



Solutions, tips, and updates from Historic Hotels of America.

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# The Concierge

April 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

### **THERE'S STILL TIME TO REGISTER FOR THE CHICAGO CLIENT + MEDIA SHOWCASE – THURSDAY, APRIL 12**

Following the success of last year's Chicago Client Showcase, Historic Hotels of America will return to the Windy City on Thursday, April 12 for an expanded Client + Media Showcase at the iconic Renaissance Ballroom at the InterContinental Chicago Magnificent Mile. [Read more ...](#)

### **EARLY BIRD REGISTRATION EXTENDED! SIGN UP FOR THE NYC CLIENT + MEDIA SHOWCASE – WEDNESDAY, MAY 9**

Get exclusive access to more than 60 of New York's top-tier media and more than 200 of the top travel agents and meeting and event planners by attending the premier event of the year – Historic Hotels of America's New York Client + Media Showcase at the magnificent Waldorf=Astoria. [Read more ...](#)

### **HISTORIC HOTELS OF AMERICA TOWN HALL WEBINAR – APRIL 18**

On April 18 from 3:00 – 4:30 p.m. ET, Historic Hotels of America will conduct a Town Hall Webinar for our members to understand the valuable services and activities developed for your benefit, including our numerous client events, media activities and opportunities to access the "preservation vertical." [Register for the Webinar](#)

### **REGISTER FOR THE ASAE SPRINGTIME TRADESHOW – MAY 3**

This spring, join Historic Hotels of America at the ever-popular ASAE Springtime tradeshow at the Walter E. Washington Convention Center on Thursday, May 3, 2012. [Read more ...](#)

### **ADDITIONAL COMPONENTS ADDED TO THE 2012 COOPERATIVE MARKETING PROGRAM**

It's a great time to participate in the 2012 Cooperative Marketing Program. Marquee and premiere level campaigns will now be featured in pay-per-click (PPC) campaigns through Google AdWords. [Read more ...](#)

### **LOAD YOUR PACKAGES FOR UPCOMING CHICAGO-AREA CITY SPOTLIGHT PROMOTIONS IN MAY**

Historic Hotels of America's May City Spotlight will be focused on member hotels in Chicago or within a two-hour drive of the Windy City. Hotels with a historic package loaded on [HistoricHotels.org](http://HistoricHotels.org) will be featured in an e-blast distributed to our consumer database. [Read more ...](#)

### **LESS THAN TWO SPOTS PER MONTH AVAILABLE FOR THE 2012 NAME EXCHANGE PROGRAM**

Participate in the 2012 Name Exchange promotion! 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 ...](#)

### **AFFORDABLE ADVERTISING WITH PRESERVATION**

Advertise in the summer issue of *Preservation*, the magazine of the National Trust for Historic Preservation, for only \$900 and reach over 375,000 readers. *Preservation* is now the in-room magazine in over 30,000 guestrooms at 171 member hotels. [Read more ...](#)

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### **REGISTER NOW TO SEND A PRESERVATION CLIENT DATABASE E-BLAST**

Historic Hotels of America has retooled, expanded, and enhanced its popular Preservation Client Database, a 200-contact-strong listing of preservation-friendly organizations and state historic preservation offices that have an affinity for hosting meetings and events in historic venues. [Read more ...](#)

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### **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](mailto:eross@historichotels.org).

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### **"CELEBRATE HISTORIC RESTAURANTS" CO-OP MARKETING PROGRAM**

Historic Hotels of America is promoting hotels with celebrity chefs and restaurants in an upcoming marketing campaign. We're looking for information from you to showcase on your hotel's page on [HistoricHotels.org](http://HistoricHotels.org). [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 are those need, opportunity, or low occupancy periods when you are able to offer special group rates and/or meeting packages as an incentive for meeting and event planners to book your hotel. Group Value Dates are posted to the Meetings & Events section of [HistoricHotels.org](http://HistoricHotels.org) at no cost to member hotels. [Read more ...](#)

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### **IT'S TIME TO UPDATE CONTENT ON HISTORICHOTELS.ORG**

We have developed several 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**

Bunnies hopping, flowers blooming, and travelers planning getaways – spring has officially arrived! How is your hotel embracing the changing of the season? Let us know and we'll consider for sharing via our social media channels. [Read more ...](#)

### **BEST PRACTICES IN HISTORIC MARKETING – HISTORIC HOTEL BETHLEHEM**

In March, the hotel announced its second annual commemoration of the Civil War with a unique Civil War–era banquet to benefit the Moravian Historical Society, one of the oldest historical societies in Pennsylvania. [Read more ...](#)

### **PLACEMENT OF THE MONTH – WASHINGTON POST**

Historic Hotels of America received press coverage in the February 24 edition of the *Washington Post* Online, which attracts more than seven million unique visitors per month. [Read more ...](#)

### **2012 CIVIL WAR SESQUICENTENNIAL PROMOTIONAL OPPORTUNITIES**

As part of the public relations and marketing campaign to promote the many national and local events taking place over the next three 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, Battle of New Orleans, and Battle of Antietam.

### **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 at <mailto:ggalatro@historichotels.org?src=29048570>

### **AWARDS**

The Grand Hotel Marriott Resort, Golf Club & Spa (1847) in Point Clear, Alabama made the Top 50 Tennis Resorts in the United States by *Tennis Magazine* in March. [Read more ...](#)

### **PHOTO OF THE MONTH – NEW ORLEANS MEDIA LUNCH AT THE HOTEL MONTELEONE**

April's photo of the month is from Historic Hotels of America's New Orleans media luncheon held March 29 at Hotel Monteleone. [Read more ...](#)

### **HISTORIC PLACES – WASHINGTON, DC**

The next time you're in our nation's capital, take a side trip to nearby Alexandria, Virginia. and discover two unique and vastly different historic sites of the National Trust for Historic Preservation: [Woodlawn Plantation](#), an early 19th-century house overlooking the Potomac River, and [Pope-Leighey House](#), an early 20th-century "Usonian" house developed by Frank Lloyd Wright.





## IN EVERY ISSUE

### **ALLIANCE PARTNER SPOTLIGHT – INTRODUCING THE FRESH HOTEL COLLECTION**

Exclusively from Gilchrist & Soames, Fresh fuses natural ingredients with time-honored beauty rituals for a sensorial experience as indulgent as it is effective. [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](mailto: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](mailto:troch@historichotels.org) or +1 202 772 8339.



[www.HistoricHotels.org](http://www.HistoricHotels.org)

For questions and information regarding The Concierge, please contact  
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