



Attend the 2012 Annual Conference, to be held November 6-8 at Ojai Valley Inn & Spa.

To view this email as a web page, click [here](#).

Connect with us:  

# *The Concierge*

August 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 UPCOMING HOSTED MEDIA LUNCH IN CHARLESTON**

There are only a few spots left for our hosted media lunch in Charleston on August 23 at the Wentworth Mansion (1886). This event serves as a great opportunity to have direct dialogue with the media. The advance fee per hotel is \$500. If you are interested in attending, please contact Heather Taylor at [htaylor@historichotels.org](mailto:htaylor@historichotels.org) or +1 202 772 8333.

### **REGISTER NOW FOR THE SAN FRANCISCO CLIENT + MEDIA SHOWCASE ON SEPTEMBER 13**

High atop Nob Hill, the legendary InterContinental Mark Hopkins Hotel (1926), with its spectacular California heritage wall murals, 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 ...](#)

### **HISTORIC HOTELS OF AMERICA 2012 ANNUAL CONFERENCE, CLIENT SHOWCASE & AWARDS BANQUET - WEBSITE LAUNCHED**

Visit [HistoricHotels.net/Ojai](http://HistoricHotels.net/Ojai) to learn more and to register for this year's Annual Conference, to be held November 6–8 at the AAA Five Diamond Ojai Valley Inn & Spa (1923) in Ojai, California.

### **ANNOUNCING THE 2013 COOPERATIVE MARKETING PROGRAM**

The 2013 Cooperative Marketing Program is now available. Each monthly campaign provides an integrated approach using traditional and online campaigns to reach heritage and cultural travelers. [Read more ...](#)

### **WASHINGTON, DC CLIENT SHOWCASE ALMOST SOLD-OUT - REGISTER TODAY**

Due to an overwhelming response from member hotels, only a few prime display spaces are still available at the Historic Hotels of America Client Showcase on Thursday, September 6. [Read more ...](#)

## **JOIN HISTORIC HOTELS OF AMERICA AT THE NATIONAL PRESERVATION CONFERENCE THIS FALL**

Looking for an opportunity to showcase your hotel to hundreds of preservation-friendly consumers as well as meeting and event professionals? Join Historic Hotels of America at the National Preservation Conference in Spokane, Washington, from October 31 to November 3. [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 450-contact-strong listing of preservation-friendly organizations and state historic preservation offices. [Read more ...](#)



## **REVENUE OPPORTUNITIES**

### **HISTORIC HOTELS OF AMERICA PARTNERS WITH ROOMKEY.COM**

The affiliation will provide significant benefits, including additional exposure and expanded reach for those hotels exclusively under the HE chain code in the GDS. [Read more ...](#)

### **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**

### **HISTORIC HOTELS OF AMERICA WELCOMES NEW ASSOCIATE**

Historic Hotels of America welcomes Heather Taylor on board as our new Manager, Marketing Communications. Heather will be responsible for proactively directing media initiatives and marketing communications related to Historic Hotels of America and Historic Hotels Worldwide. [Read more about Heather...](#)

### **PR OPPORTUNITY - HOTELS FROM THE SOUTH**

Does your hotel property have an interesting fact or fun way that you incorporate your unique history? If so, please contact us. We are looking short, fun facts from hotels located in the South. We need a few sentences about how you incorporate your unique history into today's guest or group event experience. Please send information to Heather Taylor by Wednesday, August 8 at [htaylor@historichotels.org](mailto:htaylor@historichotels.org) or + 1 202 772 8333.

### **PRIZES NEEDED FOR THE 21ST ANNUAL TRAVEL JOURNALISM AWARDS**

The annual travel journalism awards are in need of donated room nights to award as prizes for the North American Travel Journalists Association. To participate, potential sponsors are invited to submit a gift certificate, e-mail, or letter detailing their prize. The deadline to submit a donation of room nights is September 1. For details and contact information, [download the letter from NATJA](#).

### **PACIFICO BEER SUMMER PROMOTION**

Does your hotel serve Pacifico beer? If so, you can help the National Trust for Historic Preservation win a piece of \$100,000 in the Pacifico Beer summer promotion, Make Adventure Happen. From July 20 through October 2, the National Trust, Rails-to-Trails

Conservancy, Best Friends Animal Society, and the Surfrider Foundation are asking supporters to vote for their causes. The organization with the greatest percentage of votes will receive the same percentage of a \$100,000 donation.

For more information on how to participate in this promotion, contact Erin Ross at [eross@historichotels.org](mailto:eross@historichotels.org) or +1 202 772 9928

#### **PR OPPORTUNITY - RENOVATION INFORMATION**

Historic Hotels of America is looking for information from hotels that are currently renovating, or planning to undergo renovations in the near future. Please send information to Heather Taylor at [htaylor@historichotels.org](mailto:htaylor@historichotels.org) or + 1 202 772 8333.

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

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

#### **HISTORIC PLACES - OATLANDS**

Enjoy more than 200 years of American history and culture at Oatlands Historic House and Gardens, a National Trust for Historic Preservation site in Leesburg, Virginia. Featuring a stately mansion, beautiful rolling farmland, and exquisite gardens, Oatlands hosts special events such as wine tastings, a benefit concert, and Civil War on the Homefront Tours. It is open to the public for self-guided as well as guided tours. For more information, please visit the [National Trust for Historic Preservation](#).



### **NEWS & UPDATES**

#### **OJAI VALLEY INN TO PRODUCE PICTORIAL HISTORY BOOK**

The [Ojai Valley Inn & Spa](#) announces it will work with Historic Hospitality Publishing to produce a new pictorial history book for release next year. In addition to describing the historical evolution of the property, the book will include recipes from the restaurants, current location photography, and highlights of the golf, tennis, spa, and other amenities of this AAA Five Diamond



resort.

The Ojai Valley Inn & Spa is located 80 miles north of Los Angeles and is the host hotel of the 2012 Historic Hotels of America Annual Conference in November. Historic Hospitality, a division of the 157-year old Southwestern Company, is based in Nashville, Tenn. and has produced books for other Historic Hotels of America, including The Grand Hotel, The Boar's Head Inn, and The Hermitage Hotel. For more information on Historic Hospitality custom book programs please call +1 877-703-2287 or visit [www.historichospitality.blogspot.com](http://www.historichospitality.blogspot.com).



## AWARDS

### EMERSON INN BY THE SEA (1856)

[Emerson Inn By The Sea](#) received a 2012 WeddingWire Rating for Ceremony & Reception Venue. WeddingWire recognizes wedding professionals across the country for their commitment to service and is the most recognized and trusted brand among engaged couples.

### HISTORIC INNS OF ANNAPOLIS (1727)

Congratulations to the [Historic Inns of Annapolis](#)'s Sales & Catering Team for receiving the Remington Corporation Sales Excellence Award in the month of May. Remington Corporation selects a hotel from each region every month for its Sales Excellence Award. The award is based upon a hotel achieving its overall sales and revenue goals.

### AMBASSADOR HOTEL (1929)

[Ambassador Hotel](#) Tulsa earned an Achievement Award for Small Property Community Service from the American Hotel & Lodging Association. After earning the honor from the Oklahoma Hotel and Lodging Association, the Ambassador Tulsa was nominated on the national level. The Ambassador Hotel team regularly supports local and national charities, including participating in the United Way Day of Caring; recycling soap through Clean the World; and sponsoring Turn Tulsa Pink. Recently, the Hotel Ambassador co-founded Downtown Backpacks for Kids in partnership with Tulsa Food Bank to help keep children fed when subsidized school meals are not available.



## 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).

### EMPLOYEE OF THE MONTH - NOMINATE SOMEONE AT YOUR HOTEL

Do you work with someone exceptional? Have they been with the company for more than 15 years? If so, please nominate a worthy colleague or employee. Each month we will pick a winner who will be recognized for their exemplary service and feature them in *The Concierge*. We are looking for feedback from you to find exceptional and devoted staff. For more information or to submit your candidates for recognition, please email Heather Taylor at [htaylor@historichotels.org](mailto:htaylor@historichotels.org) or +1 202 772 8333.

### 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.

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

Historic Hotels of America and its related marks and logos are all property of Preferred Hotel Group, Inc. All rights reserved.

This email was sent to: [eross@historichotels.org](mailto:eross@historichotels.org)

This email was sent by: Preferred Hotel Group

311 S. Wacker Drive, Suite 1900 Chicago, IL 60606 United States

We respect your right to privacy – [\*\*view our privacy policy\*\*](#)

To ensure delivery to your inbox, please add [email@email.preferrednewsletters.com](mailto:email@email.preferrednewsletters.com) to your address book.