



Register for the 2012 Historic Hotels of America Annual Conference.

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The Concierge

October 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 NOW FOR THE HISTORIC HOTELS OF AMERICA 2012 ANNUAL CONFERENCE & AWARDS BANQUET

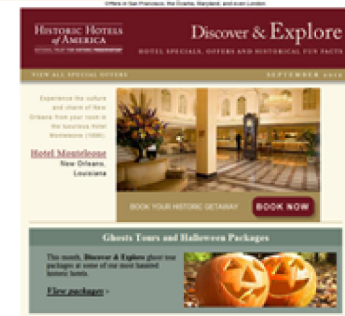
Registration is rapidly filling for this year's annual conference. Visit HistoricHotels.net/Ojai to learn more and to register for this year's Annual Conference, to be held November 6-8 at the AAA Five Diamond [Ojai Valley Inn & Spa](#) (1923) in Ojai, California. Registration is filling quickly, so act now and reserve your space.



New! **ANNOUNCING DISCOVER & EXPLORE - A NEW CONSUMER NEWSLETTER**

Find out how you can participate as a featured hotel, in regional spotlights, themes, and more, and get your hotel exposure to thousands of historic travel lovers across the country.

[Read more ...](#)



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 ...](#)

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 ...](#)

REGISTER FOR UPCOMING HOSTED MEDIA LUNCH IN WASHINGTON D.C.

Only a few spots remain for our hosted media lunch in Washington D.C. on December 6 at [The Churchill Hotel](#) (1906). 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 or +1 202 772 8333.

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

Lay a solid foundation for increased bookings in 2013 by exhibiting with Historic Hotels of America at the Association Forum Holiday Showcase on December 13 in Chicago at the Hyatt Regency... [Read more ...](#)

EARLY BIRD REGISTRATION NOW OPEN FOR 2013 TRADESHOWS, MEETINGS & EVENTS

Be sure to start planning now for 2013 tradeshows, meetings, and events. [View the calendar.](#)



REVENUE OPPORTUNITIES

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 this valuable opportunity to promote your hotel's National Trust Member Rates - our top-producing revenue source!

[Read more ...](#)

PRICE MATCH GUARANTEE OFFERED 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. [Read more ...](#)

ARE YOUR HOTEL'S GROUP VALUE DATES UP TO DATE ON HISTORICHOTELS.ORG?

If it has been awhile since you submitted your Group Value Dates, they may have expired or your need periods may have changed. [Read more ...](#)

INCREASE REVENUE AND EXPOSURE: UPDATE YOUR CONTENT ON HISTORICHOTELS.ORG

Use the following forms to keep your hotel's content on the Historic Hotels of America website fresh and up-to-date. [Read more ...](#)



MARKETING & PUBLIC RELATIONS

PR OPPORTUNITY - HOLIDAY/WINTER PACKAGES

There is still time to load winter specials, hot deals and unique historic experience packages on HistoricHotels.org. The press campaign will draw from hotels that have the most interesting inclusions, special experiences, and widest availability throughout the winter months. Only two- and three-night packages will be featured. Please fill out the attached [offer submission form](#) and send the information to Heather Taylor by October 22 at htaylor@historichotels.org or + 1 202 772 8333. Also see [rate loading and enabling instructions](#).

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.

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 ...](#)



NEWS & UPDATES

HISTORIC HOTELS OF AMERICA CALLS ON CUSTOMER DIRECT TO HANDLE CENTRAL RESERVATIONS

As of mid-October, our toll-free reservation line will be handled by Customer Direct, a St. Louis-based contact center that provides boutique services with the efficiencies of a scaled operation. [Read more ...](#)

HISTORIC HOTELS OF AMERICA CLIENT + MEDIA SHOWCASE

Recent Client Showcases in Washington D.C. and San Francisco were rousing successes, allowing hotel representatives to showcase their hotels to a varied client base. [Read more ...](#)

OJAI VALLEY INN TO PRODUCE PICTORIAL HISTORY BOOK

The Ojai Valley Inn & Spa announced it will work with Historic Hospitality Publishing to produce a new pictorial history book for release next year. [Read more ...](#)

HISTORIC HOTELS BEST PRACTICES - THE HOTEL WHITCOMB

San Francisco's Hotel Whitcomb has developed an interesting collateral brochure that highlights the hotel's rich and extensive history. [Read more ...](#)

HISTORIC PLACES - LYNDHURST

[Lyndhurst](#), one of America's finest Gothic Revival mansions, is located in Tarrytown, New York and overlooks the beautiful Hudson River. As the setting of the original *Dark Shadows* feature films, the site offers *Lyndhurst at Dark* throughout the month of October. Guests can enjoy this spooky nighttime tour beginning October 4. 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 htaylor@historichotels.org.

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.

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

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