

The Concierge

March 2012

SOLUTIONS, TIPS AND UPDATES FROM HISTORIC HOTELS OF AMERICA

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION*

ACT NOW – SIGN-UP DEADLINES APPROACHING

SIGN UP NOW FOR THE NYC CLIENT + MEDIA SHOWCASE – WEDNESDAY, MAY 9

Get exclusive access to more than 60 of New York's top media and more than 200 of the top travel agents and meeting and event planners at Historic Hotels of America's New York Client + Media Showcase at the Waldorf=Astoria (1931) on Wednesday, May 9 from 6-9 p.m. [Read more ...](#)

CHICAGO CLIENT + MEDIA SHOWCASE – THURSDAY, APRIL 12 *New!*

Following the success of last year's Chicago Client Showcase, Historic Hotels of America will return to the Windy Cindy on Thursday, April 12 from 5:30-7:30 p.m. for an expanded Client + Media Showcase, featuring unduplicated Chicago-based media representatives in addition to top travel agents, meeting and event planner, all coming together in one place to network and conduct business during a marketplace-style reception showcasing individual hotel display tables. [Read more ...](#)

REGISTER FOR HOSTED MEDIA LUNCH IN NEW ORLEANS *New!*

Only five openings remain for our hosted media lunch in New Orleans on March 29, 2012, at [Hotel Monteleone](#) (1886). If you are interested in attending the New Orleans hosted media lunch, please contact Gina Galatro at ggalatro@historichotels.org or +1 646 465 9778. The advance fee per hotel is \$500.

LOAD YOUR NATIONAL PRESERVATION MONTH PACKAGES

Historic Hotels of America will select the top 30 packages on HistoricHotels.org to include in an iMail celebrating Preservation Month in May. [Read more ...](#)

SPACE STILL AVAILABLE IN THE 2012 CO-OP MARKETING PROGRAM *New!*

If you have not reserved your 2012 Cooperative Marketing Program campaigns, there is still time. We have space to sign up for Marquee campaigns and Premiere campaigns starting in April. Each monthly campaign includes multiple ways to reach heritage and cultural travelers: Preservation magazine ads, premium photography placements on the homepages of www.HistoricHotels.org and www.PreservationNation.org, e-communications, social media, and more.

For more information, [download the brochure](#) and contact Erin Ross at +1 202 772 9982 or eross@historichotels.org.

2012 CIVIL WAR SESQUICENTENNIAL PROMOTIONAL OPPORTUNITIES *New!*

As part of the public relations and marketing campaign to promote the many national and local events taking place over the next four years to commemorate the 150th anniversary of the Civil War, Historic Hotels of America will send Civil War Sesquicentennial e-blasts to our consumer database in remembrance of the Battle of Shiloh (April), Battle of New Orleans (April), and Battle of Antietam (September). [Read more ...](#)

SIGN UP FOR THE 2012 NAME EXCHANGE PROGRAM – ONLY ONE SPOT AVAILABLE PER MONTH

The Name Exchange program allows participating hotels to double their marketing reach by sharing their database of guest names and an exclusive offer. [Read more ...](#)

LOAD YOUR PACKAGES FOR UPCOMING BOSTON-AREA CITY SPOTLIGHT PROMOTIONS *New!*

On the heels of our successful City Spotlight promotional campaigns in Washington, DC, and the U.S. Southwest, Historic Hotels of America's April City Spotlight will be focused on member hotels in Boston or within a two-hour drive. [Read more ...](#)

HISTORIC HOTELS OF AMERICA TOWN HALL WEBINAR *New!*

Attention all General Managers, Sales Directors, and Public Relations and Marketing Professionals – Join Historic Hotels of America for a Town Hall Webinar on Wednesday, April 18 at 3:00 p.m. ET. [Read more ...](#)

**SHOWCASE YOUR SPECIAL MEETING PACKAGES TO PRESERVATION MEETING PLANNERS:
REGISTER NOW TO SEND A PRESERVATION CLIENT DATABASE E-BLAST**

Historic Hotels of America has retooled, expanded, and enhanced its popular Preservation Client Database. The program is now available to push out group sales offers from member hotels to preservation meeting planners. [Read more ...](#)

HISTORICAL MILESTONES AND CELEBRATIONS

Historic Hotels of America's 2012 Historical Milestones and Celebrations Public Relations and Marketing Program is underway! This new program recognizes Historic Hotels of America members for achieving milestone anniversaries. If you are a member celebrating an anniversary of 75, 100, 125, 150, 175, 200 or more years, please send information, photos and history to Erin Ross at eross@historichotels.org.

"CELEBRATE HISTORIC RESTAURANTS" CO-OP MARKETING PROGRAM *New!*

Historic Hotels of America is promoting hotels with celebrity chefs and restaurants in an upcoming marketing campaign. [Read more ...](#)

**REVENUE OPPORTUNITIES****LOAD YOUR 2012 NATIONAL TRUST MEMBER RATES**

The National Trust for Historic Preservation Member Rate Program is our top producing revenue source. Don't miss out on valuable bookings. [Read more ...](#)

**OPPORTUNITIES ON HISTORICHOTELS.ORG****ARE YOUR HOTEL'S GROUP VALUE DATES UP TO DATE ON HISTORICHOTELS.ORG?**

Group Value Dates offer special group rates and/or meeting packages as an incentive for meeting and event planners to book

your hotel. They are posted to the Meetings & Events section of HistoricHotels.org at no cost to member hotels. [Read more ...](#)

UPDATE CONTENT ON HISTORICHOTELS.ORG

Hoteliers, we have developed some simple forms so you may keep your hotel's content on the Historic Hotels of America website fresh and up-to-date. [Read more ...](#)



MARKETING & PUBLIC RELATIONS

SOCIAL MEDIA SOLUTIONS – ST. PATRICK'S DAY FUN AND PINTEREST 101

Have you heard of Pinterest yet? Wondering how your hotel can take advantage? Also let us know how your hotel is embracing the luck of the Irish? [Read more ...](#)

BEST PRACTICES IN HISTORIC MARKETING

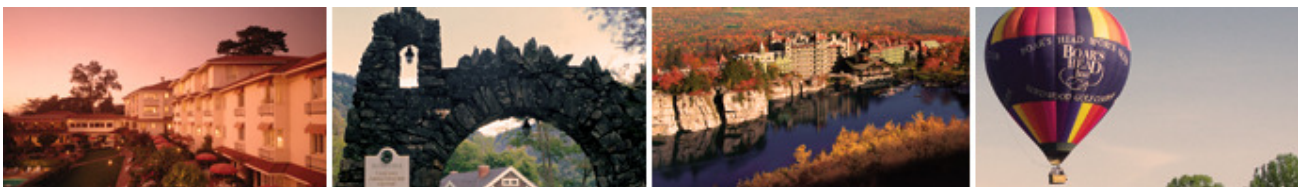
March's Best Practices in Historic Marketing is awarded to The Buccaneer (1653) for creating a historically themed experience package available on [HistoricHotels.org](#). [Read more ...](#)

PLACEMENTS OF THE MONTH – TODAY SHOW AND TRAVEL + LEISURE

Historic Hotels of America members were recently featured on NBC's TODAY Show and in the *Travel + Leisure* online newsletter. [Read more ...](#)

PR OPPORTUNITY – RENOVATION INFORMATION

Historic Hotels of America is looking for information from hotels who are currently renovating, or planning to undergo renovations in the near future. Please send information to Gina Galatro ggalatro@historichotels.org



NEWS & UPDATES

HISTORIC HOTELS OF AMERICA RESERVATIONS BILLINGS VENDOR CHANGE

Please note that on January 27, 2012, Historic Hotels of America selected Worldwide Payment Systems (WPS) to replace Perot Systems/TACS as the vendor of record for all reservations billings. [Read more ...](#)

WE'RE LOOKING FOR A FEW GOOD REFERRALS FOR THE PRESERVATION CLIENT DATABASE

In return for your referrals, Historic Hotels of America will send a Preservation Client Database e-blast with your hotel's special group offer in the month of your choice for only \$187.50, a savings of 50% off the standard \$375 fee. [Read more ...](#)

JOIN OUR LINKEDIN GROUP

The Historic Hotels of America group offers a platform to network with colleagues and those at new member hotels. We'll periodically post details on future events, tips on how to improve your website profile, and how to participate in complimentary benefits. [Read more ...](#)

AWARDS

Congratulations to Wentworth Mansion, Old Edwards Inn and Spa, and The Boar's Head on their recent honors. [Read more ...](#)

EMPLOYEE OF THE MONTH – DUCKMASTER AT THE PEABODY MEMPHIS

The world-famous Peabody Ducks are marching under new leadership these days. The role of Duckmaster originated at the hotel more than 70 years ago. [Read more ...](#)



IN EVERY ISSUE

ALLIANCE PARTNER SPOTLIGHT – HCAREERS

Hcareers Resume Search offers access to over 150,000 resumes from the most highly qualified pool of job candidates available to the hospitality industry. [Read more ...](#)

WHAT'S NEW AT YOUR HOTEL? KEEP US POSTED ON HOTEL NEWS

Any recent visits by celebrities or dignitaries, or any other news of note? We are always looking for news and updates from hotels to highlight in brand newsletters and magazines. Please send press releases and all property news to hotelnews@preferredhotelgroup.com.

HELP HISTORIC HOTELS OF AMERICA GROW: SUBMIT YOUR NOMINATIONS FOR NEW MEMBERS

If you have not made your nomination yet for a new member hotel to Historic Hotels of America, there's still time to do so. Send in the name of the hotel you want to sponsor, the year it opened and why you feel the property would make a great addition to our collection. Winning nominations will be awarded with a complimentary spot at the next Regional Media Lunch in their city.

For more information or to submit nominations, contact Thierry Roch at troch@historichotels.org or +1 202 772 8339.



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