



Fourth of July Fun. Load packages for upcoming promotions.

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# *The Concierge*

June 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

### REGISTER FOR JULY HOSTED MEDIA LUNCH IN BOSTON

There are five spots left for our hosted media lunch in Boston on July 26, 2012. If you are interested in attending the Boston hosted media lunch, please contact Erin Ross at [eross@historichotels.org](mailto:eross@historichotels.org) or +1 202 772 9982. The advance fee per hotel is \$500.

### CIVIL WAR TRAILS - FALL 2012 SPECIAL ADVERTISING SECTION

*Preservation*, the quarterly magazine of the National Trust for Historic Preservation, will promote Civil War destinations with a fall 2012 special advertorial section, [Civil War Trails](#). [Read more ...](#)

### LOAD AND EXTEND CIVIL WAR SESQUICENTENNIAL PACKAGES

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 is planning another Civil War Sesquicentennial e-blast to its consumer database this summer and your hotel can be a part. [Read more ...](#)

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

There's still time to load your packages for Historic Hotels of America's June City Spotlight focused on member hotels in Chicago or within a two-hour drive of the Windy City. [Read more ...](#)

### DESTINATION CAMPAIGNS - OPPORTUNITIES FOR YOU AND YOUR CVB **New!**

Similar to the Cooperative Marketing Program, destination campaigns are designed 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](http://HistoricHotels.org), social media campaigns, and more. [Read more ...](#)

### 2012 CO-OP MARKETING PROGRAM - SPACE AVAILABLE

If you're looking for extra exposure and bookings, schedule a Cooperative Marketing Program campaign. Each monthly campaign includes multiple ways to reach heritage and cultural travelers. [Read more ...](#)

### **HISTORIC HOTELS OF AMERICA ANNOUNCES WASHINGTON, DC CLIENT SHOWCASE ON SEPTEMBER 6**

Although summer vacations may be top of mind for most Historic Hotels of America's members right now, our meetings and events team is looking forward to September and the Washington, DC Client Showcase. [Read more ...](#)

### **JOIN HISTORIC HOTELS OF AMERICA AT THE HSMIAI MEET NATIONAL TRADESHOW IN WASHINGTON, DC**

If Washington, DC's national association and government markets are an important source of group business for your hotel, you will want to join Historic Hotels of America at HSMIAI's MEET National tradeshow (formerly Affordable Meetings National) on September 5 and 6 in the nation's capital. [Read more ...](#)

### **REACH HUNDREDS OF PRESERVATION-FRIENDLY ORGANIZATIONS WITH 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. [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](mailto:eross@historichotels.org). Please click here to view our first iMail that was distributed in April: [Celebrate Historic Milestones](#).

### **"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 - please make certain your National Trust for Historic Preservation Member Rates are extended through December 2012. [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 packages as an incentive for planners to book your hotel. 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 ...](#)

### **UPDATE YOUR CONTENT ON HISTORICHOTELS.ORG**

We have developed the 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 - FOURTH OF JULY FUN AND THE SOCIAL MEDIA EXAMINER**

Summer is underway and July 4th will be here before we know it. How is your hotel celebrating our country's 236 years of independence? [Read more ...](#)

## **BEST PRACTICES IN HISTORIC MARKETING**

Historic Hotel Bethlehem partnered with the non-profit Historic Bethlehem Partnership to hold an event on April 20 commemorating the 100th anniversary of the sinking of the RMS Titanic. [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 ...](#)

## **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 Erin Ross at [eross@historichotels.org](mailto:eross@historichotels.org).

## **HISTORIC PLACES - CHESTERWOOD**

There is no better time than summer to visit the beautiful Berkshires. While there, visit [Chesterwood](#), the country home and studio of Daniel Chester French, and a site of the National Trust for Historic Preservation located in Stockbridge, Massachusetts. From June 30 to October 8, 2012, the site offers "Contemporary Sculpture at Chesterwood 2012," an outdoor sculpture exhibition.



## **NEWS & UPDATES**

### **HISTORIC HOTELS OF AMERICA NEW YORK CITY CLIENT + MEDIA EVENT**

Thank you to all who participated in the Historic Hotels of America 2012 New York City Client + Media Showcase in New York City on May 9, 2012 at the legendary Waldorf=Astoria. Click through to view photos from the event. [Read more ...](#)

### **AWARDS - THE CRADDOCK TERRY HOTEL**

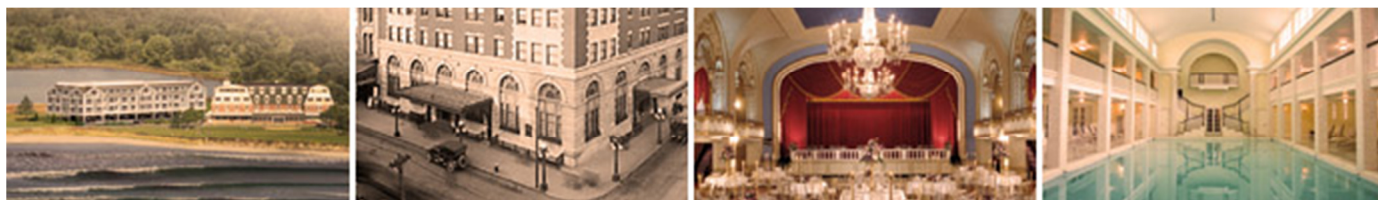
Congratulations to The Craddock Terry Hotel on being awarded Best Boutique hotel in Virginia by the readers of *Virginia Living*. The Craddock Terry Hotel also won second place honors in Best Hotel in Virginia category. [Read more ...](#)

### **HISTORIC HOTELS OF AMERICA BRAND ASSURANCE VISITS COMING TO YOUR PROPERTY SOON**

All member hotels are visited every other year on an announced basis by our "brand assurance" consultants at F&G Hospitality.



Visits are in full swing this year. [Read more ...](#)



## IN EVERY ISSUE

### **ALLIANCE PARTER SPOTLIGHT ... PROTECT-A-BED® LUXURY PROTECTIVE BEDDING PRODUCTS**

Protect-A-Bed's luxurious products will help you extend the life of your mattresses and pillows by creating a dry, hygienic, and anti-allergy sleep surface for your guests. [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 Heather Taylor at [htaylor@historichotels.org](mailto:htaylor@historichotels.org) +1 202 772 8333.

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