



2012 Annual Conference & Awards Gala

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

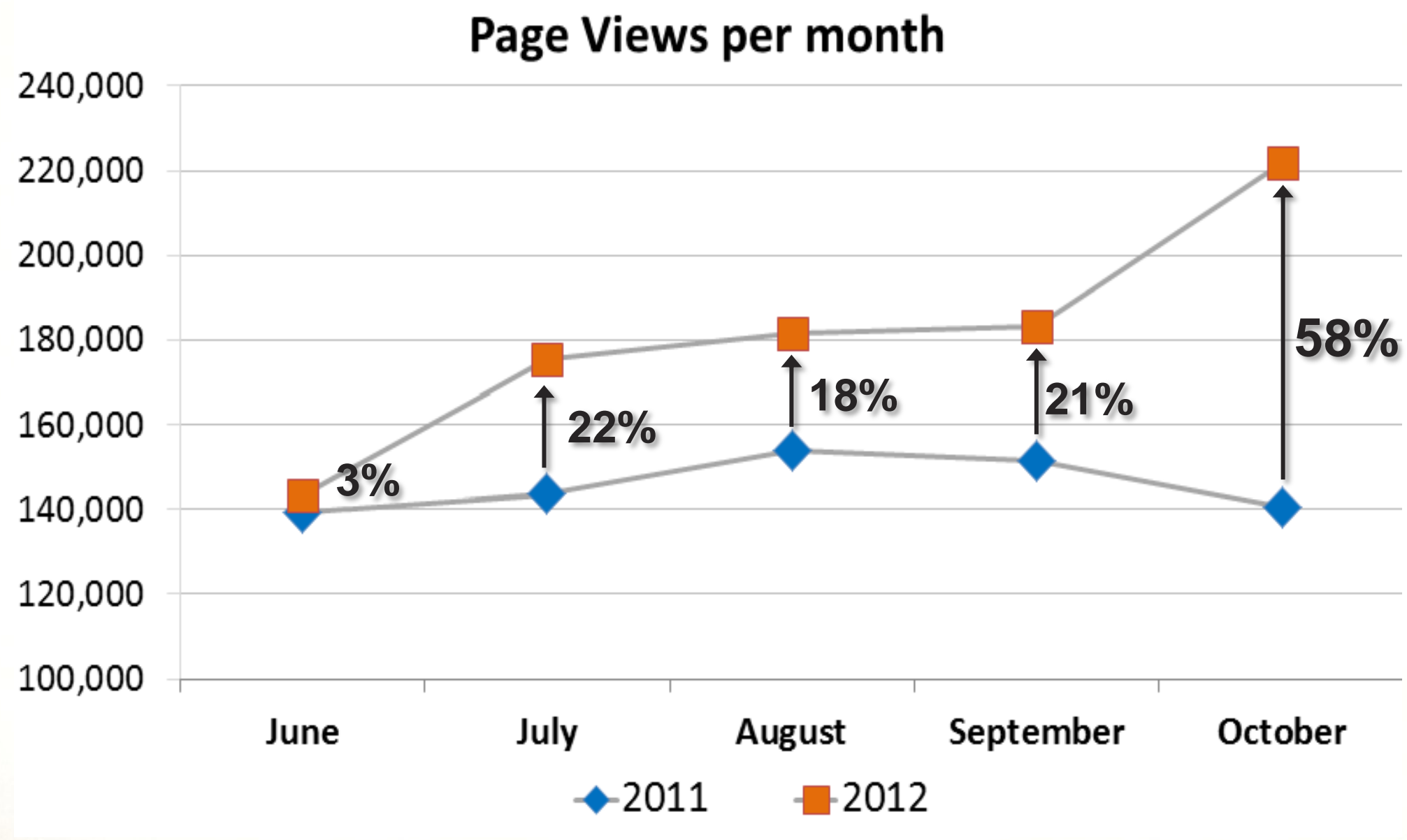
Distribution:

Accomplishments, Initiatives & Opportunities

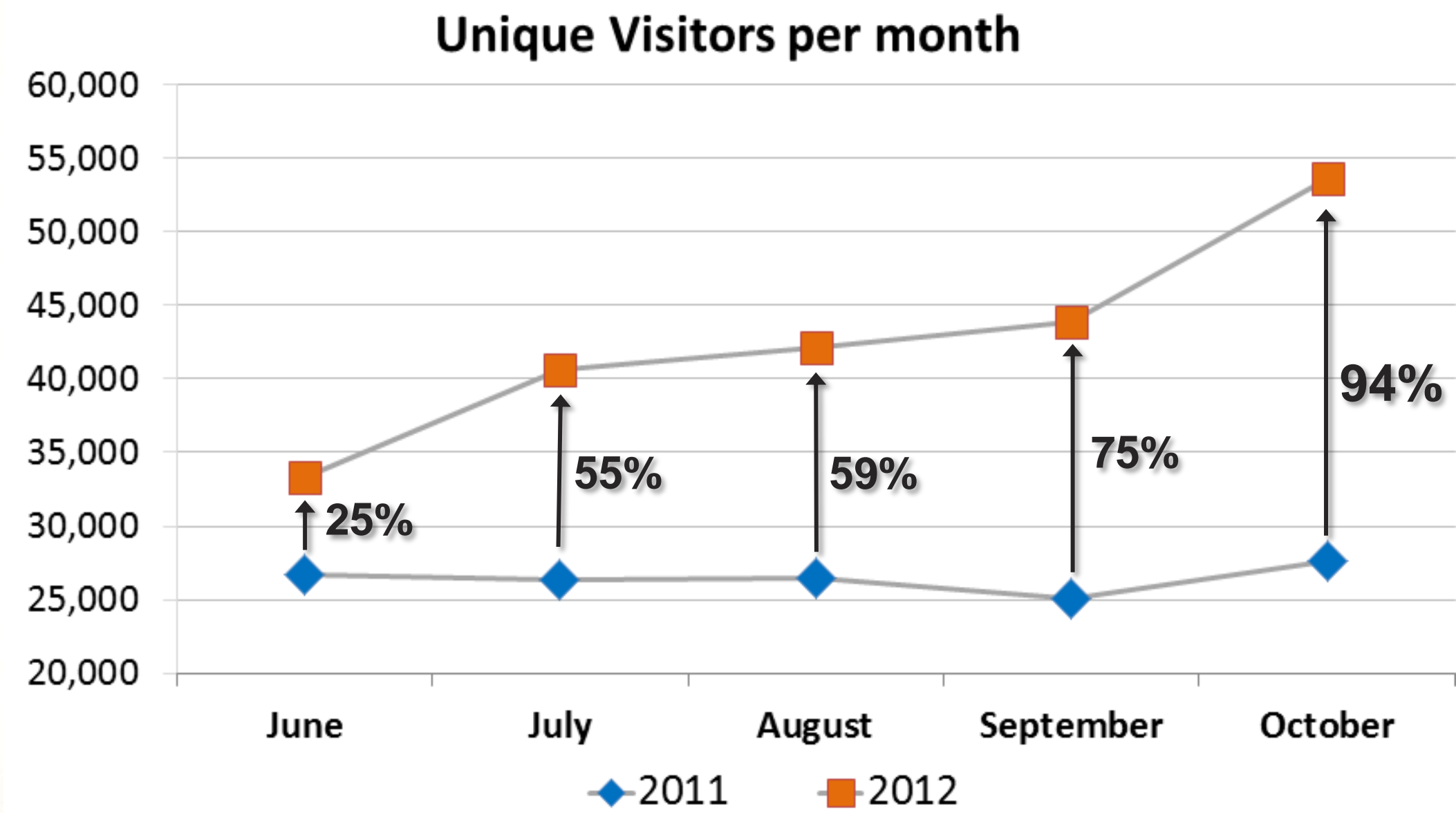


In 2012, Historichotels.org had over **1.6 Million** Page views
from over **380,000** Unique Visitors who
averaged nearly **7 minutes** per visit;
with visitors from **156** different countries exploring
over **3,000** special offers listed on historichotels.org*.

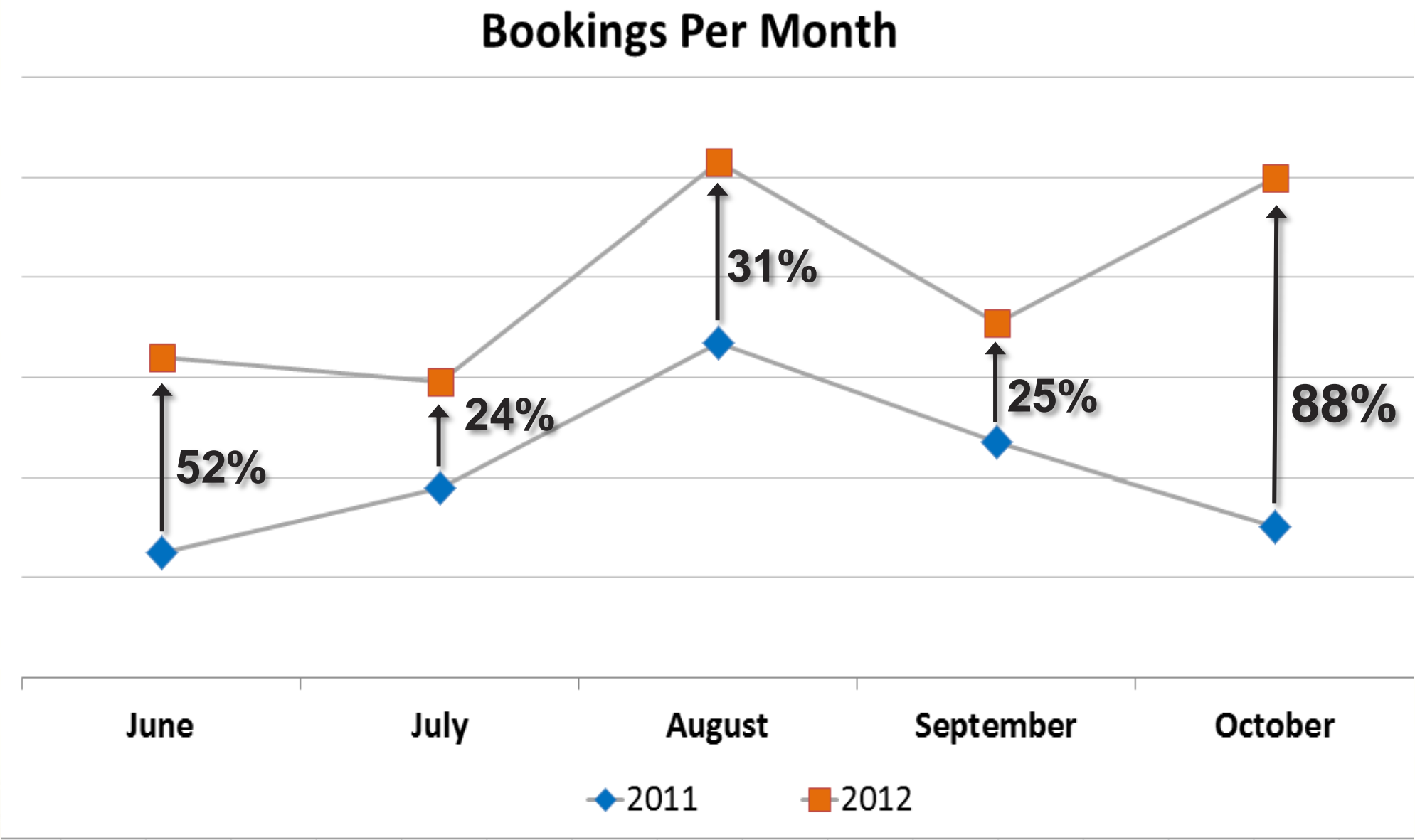
*As of Oct. 31, 2012 calendar year to date

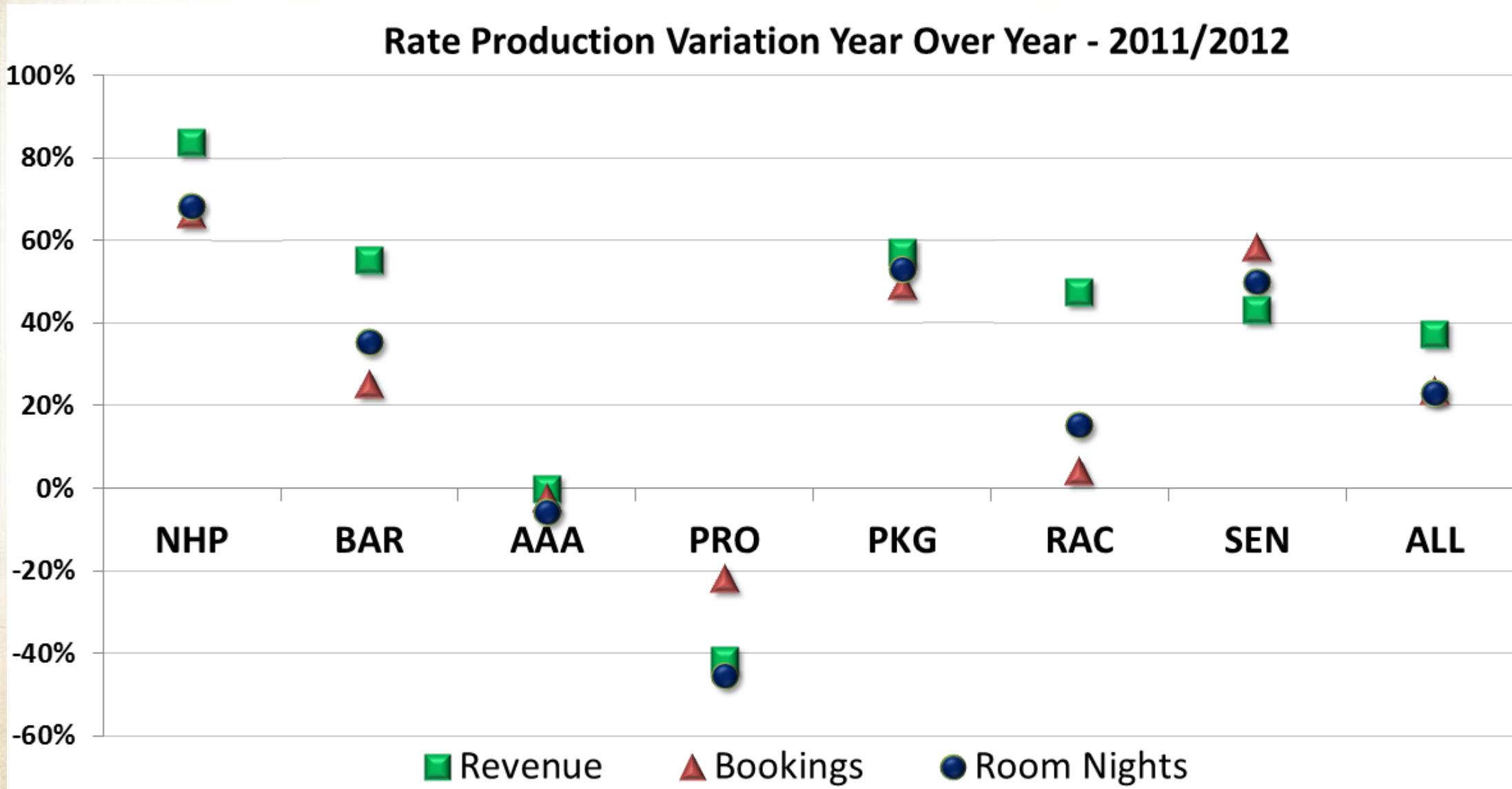


“New” HistoricHotels.org website launched May 11,2011



“New” HistoricHotels.org website launched May 11,2011





- ▶ **Top Ten Producing States**
 - Virginia
 - California
 - New York
 - Texas
 - Pennsylvania
 - Illinois
 - Massachusetts
 - Georgia
 - New Jersey
 - Florida
- ▶ **International Bookings**

United Kingdom	Italy
Netherlands	India
South Africa	Norway
Germany	UAE
Switzerland	Belgium
Australia	Denmark
Venezuela	Egypt
Turkey	Japan

HistoricHotels.org Price Match Guarantee

Historic Hotels of America is confident in its member hotels offering the lowest best available rate on historichotels.org and are guaranteeing that.

“Historic Hotels of America is committed to providing guests with the lowest published rates online. *If a guest finds a lower rate on another website within 24 hours of booking their reservation with us, they are requested to simply submit a claim form and we will honor the lower rate.*”

We are asking all hotels to offer their lowest Best Available Rate on historichotels.org.

ABOUT US

PRICE MATCH GUARANTEE

SPECIAL OFFERS SIGN-UP

NATIONAL TRUST FOR HISTORIC PRESERVATION

MEMBER LOGIN

PRESS ROOM

CONTACT US

► Hotels under “HE” chain code

- RoomKey.com



InterContinental CHICAGO
MAGNIFICENT MILE ★★★★★

1203 Reviews by
TripAdvisor

Standard Room... >>

\$279 + taxes
& fees

\$325 estimated total

Book at
INTERCONTINENTAL
HOTELS & RESORTS



Cavallo Point Sausalito
★★★★★

Reviews not available

In Restored... >>

\$309 + taxes
& fees

\$377 estimated total

Book at
Preferred
HOTEL GROUP



Palmer House a Hilton Hotel
★★★★★

2486 Reviews by
TripAdvisor

1 King... >>

\$259 + taxes
& fees

\$301 estimated total

Book at
Hilton
HOTELS & RESORTS



Hotel Whitcomb
★★★

926 Reviews by
TripAdvisor

Non Smoking Queen... >>

\$109 + taxes
& fees

\$126 estimated total

Book at
HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION



Nottoway Plantation Resort

[Overview](#)[Rates](#)[Map](#)[Photos](#)[Reviews](#)[Similar](#)

from **\$169**

[Rates](#)

Nottoway Plantation Resort is located in White Castle. Nottoway Plantation Resort's restaurant serves breakfast, lunch, and dinner. Recreational amenities include an outdoor pool. Spa amenities include spa services and beauty services. This 4-star property has a business center and offers small meeting rooms and audio-visual equipment. This White Castle property has event space consisting of banquet [more...](#)

[email](#) [save to My Trips](#)

check-in time: 2:30p

check-out time: 11:00a

☐ air-conditioned ☐ airport shuttle ☐ casino ☐ fitness ☐ golf ☒ internet
☐ kitchenette ☐ parking ☒ pool ☒ restaurant ☒ spa

Contact Info

31025 Highway 1

White Castle, LA 70788, United States

[show on map](#)

+1 225 545 2730

www.nottoway.com



31025 Highway 1, White Castle, LA

Rates

\$169	Historichotels	\$188 total	Go
\$213	Booking.com	\$236 total	Go
\$214	Orbitz.com	\$238 total	Go
\$214	Cheaptickets	\$238 total	Go
\$246	Hotels.com	\$271 total	Go

[see all price details](#)

Star Ratings

Nottoway Plantation Resort	★★★★☆
Orbitz	★★★★☆
Travelocity	★★★★☆
ReserveTravel	★★★★☆
hotel.info	★★★★☆

User Reviews

TripAdvisor [126 guest reviews](#) ○○○○○



Be the first of your friends to like this.

Hotels under “HE” chain code

- RoomKey.com
- Kayak.com

Introduction

New Price
Match Guarantee

Search
Engines

New National
Trust Member Page

New Internet
Booking Engine

New Dedicated
Call Center

Coming
Soon

614,962 Hotels

trivago[®]

From 147 Websites

Sign in | My trivago | English (USD)

Navigation

Filters

e.g. Las Vegas

Search

Check in: Tu, 12/11/12

Check out: Th, 12/13/12

Room: Double Room

183 out of 288 hotels

Map

Popularity

Rating

Price

Trump International & Tower

Las Vegas

Hotels.com\$90

HotelClub\$90

Preferred HtlGrp\$90

onhotels\$98

priceline.com\$90

Expedia\$90

GetaRoom\$91

Vivastay\$127

88

View all prices from 11 websites

View Deal

The Venetian

Las Vegas

Booking.com\$149

EasyClickTravel\$149

priceline.com\$149

Expedia\$149

Agoda\$149

GetaRoom\$149

HotelClub\$149

Vivastay\$176

88

View all prices from 16 websites

View Deal

Luxor

Las Vegas

HotelClub\$39

Booking.com\$40

EasyToBook\$40

onhotels\$47

Hotels.com\$40

Expedia\$40

EasyClickTravel\$42

Vivastay\$71

81

View all prices from 11 websites

View Deal

Harrah's

Las Vegas

priceline.com\$24

EasyToBook\$24

EasyClickTravel\$30

Booking.com\$30

Expedia\$24

GetaRoom\$25

HotelClub\$30

Vivastay\$38

View all prices from 11 websites

View Deal

Las Vegas, USA

288 Hotels from \$19

☒

San Francisco, USA

324 Hotels from \$45

☐

New York City, USA

1122 Hotels from \$54

☐

Chicago, USA

196 Hotels from \$59

☐

San Diego, USA

351 Hotels from \$43

☐

New Orleans, USA

234 Hotels from \$46

☐

Miami Beach, USA

367 Hotels from \$61

☐

Boston, USA

141 Hotels from \$67

☐

Orlando, USA

500 Hotels from \$27

☐

Myrtle Beach, USA

302 Hotels from \$32

☐

► Hotels under “HE” chain code

- RoomKey.com
- Kayak.com
- Trivago.com

Introduction

New Price
Match Guarantee

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Soon

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- RoomKey.com
- Kayak.com
- Trivago.com
- WeGo.com

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Match Guarantee

▼
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Soon



A GLOBAL PRESENCE.
OVER 700 INDEPENDENT
HOTELS AND RESORTS
ACROSS 65 COUNTRIES.

PREFERRED SERVICES

WORLDWIDE PRESENCE
CORPORATE RESPONSIBILITY
GROUPS & MEETINGS
TRAVEL AGENTS
BECOME A MEMBER HOTEL

OUR WORLDWIDE PRESENCE

Destination or Hotel California	Arrival Date 11/19/2012	Departure Date 11/20/2012	SEARCH
Adults 1	Children 0	Offer Code	Travel Agent ID
			Check Your Reservations



Napa River Inn

Napa, California, United States

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

RESERVATIONS • HOTEL DETAILS



Cavallo Point

San Francisco, California, United States

Preferred
HOTELS & RESORTS
HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

RESERVATIONS • HOTEL DETAILS



Inn at the Presidio

San Francisco, California, United States

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

RESERVATIONS • HOTEL DETAILS



Hotel Whitcomb

San Francisco, California, United States

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

RESERVATIONS • HOTEL DETAILS

► Hotels under “HE” chain code

- RoomKey.com
- Kayak.com
- Trivago.com
- WeGo.com
- PreferredHotelGroup.com

Introduction

New Price
Match Guarantee

Search
Engines

New National
Trust Member Page

New Internet
Booking Engine

New Dedicated
Call Center

Coming
Soon



National Trust for Historic Preservation Members

1 2 3 Next »

Sort by

Select a Destination

Your search returned 184 results.



The Heathman Hotel

Portland, Oregon

National Trust for Historic Preservation Member

Receive up to 30% off Best Available Rate.

Book Now

+ SHARE



The Craddock Terry Hotel

Lynchburg, Virginia

National Trust for Historic Preservation Member

Receive up to 25% off Best Available Rate.

Book Now

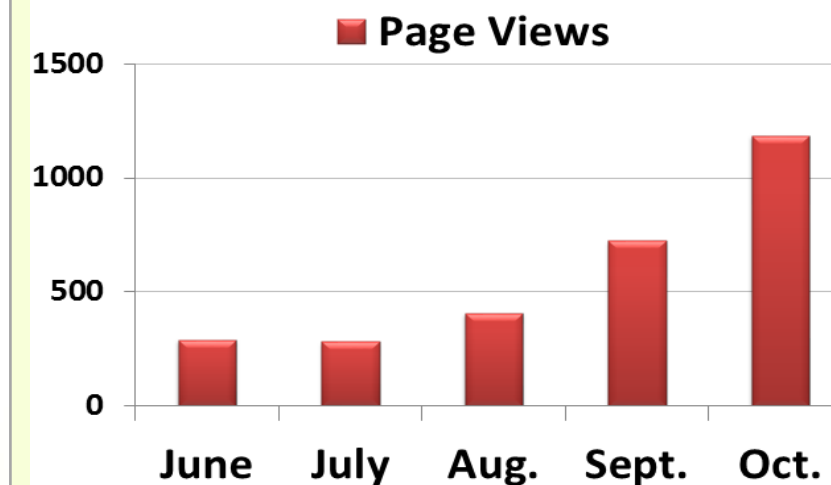
+ SHARE

► National Trust Member Page

Implemented August 2012

One Stop for Members of the National Trust for Historic Preservation.

Number one producing rate on HistoricHotels.org



► Not listed on this page?

Introduction

New Price
Match Guarantee

Search
Engines

New National
Trust Member Page

New Internet
Booking Engine

New Dedicated
Call Center

Coming
Soon

RESERVED

Exclusive Packages

Sort by

Select a Destination



Your search returned 13 results.



The Royal Hawaiian, A Luxury Collection Resort

Honolulu, Hawaii

"Exclusive" Historic Hotels of America Package

Take advantage of this exclusive limited offer.

Book Now

+ SHARE

► Exclusive Offers Page

Implemented October 2012

Dedicated Hot Deals page for special offers that are distributed only on HistoricHotels.org

Number one producing rate on HistoricHotels.org

► Not listed on this page?

Introduction

New Price
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Engines

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Trust Member Page

New Internet
Booking Engine

New Dedicated
Call Center

Coming
Soon

French Lick Springs Hotel

French Lick, IN United States

USD US Dollars ▼

English - US ▼

Select Dates >

Rooms & Rates

Select Packages >

Checkout >

Confirmation

Your Stay

Arrival

NOV
2012

13
TUE

Departure

NOV
2012

16
FRI

3 Night

Guests

1 Adult

Edit

Refine Results

Price Range

USD 135.00 - USD 455.00

average nightly rate

Rooms ▶

Rate Filter (Optional) ▶

Available Rooms & Rates

Compare Rooms

Historic Experience-3NTS-National Trust Members Only

From USD 168.00 / Night

Historic Experience-3NTS-National Trust Members Only

[More about this Rate](#)

Policies Cancel 24 hours prior to 4pm day of arrival local hotel time to avoid penalty charges or forfeiture of deposit. All reservations must be guaranteed with a credit card Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

View Available Rooms

National Trust Members Rate

From USD 136.00 / Night

National Trust Members Rate

[More about this Rate](#)

Policies Cancel 24 hours prior to 4pm day of arrival local hotel time to avoid penalty charges or forfeiture of deposit. All reservations must be guaranteed with a credit card Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

View Available Rooms

Historic Experience-2NTS-National Trust Members Only

From USD 135.20 / Night

Historic Experience-2NTS-National Trust Members Only

[More about this Rate](#)

Policies Cancel 24 hours prior to 4pm day of arrival local hotel time to avoid penalty charges or forfeiture of deposit. All reservations must be guaranteed with a credit card Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

View Available Rooms

Compare Rooms

► HE, PH, WR, XL Chain Codes*

Uses Guest Connect

Hi-Res images

Detailed content (HTML)

► Examples of Best Practices

- Mast Farm Inn
- Nottoway Plantation
- French Lick Springs Hotel

*Or use the HHA sponsored booking engine (Guest Connect)


OHEKA CASTLE

135 West Gate Drive , Huntington, New York, United States

Search Rooms Register Confirmation

Save up to 50% off the Best Available Rate
Trust for Historic Preservation

Summary

Dates 
Check In: Tue 11/06/2012
Check Out: Fri 11/09/2012
Total Nights: 3

Rooms



Room	Average Rate	Rate Description	Total
SELECT	\$325.00	NHP HH Non-Member Two Nig...	\$1088.34
SELECT	\$225.00	National Historic Preserv...	\$753.48
SELECT	\$292.50	NHP NTHP Member Two Night...	\$979.50
SELECT	\$395.00	Best Available Rate (Nati...	\$1322.76
SELECT	\$139.00	winter spectacular (Prom...	\$307.20
SELECT	\$249.00	Romance (National Histor...	\$550.30
SELECT	\$100.00	Girlfriends	\$300.00

► All other brands and chains

Use Pegasus ODD/HCD

Hi-Res images

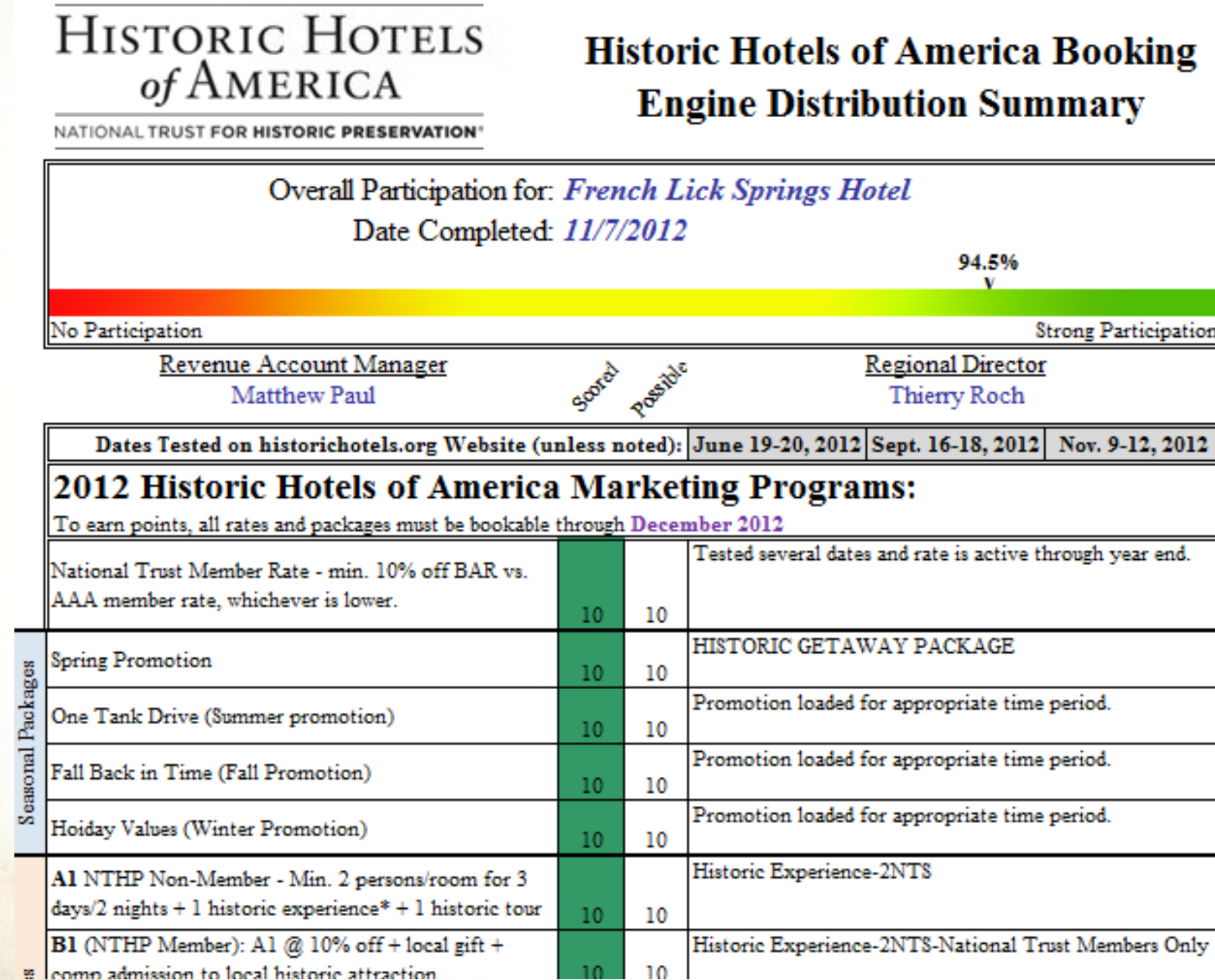
Detailed content (HTML)



► Examples of Best Practices

- OHEKA Castle
- Green Park Inn
- Craddock Terry

Are you managing HistoricHotels.org Website?



► Distribution Summary

Implemented early 2012

Sections include:

HHA Marketing Programs

Rate Distribution

Rate Parity

Rate Descriptions

Rate Sequencing

Images

► One of these has been completed for everyone attending this Annual Conference.

Including a screenshot of your
your hotel's Historic Hotels of
America new booking engine page.

New Dedicated Call Center



► Located in St. Louis, MO

- Dedicated agents only for Historic Hotels of America
- Use historichotels.org website for booking
- Switched on 10/15/2012

► Visited October 2, 2012



Initiatives – Coming Soon

1. Implement mobile booking engine in HistoricHotels.org – *Dec. 2012*
2. Revenue Management Seminars – *Q1 2013*
3. More meta search
4. Employee Rate bookable available on HistoricHotels.org
 - An additional service to Members and Employees
 - Builds brand loyalty and product familiarization
 - Allows GM's to offer a great benefit to their employees
 - Participating in this program will provide a dependable source of revenue to hotels
 - Immediate confirmation will be sent to the employee
 - Hotel may offer an inclusive, such as breakfast or dinner, with the rate

REVENUE ACCOUNT MGT OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels	
Guest Connect Booking Engine with Complimentary Mobile Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	

2013 Reservations and Revenue Management Opportunities

OVERALL PARTICIPATION FOR: **Sample Hotel**

88.6%

No Participation

Strong Participation

Revenue Account Manager

Matthew Paul

Regional Director

Thierry Roch

Rate Section: Rate loaded in SynXis CRS with rate seasons and inventory allocated well out into the future (13 months recommended). Rate Audit reports are readily available for your review in the Track section of the SynXis CRS.

Navigation path: Track>Reports>Rates>Hotel Rate Audit

Use of Dynamic Pricing (Derived rates, Bar, Absolute Bar, Floating Bar)	2	2	Use several BAR levels with almost all rates deriving off the various levels.
Corporate (Standard Published) Rate [CORCR]	2	2	Corporate standard published rate offered and active.
Consortia Rates [CON***]	2	2	Participate in several consortia programs all with active rates.
Negotiated (Contracted Corporate) Rates [NEG***]	2	2	Several Negotiated corporate rates active.
Association Rates (AAA, AARP) [DISAAA, DISARP]	2	2	Both AAA and AARP rates offered and active
Government Rates [GOVGOV, GOVFED, GOVMIL]	2	2	Government Per Diem Rate offered and active
Advance Purchase Rates (non-refundable) [PROADV]	2	2	Online special rate offered.
Packages [PKG***]	2	2	Several packages active.
Promotions [PRO]	2	2	Hotel does a great job with promotions, TravelZoo, Lenox Web rate, Trip Advisor Rate, Stash Rate, cheapflights rate
Weekend Rates [DISWKD or WEEKND]	2	2	Several special rates are offered during slow periods, off peak periods.
Direct Connect Merchant Rates - Travelocity [MERTN1], lastminute.com, Expedia	0	2	Appears property may have merchant agreements but manage rates through extranets. Expedia rate loaded but not distributed or mapped to GDS.
Merchant Model Rates - Orbitz [MERLDC] via Gallileo	0	2	Orbitz Rate is loaded but not mapped.
Merchant Model Rates - TravelWeb/Priceline [MERTWB] via Worldspan	0	2	TravelWeb rate built but not mapped to channel.
Merchant Model Rates - hotel.de (EMEA)	n/a	0	
Opaque Rates - Priceline, Hotwire [OPQ]	2	2	Priceline tier rates are loaded but inactive. Priceline net rate active.

► **Participation Summary** is a best practices audit conducted by Historic Hotels of America Revenue Account Manager.

► **Summary includes:**

- Hotel Rate Audit
- Channel Distribution Audit
- Rate Production Audit
- Failed Availability Analysis
- Marketing Audit
- Many other items.

2013 Reservations and Revenue Management Opportunities

Historic Hotels Distribution Network: iRate

RateGain



► What is iRate?

- Rate-shopping tool to monitor comp set and check parity
- Monitor hotel & brand websites, GDS and Online Travel Agents
- Provided through Historic Hotels of America alliance partner: Rate Gain

iRate Features

- • Real-time and on-demand rate shopping with price alerts
- Scheduled weekly reports
- Reports are designed specifically for the roles of hotel general manager, director of sales, and revenue manager

2013 Reservations and Revenue Management Opportunities

Anywhere, IL United States Login/Register USD US Dollars English - GB

Select Dates > **Rooms & Rates** > Select Packages > Checkout > Confirmation

Your Stay

Arrival: OCT 2012 17 WED
Departure: OCT 2012 20 SAT

3 Nights

Guests: 1 Adult

Edit

Refine Results

Price Range: USD 166.00 - USD 200.00

average nightly rate

Rooms ▶

Rates ▶


Available Rooms & Rates Compare Rooms

Buy 2, Get Third Night Free - Buy 2 Nights get 3rd Free From **USD 166.67 / Night**

Buy 2, Get Third Night Free
More about this Rate

Policies Cancellation is one day prior to arrival (3pm) to avoid a penalty Credit Card guarantee taken at time of booking Additional Policy Information - Not Configured Yet

Hide Available Rooms




Historic King Park View Add To Compare

Buy 2 Nights get 3rd Free
Read more

USD 300.00
USD 200.00 / Night
Excluding Taxes & Fees
[View Price Breakdown](#)

Select

[See more photos](#)



Historic King Lake View Add To Compare

Buy 2 Nights get 3rd Free
Read more

USD 275.00
USD 183.33 / Night
Excluding Taxes & Fees
[View Price Breakdown](#)

Select

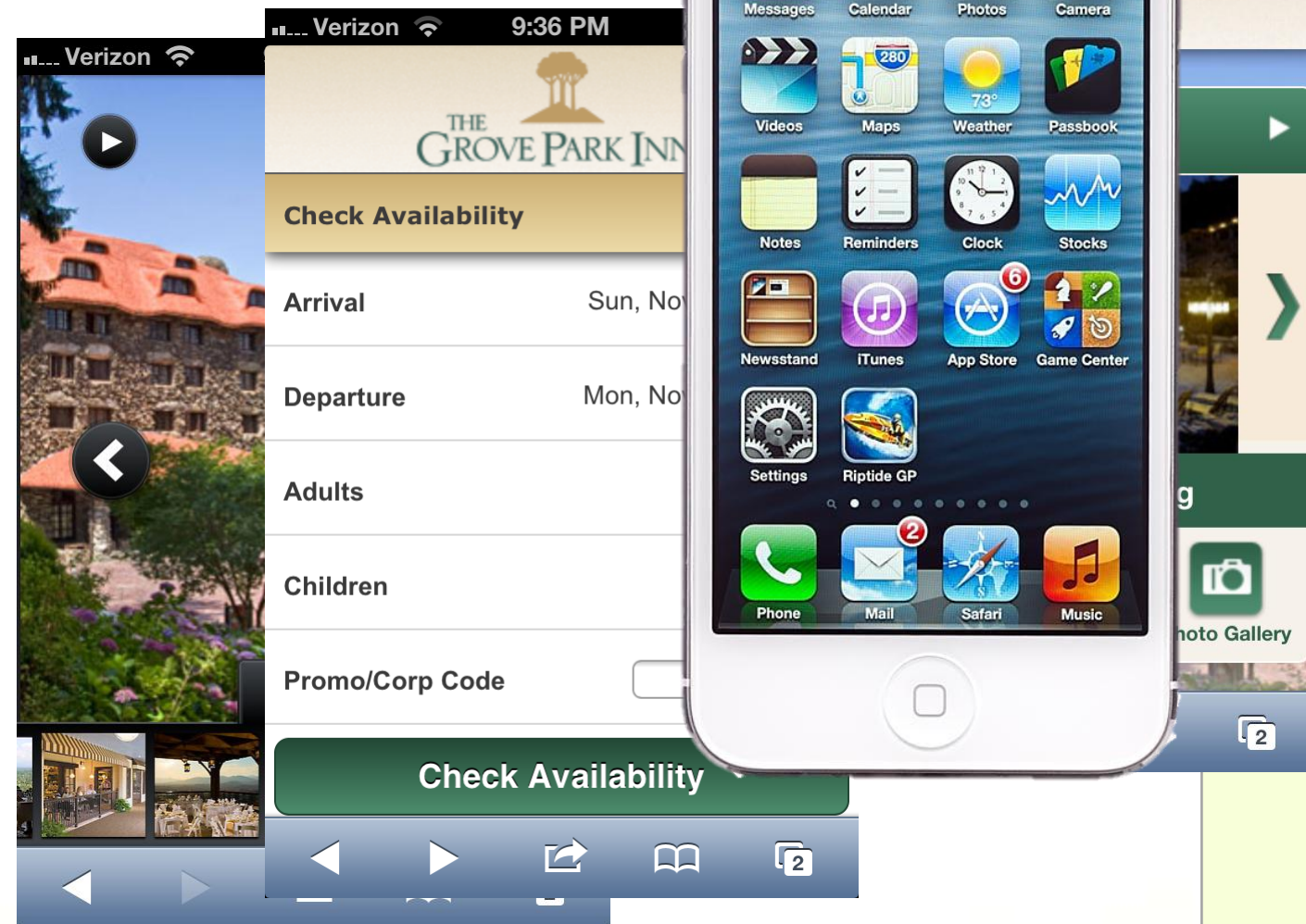
[See more photos](#)

- **Does your Booking Engine...**
- Offer a complimentary* Mobile IBE?
 - Have unlimited custom looks?
 - Have ability to sell ancillary items?
 - Have a room compare feature?
 - Unlimited large high-res images?
 - Have Promotional Pricing?

*Transactional Fees Still Apply

2013 Reservations and Revenue Management Opportunities

Historic Hotels Distribution Network: iMobile



es your Booking Engine...

Full-Featured Mobile Website
Branded display including logo,
look and feel of your hotel's
website

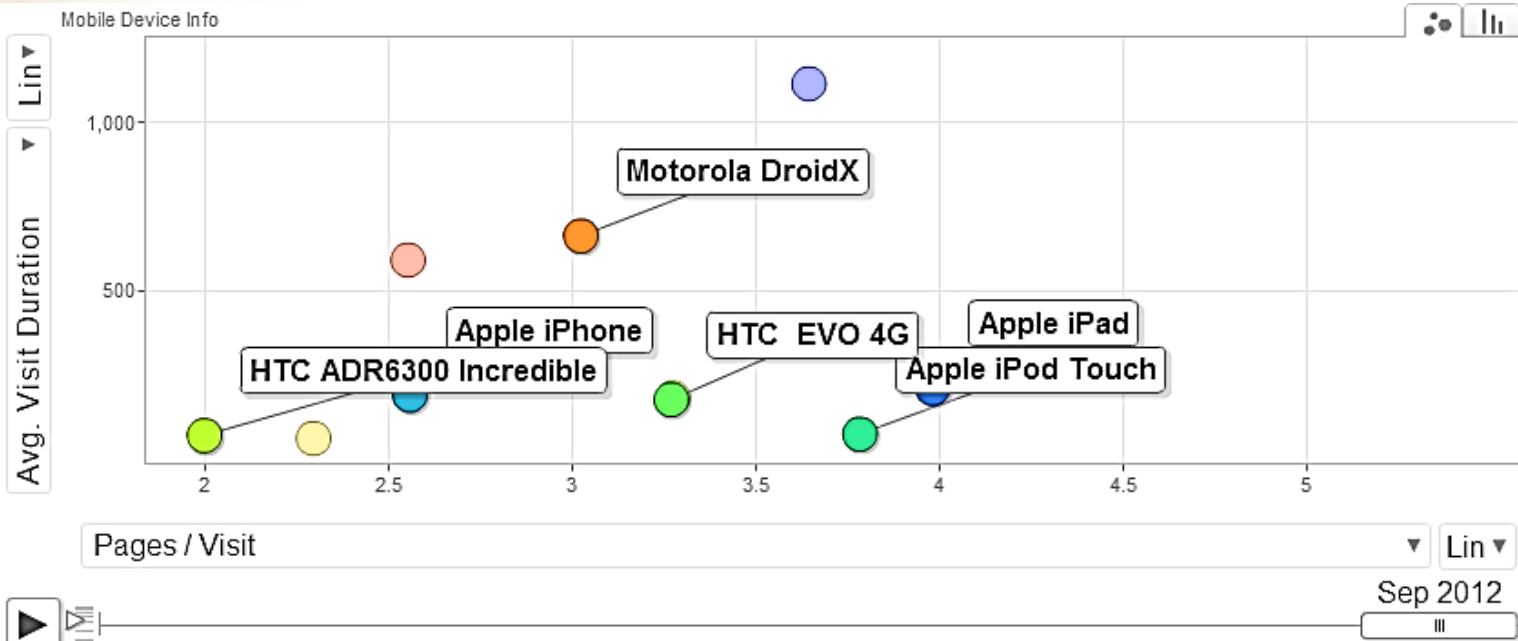
Up to 7 navigation items and
15 pages of content

High-impact photo gallery

Optimized information
architecture and up to 6 content
sections

2013 Reservations and Revenue Management Opportunities

Mobile is Growing



Visits	Pages / Visit	Avg. Visit Duration	% New Visits
76,518	3.44	00:03:43	84.45%
% of Total: 22.71% (336,940)	Site Avg: 4.06 (-15.20%)	Site Avg: 00:06:43 (-44.65%)	Site Avg: 84.83% (-0.45%)

Devices Report | All Visits (No Segment) | 2012 | Graph generated by SiteCatalyst

Device	Bookings	Revenue
1. Apple iPad	60 9.1%	\$22,037 10.4%
2. Apple iPhone	8 0.9%	\$1,201 0.6%
3. Motorola Droid 4	2 0.3%	\$583 0.3%
4. Barnes and Noble Nook Color	1 0.2%	\$200 0.1%
TOTAL	660	\$211,653



Historic Hotels Distribution Network: iConnect

Example
Hotels



► What is iConnect?

- Customer Relationship Management (CRM) System
- Allows hotels to communicate directly with guests throughout customer lifecycle.
- Provided through Historic Hotels of America alliance partner: Digital Alchemy

► iConnect Features

- Guest info taken from hotel PMS
- Customized templates
- Online comment cards
- Promotional campaigns
- Multiple points of contact with guests

2013 Reservations and Revenue Management Opportunities

Historic Hotels Distribution Network: iShop



Reservations Office

We ensure that your reservations agents are performing at their peak. Use your own criteria or standardized QTI criteria.

SMART CALLS

The Sales Manager Access and Response Time calls provide valuable feedback on the availability of your sales managers.

Group Sales

Keep your sales managers focused on the core sales skills that are the building blocks of sales success in the real world.

Specialty Shops

Use PBX/Front desk, Catering, Spa and Restaurant shops to evaluate performance in these critical areas.

► **What is iShop?**

- Mystery call service
- Customized call by hotel
- Provided through QTI – Quality Track International

► **iShop Features**

- Immediate results via email
- Access to audio recordings of every call
- Call performance reporting

REVENUE ACCOUNT MGT OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
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Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels	
Guest Connect Booking Engine with Complimentary Mobile Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	

2013 Reservations and Revenue Management Opportunities



HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION®

- ☒ **Total Branded Connectivity**
- ☒ **Tools**
- ☒ **Displaying Rates & Packages on www.historichotels.org**
- ☒ **Updating hotel content, events and images on www.historichotels.org**
- ☒ **Participation tools**

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

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