historic venues.

By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel organization which can stake a credible claim to having a genuine understanding and legitimate affiliation with the preservation meetings market.

Sampling of Preservation Market Organizations

- National Trust for Historic Preservation
- US Department of the Interior (*Maintains the National Register of Historic Places*)
- National Park Service
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action (*Government Affairs & Lobbying*)
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Historic House Museums
- Art and History Museums
- Cultural, Heritage and Historical Societies
- Travel Agents specializing in heritage and cultural study tours

Reaching the Decision Makers in Preservation Market Organizations

- Participation in the National Trust's Annual Preservation Conference
- Participation in tradeshow and meetings sponsored by preservation partner organizations
- Print and online advertising in various preservation publications and websites including *Preservation*, the Magazine of the National Trust for Historic Preservation
- Editorial placements in key preservation publications
- Direct solicitation efforts targeted to meeting and event planners at preservation partner organizations thru the **Historic Hotels of America Preservation Client Database**, a proprietary database, exclusive to Historic Hotels of America, listing more than 150- "preservation-friendly" national organizations which have been researched and determined to have an affinity for conducting meetings and events in historic venues.

II. SALES AND MARKETING COMMITTEE

The primary role of the Historic Hotels of America sales and marketing committee is to serve in an advisory capacity to brand management. In addition, the committee acts as a focus group for vetting current and potential sales and marketing initiatives as well as to facilitate participation and communication between member hotels and management.

Reflecting the diversity of Historic Hotels of America's membership, the members of the sales and marketing committee are carefully selected to ensure a representative cross-section of property types and geographic regions. The committee chair serves a three-year term, during which time he/she also serves as a liaison to the Board of Advisors.

The sales & marketing committee meets in session twice a year—in the spring in New York City, in conjunction with the New York client event; and again in the fall during the Annual Conference. In addition, full committee conference calls are conducted during the first and third quarters of the year and brand management conducts monthly conference calls with the committee's officers.

Historic Hotels of America Sales & Marketing Committee Members

Chair

Stephen Galvan, Director of Sales & Marketing, The Heathman Hotel, Portland, OR

Co-Vice Chair (East)

Craig Smith, Director of Sales & Marketing, The Peabody, Memphis, TN

Co-Vice Chair (West)

Lisa Koester, CMP, Director of Sales, Napa River Inn, Napa, CA

Immediate Past Chair

Fran Levin, CHME, Director of Sales & Marketing, The Nittany Lion Inn, State College, PA

Members

Mary Carrieri, Director of Sales & Marketing, La Playa Hotel, Carmel, CA

Kevin Hellmich, Vice President of Sales, The Battle House, A Renaissance Hotel, Mobile, AL

Patty Henning, Dir. of Sales & Marketing, Jekyll Island Club Hotel, Jekyll Island, GA

Bob Louis, Director of Sales & Marketing, Hilton Cincinnati Netherland Plaza, Cincinnati, OH

Norma Probst, Director of Marketing, Cranwell Resort, Spa & Golf Club, Lenox, MA

Paul Sharp, Director of Sales & Marketing, Omni Shoreham Hotel, Washington, DC

Bud St. Pierre, Director of Sales & Marketing, King and Prince Beach & Golf Resort St. Simons Island, GA

Jesse Thompson, Director of Sales & Marketing, Hotel Valley Ho, Scottsdale, AZ

Andrea Thornton, CMP, Director of Sales & Marketing, Hotel Monteleone, New Orleans, LA

Linda Price Topp, Director of Sales & Marketing, The Pfister Hotel, Milwaukee, WI

III. PEER GROUP PROGRAM

In order to assist brand management maintain regular contact with hotel sales representatives and to provide feedback on a variety of sales-related issues, a sales peer group program has been implemented. Each member of the sales and marketing committee is assigned a peer group consisting of other hotel sales representatives, primarily located within the committee members' geographic region.

On behalf of the sales and marketing committee, each peer leader maintains regular communication with his peer group on a variety of sales-related issues including tradeshow, client events, and other sales opportunities. The peer group program has proven to be an invaluable resource to management, effectively expanding the sales outreach effort while providing member feedback to brand management.

IV. TRADESHOWS

During 2011, Historic Hotels of America will exhibit at several national tradeshow. The tradeshow schedule, which follows, has been carefully developed with member hotel input to ensure the widest possible exposure in all market segments.

Historic Hotels of America contracts in advance with show management for select industry trade shows and then invites member hotels to participate in the Historic Hotels of America exhibit booth on a co-op basis for significantly less than it would cost for a hotel to exhibit on its own. Following each tradeshow, group business leads and prospects are shared with those hotels which participated in the Historic Hotels of America exhibit booth.

2011 Tradeshow Schedule

ASAE Springtime – April 28, 2011 – Washington, DC

National Business Travel Association (NBTA) – August 21-24, 2011 – Denver

Affordable Meetings National – September 7-8, 2011 – Washington, DC

National Trust for Historic Preservation (National Preservation Conference) – Oct. 19-22, 2011
Buffalo, New York

Luxury Travel Expo – December 6-8, 2011 – Las Vegas

Association Forum Holiday Showcase – December 13, 2011 – Chicago

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) for more information or to register online for any of these tradeshow.

V. CLIENT EVENTS

Historic Hotels of America conducts client events in key business markets. Events are typically planned in conjunction with a national tradeshow or other industry event and are hosted in member hotels; however, stand-alone events also have been utilized with positive results. Typically these marketplace reception-style events attract 75-120 clients and 15-30 hotel representatives.

The 2011 schedule of client events includes a client event in Chicago on April 14, 2011; an event in New York City in May; a client event in Washington, DC on September 8, 2011, in conjunction with the Affordable Meetings National tradeshow and an event in San Francisco on October 12, 2011.

Also of note, in June and December of each year, Historic Hotels of America's Director, Sales participates in The Hyland Group's client events in Washington, DC and Chicago respectively. As space allows, member hotels also are invited by The Hyland Group to participate in these events and arrangements may be made directly with The Hyland Group.

In addition, each year, Historic Hotels of America's Director, Sales participates in The Cramer Collection's client event in San Francisco in January/February. As space allows, member hotels also are invited by The Cramer Collection to participate in this event and arrangements may be made directly with The Cramer Collection.

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) for more information or to register for any of these client events.

VI. PROMOTIONAL MATERIALS

Following an intensive design vetting process, the Historic Hotels of America exhibit booth, retractable trade show banner, and membership directory were redesigned to reflect the "look and feel" of the brand

In addition, a new collateral piece—the *Historic Hotels of America Meeting Room Facilities Listing By State*— was designed and developed for distribution at tradeshow, client events, and other sales venues. The facilities guide is kept up-to-date and is automatically re-distributed when changes are made to the data and list of hotels.

VII. THE HYLAND GROUP & THE CRAMER COLLECTION

With offices in Washington, D.C. and Chicago, The Hyland Group, a nationally-recognized hotel sales representation firm, has been retained by Historic Hotels of America to generate group business leads for all member hotels. www.HylandGroup.com

Individual member hotels pay an after-departure performance fee based on consumed group room revenue booked as a direct result of a referral from The Hyland Group.

The Cramer Collection is based in San Francisco, California and serves to extend Historic Hotels of America's national sales representation services to the west coast. With more than 30 years experience in the travel industry and a client database of more than 1,500 accounts in California and the West, The Cramer Collection is an ideal complement to The Hyland Group's established presence in the Washington, DC and Chicago markets.

Member hotels are encouraged to provide The Hyland Group and The Cramer Collection with sales kits and to schedule presentations with The Hyland Group and The Cramer Collection sales teams whenever traveling to Washington, D.C., Chicago, or San Francisco. Members should consider The Hyland Group and The Cramer Collection as extensions of their own sales teams.

For additional information about The Hyland Group, please contact:
Pete Hyland, President, The Hyland Group on +1 703 812 9400 or Pete@HylandGroup.com

For additional information about The Cramer Collection, please contact:
Neil Cramer, President, The Cramer Collection on +1 415 673 2143 or
Neil@TheCramerCollection.com

VIII. TECHNOLOGY

The Meetings & Events section of the Historic Hotels of America website allows meeting professionals access to a variety of helpful tools, including the ability to search meeting sites; view a meeting facilities chart; search group value dates; submit an RFP; contact the National Sales Office, or join an e-planner list.

IX. ANNUAL CONSORTIA RFP PROCESS

As a benefit of membership, hotels under the Historic Experience “HE” Global Distribution System (GDS) Chain Code who are interested in developing corporate transient and/or leisure travel relationships are strongly encouraged to enroll in the annual request for proposal (RFP) process as an existing or new user to **iBid™ powered by Lanyon**. iBid™ - This intranet site and optional brand service is ideal and is available to member hotels 24 hours per day and 7 days per week to assist in the submission of consortia requests for proposals (bids). And, there’s even an option you may select (the iBid Concierge Service) to engage our services to complete desired consortia RFPs on your behalf. You won’t have to spend time completing bids or worry about missing RFP submission deadlines.

Key Features of iBid™ Online include:

- ✓ Centralized database to electronically submit RFP's (Lanyon)
- ✓ Centralized billing for the travel agency consortia, travel management companies and hotels resulting in cost savings and increased program acceptance.
- ✓ Verification of property data prior to submission of specific contracts

Within the annual bidding process, hotels have access to major consortia program RFPs such as ABC, Radius, CCRA, and Thor.

For more information about the RFP Process and support via **iBid™**, please contact Michael DiRienzo Director, Sales for Historic Hotels of America via Tel: +1 202 772 8337.
MDiRienzo@HistoricHotels.org

X. TRAVEL MANAGEMENT COMPANIES (TMCs)

In the same way that Historic Hotels of America assists HE GDS member hotels to navigate the consortia RFP process, we are also able to provide the same access and introductions to Travel Management Companies (TMCs). TMCs are wholly-owned corporations that own and operate a large number of travel agencies worldwide which specialize in corporate travel and travel consulting. Through Preferred Hotel Group, Historic Hotels of America has partnerships with four of the most recognized TMCs including, American Express Travel; BCD Travel; Carlson Wagonlit; and HRG, providing access to agents and assisting with the RFP submission process.

For more information about access to TMCs and the RFP submission process, please contact Michael DiRienzo, Director, Sales for Historic Hotels of America via Tel: +1 202 772 8337. MDiRienzo@HistoricHotels.org

XI. HISTORIC HOTELS OF AMERICA MEMBER PORTAL

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) and click on the “Sales” link for the most current sales and marketing information.