

Register for the 2012 Annual Conference. Host a 2013 Media Lunch. Plan Your 2013 Marketing Campaigns.

Connect with us:



The Concierge

September 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

ACT NOW! ONLY FIVE TABLES REMAIN FOR THE SAN FRANCISCO CLIENT + MEDIA SHOWCASE ON SEPTEMBER 13

High atop San Francisco's Nob Hill, the legendary InterContinental Mark Hopkins (1929) and 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, beginning at 5:30 p.m. Historic Hotels of America is partnering with historic California wineries for an evening of wine education and sampling. [Read more ...](#)

2013 HOSTED REGIONAL MEDIA LUNCHES

Historic Hotels of America is selecting host cities and hotels for our 2013 regional media lunch series. Are you interested in hosting or attending a media lunch in your city or hotel? Host hotels do not pay the \$500 participating fee and are responsible for providing lunch to attendees. If you have interest in hosting or attending a media lunch in 2013, please contact Heather Taylor at htaylor@historichotels.org or +1 202 772 8333.

REGISTER FOR THE HISTORIC HOTELS OF AMERICA 2012 ANNUAL CONFERENCE, CLIENT SHOWCASE & AWARDS BANQUET

Visit 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. This year's conference promises to be the biggest yet. Registration is filling rapidly so act now and [reserve your space](#).

SHOWCASE YOUR HOTEL TO PRESERVATION-FRIENDLY MEETING PLANNERS - JOIN HISTORIC HOTELS OF AMERICA AT THE NATIONAL PRESERVATION CONFERENCE

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 ...](#)

GET READY FOR INCREASED BOOKINGS IN 2013 BY ATTENDING THE HOLIDAY SHOWCASE TRADESHOW WITH HISTORIC HOTELS OF AMERICA

Now is the time to lay a solid foundation for increased bookings in 2013 by planning to exhibit with Historic Hotels of America at the Association Forum Holiday Showcase on December 13 in Chicago at the Hyatt Regency. [Read more ...](#)

YOUR HOTEL CAN HOST THE WASHINGTON, DC MEDIA LUNCH

Historic Hotels of America is holding our final media lunch for the year in Washington, DC on December 6. Do you have interest in hosting the event at your hotel? Host hotels do not have to pay the \$500 participating fee and are responsible for providing lunch to attendees. If you are interested in hosting the media event at your hotel, please contact Heather Taylor at htaylor@historichotels.org or +1 202 772 8333.



REVENUE OPPORTUNITIES

SIGN UP FOR YOUR 2013 MARKETING CAMPAIGNS NOW

The 2013 Cooperative Marketing Program is now available. Each monthly campaign includes multiple ways to reach heritage and cultural travelers, including homepage placement on HistoricHotels.org, advertising space in *Preservation* magazine, email, social media, and more. [Read more ...](#)

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

The program pushes out group sales offers from member hotels to preservation meeting planners. A single e-blast will be sent to the Preservation Client Database each month and each e-blast will feature up to four member hotels' group offers. [Read more ...](#)



OPPORTUNITIES ON HISTORICHOTELS.ORG

NEW! NATIONAL TRUST MEMBER RATE WEBPAGE LAUNCHED

Don't miss the opportunity to promote your hotel's National Trust Member Rates. The National Trust member rate webpage has been launched on HistoricHotels.org under the "Hot Deals" portion of the website. [Click Here](#) to view the page. The National Trust for Historic Preservation Member Rate Program is our top producing revenue source. Don't miss out on valuable bookings. This is an opportunity to promote special rates of 10%-50% off for National Trust members, valid for 12 months. If you are interested in loading the National Trust Member Rate please contact Matthew Paul at mpaul@historichotels.org or +1 312 542 9924 with questions.

PRICE MATCH GUARANTEE OFFERED ON HISTORICHOTELS.ORG

The Price Match Guarantee program is a new feature on HistoricHotels.org. This new program ensures that consumers have the ability to book the lowest hotel rates available via the Historic Hotels of America website. If a lower rate is found on another website within 24 hours of booking a reservation on HistoricHotels.org, guests can submit a claim form and the lower rate will be honored. Additional information about the Price Match Guarantee can be found at <http://www.historichotels.org/price-match-guarantee.php>.

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 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

PACIFICO BEER SUMMER PROMOTION

You can help the National Trust for Historic Preservation win a piece of \$100,000 in the Pacifico Beer Make Adventure Happen summer promotion. [Read more ...](#)

PR OPPORTUNITY - GHOST TOURS AND HALLOWEEN PACKAGES

Historic Hotels of America is looking for information from hotels that have ghost tours or Halloween packages that are promoted to guests or groups. This content will be featured in a press release as well as in our new consumer newsletter. Please fill out the attached [offer submission form](#) and send the information to Heather Taylor by September 6 at htaylor@historichotels.org or + 1 202 772 8333. Also see [rate loading and enabling instructions](#).

DESTINATION CAMPAIGNS - OPPORTUNITIES FOR YOU AND YOUR CVB

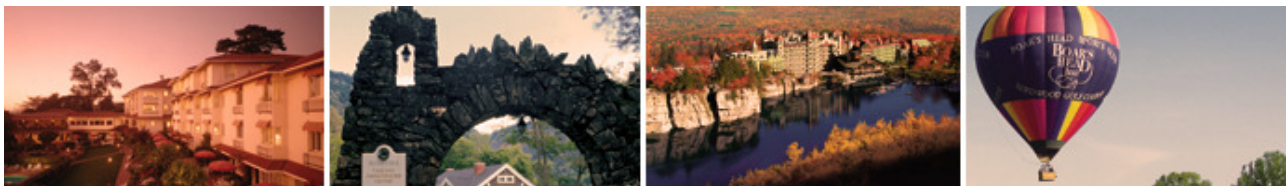
Similar to the Cooperative Marketing Program, these destination campaigns are designed to promote attractions, restaurants, events, and your hotel to the Historic Hotels of America audience. [Read more ...](#)

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 or + 1 202 772 8333.

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 ...](#)



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 HHA member hotels 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.

AWARDS - THE GRAND HOTEL MARRIOTT RESORT, GOLF CLUB & SPA

Meetings Focus South magazine chose [The Grand Hotel Marriott Resort, Golf Club & Spa](#) (1847) in Point Clear, Alabama as a "Best of the South" property in the Southern United States, Mexico, and Caribbean/Islands. Readers of *Meetings Focus South* were asked to choose their favorite property, considering key factors like quality of meeting space, guestrooms, staff, service, food and beverage, amenities, and more. Only 50 properties in the southern region were selected for this award.

HISTORIC PLACES – PHILLIP JOHNSON GLASS HOUSE

Take a breathtaking visit of [The Glass House](#) in New Canaan, Connecticut this fall and explore the 47-acre site designed by architect Philip Johnson. Join one of four remaining dates of Conversations in Context, evening tours led by leaders in the architecture, art, history or design industry, followed by a reception. For more information, please visit the [National Trust for Historic Preservation](#).

WHAT'S NEW AT YOUR HOTEL? KEEP US POSTED ON HOTEL NEWS

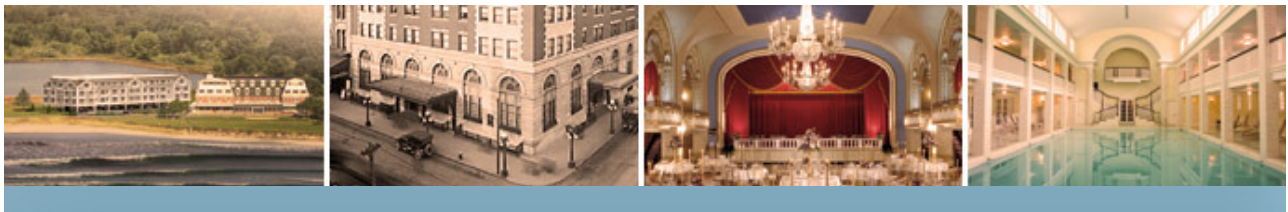
Any recent visits by celebrities or dignitaries, or any other news of note? We are always looking for news and updates from hotels to highlight in brand newsletters and magazines. Please send press releases and all property news to hotelnews@preferredhotelgroup.com.

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 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. If your nomination is chosen, your hotel will be awarded 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 8340.



www.HistoricHotels.org

For questions and information regarding The Concierge, please contact Heather Taylor at htaylor@historichotels.org +1 202 772 8333.



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: htaylor@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 to your address book.