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# *The Concierge*

July 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

### ONE SPOT REMAINING FOR JULY HOSTED MEDIA LUNCH IN BOSTON

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

### ANNOUNCING THE HISTORIC HOTELS OF AMERICA SAN FRANCISCO CLIENT + MEDIA SHOWCASE

High atop San Francisco's Nob Hill, the legendary InterContinental Mark Hopkins will serve as a fitting backdrop for Historic Hotels of America's second annual San Francisco Client + Media Showcase on Thursday, September 13. [Read more ...](#)

### REGISTER FOR UPCOMING HOSTED MEDIA LUNCH IN CHARLESTON

There are five spots left for our hosted media lunch in Charleston on August 23, 2012 at the Wentworth Mansion (1886). If you are interested in attending the Charleston 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.

### SAVE THE DATE - HISTORIC HOTELS OF AMERICA 2012 ANNUAL CONFERENCE, CLIENT SHOWCASE & AWARDS BANQUET

Mark your calendar for this year's Annual Conference, November 6-8 at the AAA Five Diamond Ojai Valley Inn & Spa in Ojai, California. Registration will open later this month. Be on the look out for an email announcing the conference website.

### LAST CHANCE - CIVIL WAR TRAILS - FALL 2012 SPECIAL ADVERTISING SECTION - SPACE CLOSES JULY 9

From the Northeast to the Southwest, in dynamic cities and small towns, the Civil War changed the lives of every American. *Preservation*, the quarterly magazine of the National Trust for Historic Preservation, will promote these destinations with a fall 2012 special advertorial section, and you can participate. [Read more ...](#)

### **REGISTER FOR THE WASHINGTON, DC CLIENT SHOWCASE ON SEPTEMBER 6**

This fall, Historic Hotels of America will return to The Mayflower Renaissance Hotel for this popular annual event, slated for Thursday, September 6 following the close of HSMAI's MEET National tradeshow. [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. [Read more ...](#)

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

Similar to the Cooperative Marketing Program, these destination campaigns are designed to promote attractions, restaurants, events, and of course, your hotel to the Historic Hotels of America audience. [Read more ...](#)

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

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

### **RECENTLY EXPANDED – 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 400-contact-strong listing of preservation-friendly organizations and state historic preservation offices. [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. Please contact Matthew Paul at [mpaul@historichotels.org](mailto:mpaul@historichotels.org) or +1 312 542 9924 with questions.



## 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 ...](#)

### **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

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

July's Best Practices in Historic Marketing is awarded to the Historic Hotel Bethlehem for their special dinner event commemorating Amelia Earhart, pioneer in American aviation and a former guest of the Historic Hotel Bethlehem. [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) or + 1 202 772 9982.



## HISTORIC PLACES - HOTEL DE PARIS MUSEUM - GEORGETOWN, COLORADO

While vacationing this summer, don't miss Georgetown, Colorado, a historic district surrounded by the Rocky Mountains just a short distance from Denver. While there, visit the [Hotel de Paris Museum](#). A fully restored building built by French entrepreneur, Louis Dupuy, it boasts original 19th-century furnishings and a new hands-on experience. On August 4, the site will host The Georgetown Market, an open-air market of vendors and collectors. The event is one of many market locations throughout the summer that celebrates the history of Colorado.



## NEWS & UPDATES

### ENFORCEMENT OF THE 2010 ADA STANDARDS

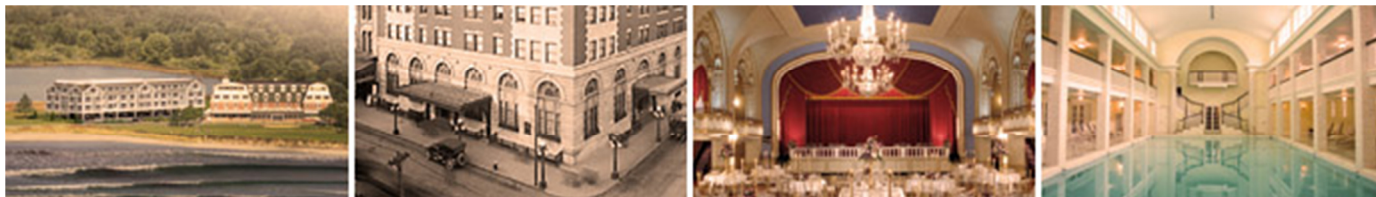
The hospitality industry has been grappling with recent regulations from the Department of Justice expanding requirements on hotel owners and operators to provide entry to pools and spas. [Read more ...](#)

### AWARDS – HOTEL BLACKHAWK

Congratulations to Hotel Blackhawk for being named a 2012 TripAdvisor ® Certificate of Excellence Award Winner. The prestigious award honors hospitality excellence and is given only to establishments that consistently achieve outstanding traveler reviews on TripAdvisor, and is extended to qualifying businesses worldwide. [Read more ...](#)

### EMPLOYEE OF THE MONTH

July's Employee of the Month is awarded to Paul Giovanni, the new general manager at Phoenix Park Hotel. Paul's career in the hospitality industry spans over 20 years. [Read more ...](#)



## IN EVERY ISSUE

## 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 8340.



[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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