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The Concierge

May 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

SAVE THE DATE FOR THE 2012 HISTORIC HOTELS OF AMERICA ANNUAL CONFERENCE

The 2012 Historic Hotels of America Annual Conference will be held at the [Ojai Valley Inn & Spa](#) (established 1923) November 6-8. Please mark your calendars with the NEW 2012 Historic Hotels of America Annual Conference dates. If you have any questions regarding the 2012 Annual Conference, please contact Cindy Taylor at ctaylor@preferredhotelgroup.com.

LAST CHANCE TO SIGN UP FOR THE NYC CLIENT + MEDIA SHOWCASE - MAY 9

"WHAT'S UPDATE" LUNCHEON BRIEFING ADDED TO THE SCHEDULE

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 on Wednesday, May 9, 2012 from 6-9 p.m.

[Read more ...](#)

CIVIL WAR TRAILS - FALL 2012 SPECIAL ADVERTISING SECTION

From the Northeast to the Southwest, in dynamic cities and small towns, touring Civil War sites has become a national pastime. *Preservation*, the quarterly magazine of the National Trust for Historic Preservation, will promote these destinations with a fall 2012 special advertorial section, Civil War Trails - and your hotel can be included.

[Read more ...](#)

THIS WEEK - SPRINGTIME IN WASHINGTON, DC - ASAE TRADESHOW MAY 3

Meet with some of the nation's top association executives and meeting professionals at ASAE's popular Springtime Expo tradeshow on May 3 at the Walter E Washington Convention Center. [Read more ...](#)

LOAD AND EXTEND CIVIL WAR SESQUICENTENNIAL PACKAGES

As part of the public relations and marketing campaign to commemorate the 150th anniversary of the Civil War, Historic Hotels of America is planning another Civil War Sesquicentennial e-blast to its consumer database this summer. [Read more ...](#)

LOAD YOUR PACKAGES FOR UPCOMING CHICAGO/UPPER MIDWEST CITY SPOTLIGHT PROMOTIONS IN MAY

Historic Hotels of America's June City Spotlight will be focused on member hotels in Chicago and the Upper Midwest. [Read more ...](#)

2012 CO-OP MARKETING PROGRAM - SPACE STILL AVAILABLE FOR FALL

If you're looking for extra exposure and bookings, schedule a Cooperative Marketing Program campaign. Find out how. [Read more ...](#)

CELEBRATE AND PROMOTE HERITAGE MONTHS

We want to hear how you're celebrating the heritage months in May (Asian Pacific American Heritage Month and Jewish American Heritage Month) and June (Caribbean American Heritage Month). Please send us your ideas on how you're promoting these special months and let us know what packages you have put together in honor of each of them. Please send your ideas to Gina Galatro at ggalatro@historichotels.org.

COOPERATIVE MARKETING PROGRAM FOR DESTINATIONS **New!**

Similar to the Cooperative Marketing Program, these campaigns are modeled for CVBs, state tourism agencies, and other visitor organizations to promote attractions, restaurants, events, and of course, your hotel to the Historic Hotels of America audience through e-blasts, online banners on HistoricHotels.org, social media campaigns, and more. [Read more ...](#)

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 ...](#)

REACH HUNDREDS OF PRESERVATION-FRIENDLY ORGANIZATIONS WITH A PRESERVATION CLIENT DATABASE E-BLAST

The 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 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 recognizes members who are celebrating an anniversary of 75, 100, 125, 150, 175, 200 or more years. [Read more ...](#)

"CELEBRATE HISTORIC RESTAURANTS" CO-OP MARKETING PROGRAM

Historic Hotels of America is promoting hotels with celebrity chefs and restaurants in an upcoming marketing campaign, and we need information from you to showcase on your hotel's page on HistoricHotels.org. [Read more ...](#)



REVENUE OPPORTUNITIES

EXTEND YOUR 2012 NATIONAL TRUST MEMBER RATES THROUGH JUNE 2013

The National Trust for Historic Preservation Member Rate Program is our top producing revenue source. Don't miss out on valuable bookings. Please make certain your National Trust for Historic Preservation Member Rates are extended through June 2013. [Read more ...](#)



OPPORTUNITIES ON HISTORICHOTELS.ORG

PROMOTE YOUR HOTEL'S GROUP VALUE DATES ON HISTORICHOTELS.ORG

If it has been awhile since you submitted your hotel's Group Value Dates, the dates may have expired and/or your hotel's need periods may have changed. [Read more ...](#)

PROMOTE YOUR EVENTS AND SPECIALS ON HISTORICHOTELS.ORG

We have developed these new 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

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 ggalatro@historichotels.org

SOCIAL MEDIA SOLUTIONS - MARVELOUS MAY AND CONTEST TIPS

National Preservation Month, Mother's Day, Memorial Day - there's much ado about May! What is your hotel most looking forward to this month? [Read more ...](#)

BEST PRACTICES IN HISTORIC MARKETING

May's Best Practices in Historic Marketing is awarded to the Omni Parker House for the creative history brochure that is available to guests and travelers passing through the hotel's legendary lobby. See the brochure inside. [Read more ...](#)

PLACEMENT OF THE MONTH - THE ROARING BOOMERS

The Roaming Boomers, an online luxury travel magazine that targets baby boomer travelers, featured Historic Hotels of America and many member hotels in the April 16 online issue. [Read more ...](#)



NEWS & UPDATES

EMPLOYEE OF THE MONTH - CHEF TODD OWEN OF OLD EDWARDS INN AND SPA

May's Employee of the Month is Chef Todd Owen, who was recently added to the team at Old Edwards Inn and Spa in Highlands, North Carolina. Chef Owen oversees all aspects of the Old Edwards Hospitality Group pastry offerings. [Read more ...](#)



IN EVERY ISSUE

ALLIANCE PARTNER SPOTLIGHT - MONARCH-CYPRESS

Exactly a century after the iconic RMS Titanic sailed on its maiden voyage from Southampton, [Monarch-Cypress](#), a leading supplier of [bed & bath linens](#) to the global hospitality industry, introduces the "Titanic Collection" of fine bed linens to commemorate the 100-year anniversary of the event. [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.



www.HistoricHotels.org

For questions and information regarding The Concierge, please contact Gina Galatro at ggalatro@historichotels.org +1 646 465 9778.

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