NATIONAL TRUST FOR HISTORIC PRESERVATION®

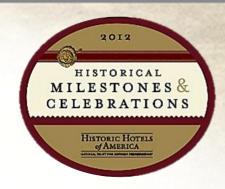


### 2012 Historical Milestones and Celebrations

**Sponsored by** 



NATIONAL TRUST FOR HISTORIC PRESERVATION





# HOTEL METRO MILWAUKEE, WISCONSIN

**Celebrating** 

**75 Years** 

1937-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®





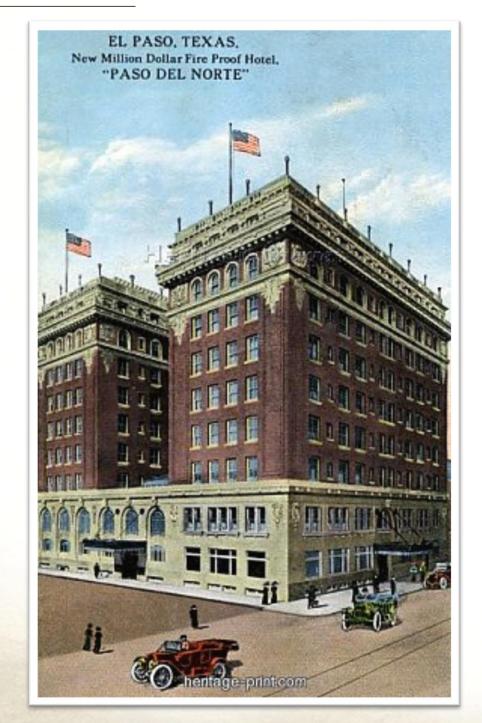
# WILLIAMSBURG INN WILLIAMSBURG, VIRGINIA

**Celebrating** 

**75 Years** 

1937-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®





## CAMINO REAL EL PASO EL PASO, TEXAS

Listed in the National Register of Historic Places

**Celebrating** 

100 Years

1912-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®





### THE FAIRMONT COPLEY PLAZA

BOSTON, MASSACHUSETTS

**Celebrating** 

100 Years

1912-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®





## GRAND HOTEL MACKINAC ISLAND, MICHIGAN

Designated National Historic Landmark

Celebrating

**125 Years** 

1887-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®



125<sup>th</sup> Anniversary Celebration Weekend July 13<sup>th</sup> – July 15<sup>th</sup>, 2012 was commemorated with a 125-foot birthday cake, cocktail receptions, presentations, fireworks, golf, bocce and croquet tournaments, and a finale with a Governor's Gala and live concert by John Pizarelli.



### HISTORIC HOTELS of AMERICA NATIONAL TRUST FOR HISTORIC PRESERVATION\*





 The official birthday on July 10<sup>th</sup>, 2012 was celebrated with a 125-foot birthday cake on the front porch of the hotel.

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 Community grand opening of The Grand Stables for Mackinac Island residents and friends to celebrate the brand new state of the art home for 12 horses but also serves as a museum with antique carriages, open to the public daily.

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- Celebratory fireworks choreographed by Grand Hotel Music Director Alex Graham.
- Champagne reception compliments of Veuve Clicquot.

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### JEKYLL ISLAND CLUB HOTEL

#### JEKYLL ISLAND, GEORGIA

Listed in the National Register of Historic Places

**Celebrating** 

**125 Years** 

1887-2012



NATIONAL TRUST FOR HISTORIC PRESERVATION®



#### THE STRATER HOTEL

DURANGO, COLORADO

Celebrating

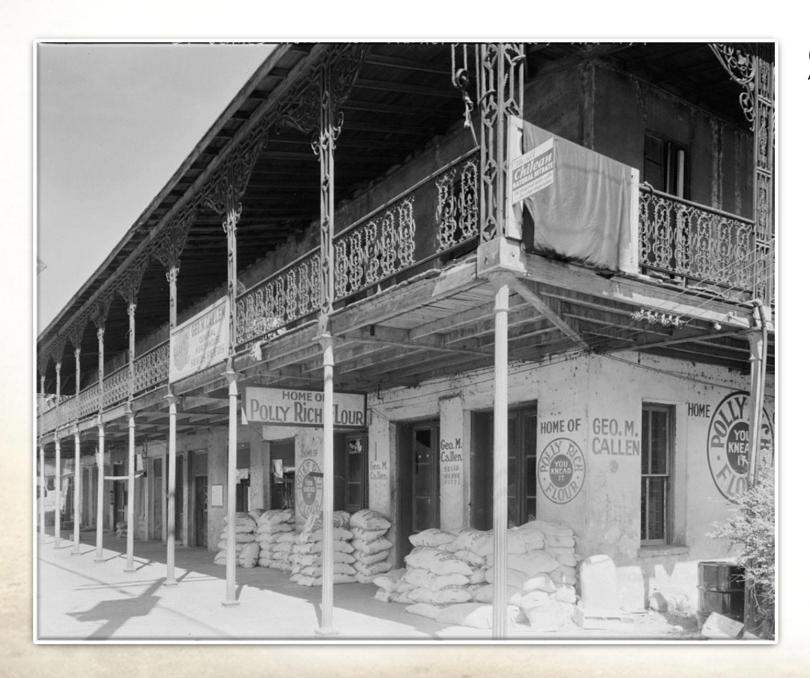
125 Years

1887-2012



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## ST. JAMES HOTEL SELMA, ALABAMA

**Celebrating** 

**175 Years** 

1837-2012

NATIONAL TRUST FOR HISTORIC PRESERVATION®

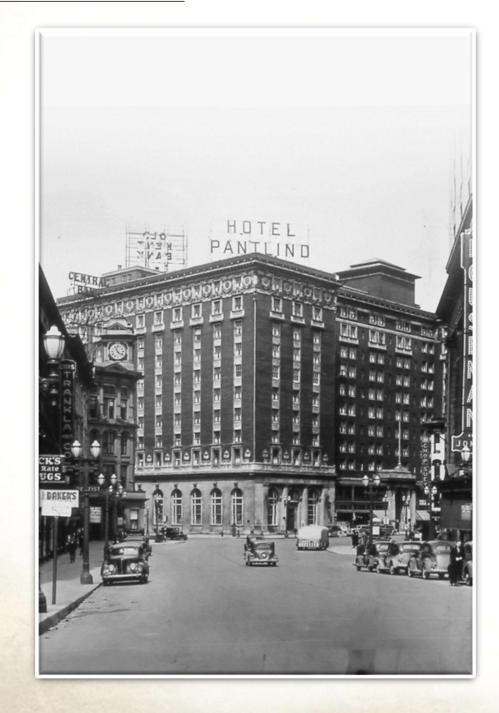




### 2013 Historic Milestones and Celebrations



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### AMWAY GRAND PLAZA HOTEL

GRAND RAPIDS, MICHIGAN

**Celebrating** 

100 Years

1913-2013

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Listed in the National Register of Historic Places

**Celebrating** 

100 Years

1913-2013



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## GRANDE COLONIAL HOTEL La Jolla, California

**Celebrating** 

100 Years

1913-2013

NATIONAL TRUST FOR HISTORIC PRESERVATION®





### THE GROVE PARK INN RESORT & SPA

#### ASHEVILLE, NORTH CAROLINA

Listed in the National Register of Historic Places

**Celebrating** 

100 Years

1913-2013

NATIONAL TRUST FOR HISTORIC PRESERVATION





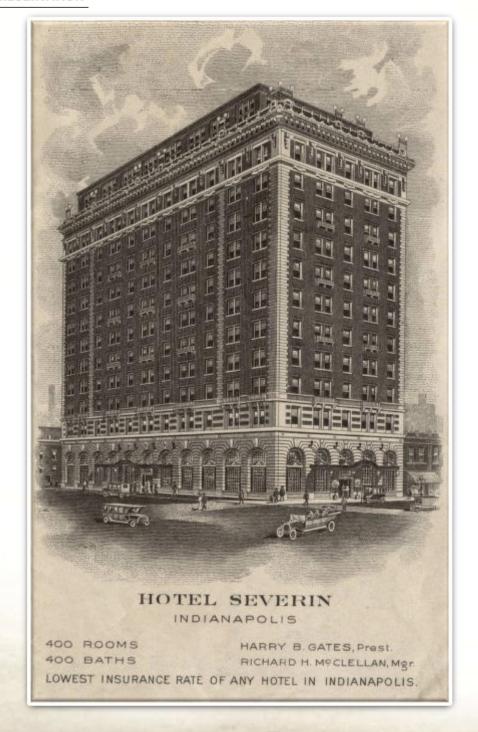
# HOTEL DU PONT WILMINGTON, DELAWARE

**Celebrating** 

100 Years

1913-2013

NATIONAL TRUST FOR HISTORIC PRESERVATION®





## OMNI SEVERIN HOTEL INDIANAPOLIS, INDIANA

Listed in the National Register of Historic Places

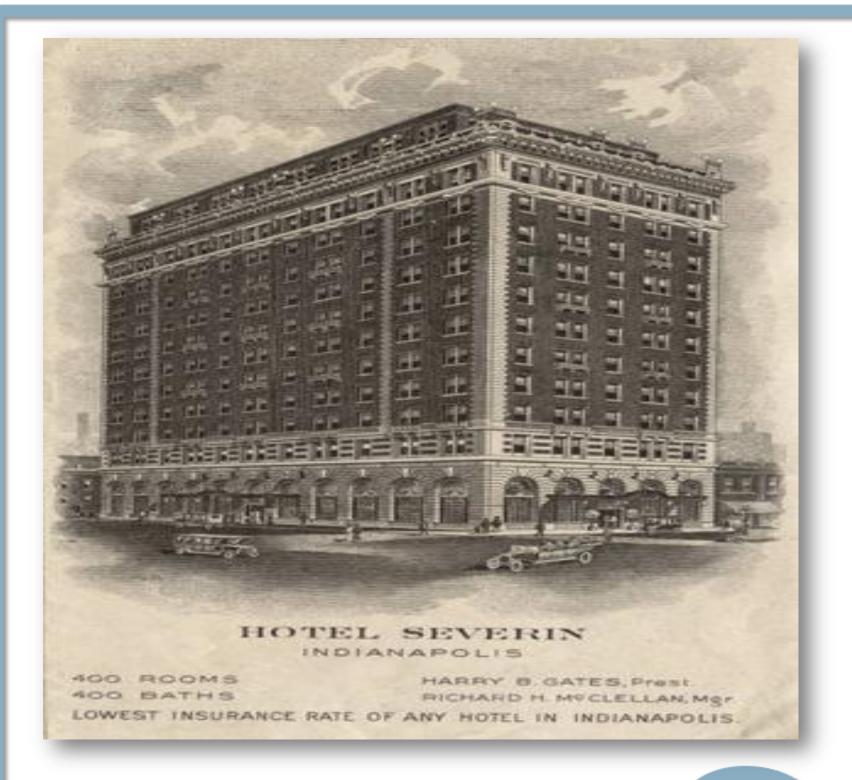
**Celebrating** 

100 Years

1913-2013









#### **HOTEL FACTS - 1913**

- Built in 1913 as the Hotel Severin Indianapolis
- Largest Luxury Hotel of Indianapolis in that day
  - 400 Guestrooms
- 400 Private Bathrooms
  - Hosting Presidents,Celebrities and manyProminent Conventions







Hotel Severin circa 1913



LOBBY, HOTEL SEVERIN, INDIANAPOLIS, INDIANA.



SEVERIR INN, HOTEL SEVERIN, INDIANAPOLIS, INDIANA,





### OMNI HOTELS & RESORTS severin | indianapolis





# Marketing and Promotional Plans:



- The re-imagination of our new food & beverage outlets tied with our100 year history.
- The hiring a historian to research the hotel (famous people, milestone events, community involvement)
- Themed events to create awareness and positive re-positioning.
- Partnering with other local organizations of similar history in the market.

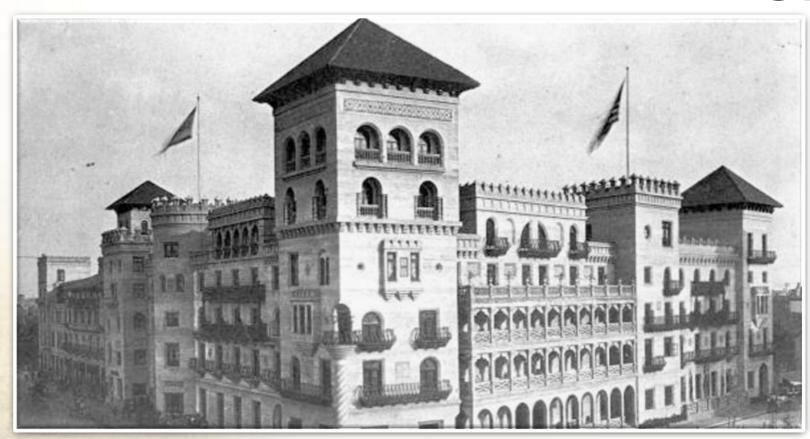
LOBBY, HOTEL SEVERIN, INDIANAPOLIS, INDIANA.





### CASA MONICA HOTEL

ST. AUGUSTINE, FLORIDA



**Celebrating** 

**125 Years** 

1888-2013

NATIONAL TRUST FOR HISTORIC PRESERVATION®





### THE JOHN RUTLEDGE HOUSE

#### CHARLESTON, SOUTH CAROLINA

**Celebrating** 

250 Years

1762-2013