
HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

2012 SALES PROGRAM

INTRODUCTION

Historic Hotels of America offers its member hotels valuable yet affordable supplemental opportunities to participate in various tradeshow, client showcases, partner client events, consortia, and other sales programs, all of which serve to enhance and extend the member hotels' direct sales efforts.

In terms of the quantity of meetings and events represented by these various sales opportunities, Historic Hotels of America's Director, Sales has calculated the total number of meeting and event planners in attendance annually at each Historic Hotels of America-sponsored client showcase, including events in Chicago, New York, Washington, DC, and San Francisco, as well as The Hyland Group's partner client events in Chicago and Washington, DC; and The Cramer Collection's partner client event in San Francisco.

To this calculation was added the total number of meeting and event planners who visit the Historic Hotels of America exhibit booth annually at various tradeshow, including ASAE Springtime, GBTA, HSMIA's MEET National, National Preservation Conference, and Holiday Showcase; as well as client RFPs received via telephone and the brand website.

Arriving at a total of 650 clients, a multiplier of ten was then used—for a conservative estimate of the number of meetings and event represented by each of the 650 clients—**for a grand total of 6,500 potential meetings and events annually.**

I. SELLING TO THE PRESERVATION VERTICAL MARKET

The preservation vertical meetings market is comprised of preservation-related, non-profit organizations, government entities, private foundations, associations, and societies which have an affinity for conducting meetings and events in historic venues.

By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel organization which can stake a credible claim to having a genuine understanding and legitimate affiliation with the preservation meetings market.

Sampling of Preservation Market Organizations

- National Trust for Historic Preservation
- US Department of the Interior (*Maintains the National Register of Historic Places*)
- National Park Service
- Civil War Trust
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action (*Government Affairs & Lobbying*)
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Historic House Museums
- Art and History Museums
- Cultural, Heritage and Historical Societies
- Travel Agents specializing in heritage and cultural study tours

Reaching the Decision Makers in Preservation Market Organizations

- Participation in the National Trust's Annual Preservation Conference
- Participation in tradeshow and meetings sponsored by preservation partner organizations
- Print and online advertising in various preservation publications and websites including *Preservation*, the Magazine of the National Trust for Historic Preservation
- Editorial placements in key preservation publications
- Direct solicitation efforts targeted to meeting and event planners at preservation partner organizations thru the **Historic Hotels of America Preservation Client Database**, a proprietary database, exclusive to Historic Hotels of America, listing more than 200 "preservation-friendly" national organizations which have been vetted and determined to have an affinity for conducting meetings and events in historic venues.

II. PRESERVATION CLIENT DATABASE PROGRAM

The Preservation Client Database is a listing of more than 200 preservation-friendly organizations and state historic preservation offices, which have an affinity for hosting meetings and events in historic venues.

Member hotels are encouraged to provide Historic Hotels of America with exclusive group sales offers which are sent via email on a monthly basis to the contacts in the Preservation Client Database. Meeting planner responses will come back to the Historic Hotels of America National Sales Office for review and forwarding to the appropriate member hotel(s) for a response. A single e-blast is sent to the Preservation Client Database each month and interested hotels may be featured for a nominal fee. Each e-blast showcases group offers from a maximum of four member hotels. To reserve space in a future e-blast, please visit the Sales section of the Member Portal or contact Michael DiRienzo in the National Sales Office.

III. NATIONAL TRUST MEMBER GROUP RATE PROGRAM

Modeled on the popular National Trust Member Rate (FIT) Program, the National Trust for Historic Preservation Member Group Rate Program was developed to provide a new group business channel to Historic Hotels of America members, while promoting new memberships in the National Trust for Historic Preservation, and offering an additional tangible benefit to current National Trust members.

Whenever a member of the National Trust is interested in booking a group with a minimum of 10 guestrooms into an HHA member hotel, the NTHP member will visit the HHA website, complete, and submit a simple online meeting RFP form, providing his/her NTHP membership number. Alternatively, the RFP may be phoned in to the HHA National Sales Office for sourcing. The RFP will be reviewed by HHA's Director, Sales and forwarded to the appropriate member hotel(s) for follow-up. The participating hotel will have the option to accept or decline the referral. If accepted, the hotel will contract directly with the National Trust member and pay an after-departure placement fee to HHA on consumed group room revenue.

In order to participate in the program, a hotel must:

- Be a member in good standing in Historic Hotels of America
- Be a current participant in the National Trust Member Rate (FIT) Program with a bookable National Trust Member (FIT) Rate loaded in the hotel's property management system and on the HHA website
- Agree to provide National Trust members with a group rate which is 5% below the hotel's **B**est **A**vailable **R**ate (BAR) or the prevailing group rate—whichever is lower
- Respond in a timely manner to all referrals resulting from participation in the program, copying HHA's Director, Sales on all correspondence and proposals sent to the client
- Agree not to list the placement fee payable to HHA in any verbal, written, or electronic communication with the client, inasmuch as the payment of the placement fee is an agreement between and exclusive to HHA and its member hotels.
- Agree not to increase the group rate offered to the National Trust member in order to compensate for the placement fee paid to HHA
- Agree to pay an after-departure placement fee to HHA on consumed group room revenue referred to the hotel as a result of the National Trust Member Group Rate Program

IV. CLIENT DESTINATION EDUCATION PROGRAMS

More than just a client familiarization program, the Historic Hotels of America Client Destination Education Program showcases metropolitan areas (and surrounding drive-in destinations) in which there is a high concentration of member hotels to groups of qualified clients who have a track record of booking meetings and events into historic hotels. In addition to hosting accommodations, property tours, and food and beverage function in member hotels, clients also participate in city tours, during which they are introduced to the area's history and tour historic venues where off-site events could be hosted.

V. CITY SPOTLIGHT PROGRAM

The Historic Hotels of America website routinely showcases metropolitan areas in which there is a high concentration of member hotels located not just in the destination city itself, but in surrounding drive-in destinations as well. A key component of the City Spotlight Program, is to prominently feature the showcased hotels in multiple sections of the Historic Hotels of America website, including the Meetings & Events overview page, where special copy and links to individual hotels pages afford spotlighted hotels additional exposure to meeting professionals.

VI. SALES & MARKETING COMMITTEE

The primary role of the Historic Hotels of America Sales & Marketing Committee is to serve in an advisory capacity to brand management. In addition, the committee acts as a focus group for vetting current and potential sales and marketing initiatives as well as to facilitate participation and communication between member hotels and management.

Reflecting the diversity of Historic Hotels of America's membership, the members of the Sales & Marketing Committee are carefully selected to ensure a representative cross-section of property types and geographic regions. The Committee Chair serves a three-year term, during which time he/she also serves as a liaison to the Board of Advisors.

The Sales & Marketing Committee meets in session twice a year—in the spring in New York City, in conjunction with the New York Client + Media Showcase; and again in the fall during the Annual Conference. In addition, full committee conference calls are conducted during the first and third quarters of the year and brand management conducts monthly conference calls with the committee's officers.

Historic Hotels of America Sales & Marketing Committee Roster

Chair

Stephen Galvan, Director of Sales & Marketing, The Heathman Hotel, Portland, OR

Co-Vice Chair (East)

Craig Smith, Director of Sales & Marketing, The Peabody, Memphis, TN

Co-Vice Chair (West)

Lisa Koester, CMP, Director of Sales, Napa River Inn, Napa, CA

Immediate Past Chair

Fran Levin, CHME, Director of Sales & Marketing, The Nittany Lion Inn, State College, PA

Members

Pamela Aber, Director of Sales, Historic Inns of Annapolis, Annapolis, MD

Jane Davis, CMP, Director of Sales & Marketing, Willard InterContinental, Washington, DC
Kevin Hellmich, Vice President of Sales, The Battle House, A Renaissance Hotel, Mobile, AL and Grand Hotel Marriott Resort, Spa & Golf Club, Point Clear, AL
Patty Henning, Dir. of Sales & Marketing, Jekyll Island Club Hotel, Jekyll Island, GA
Michelle Gilman Jasen, Regional Director of Sales & Marketing, Fairmont San Francisco, San Francisco, CA
Bob Louis, Director of Sales & Marketing, Hilton Cincinnati Netherland Plaza, Cincinnati, OH
Norma Probst, Director of Marketing, Cranwell Resort, Spa & Golf Club, Lenox, MA
Bud St. Pierre, Director of Sales & Marketing, King and Prince Beach & Golf Resort St. Simons Island, GA
Dave Ritchie, Area Director of Sales & Marketing, Omni Parker House, Boston, MA
Andrea Thornton, CMP, Director of Sales & Marketing, Hotel Monteleone, New Orleans, LA
Linda Price Topp, Director of Sales & Marketing, The Pfister Hotel, Milwaukee, WI and Hilton Milwaukee City Center, Milwaukee, WI

VII. PEER GROUP PROGRAM

In order to assist brand management maintain regular contact with hotel sales representatives and to provide feedback on a variety of sales-related issues, a sales peer group program has been implemented. Each member of the sales and marketing committee is assigned a peer group consisting of other hotel sales representatives, primarily located within the committee members' geographic region.

On behalf of the sales and marketing committee, each peer leader maintains regular communication with his peer group on a variety of sales-related issues including tradeshow, client showcases, and other sales opportunities. The peer group program has proven to be an invaluable resource to management, effectively expanding the sales outreach effort while providing member feedback to brand management.

VIII. TRADESHOWS

During 2012, Historic Hotels of America will exhibit at several national tradeshow. The tradeshow schedule, which follows, has been carefully developed with member hotel input to ensure the widest possible exposure in all market segments.

Historic Hotels of America contracts in advance with show management for select industry trade shows and then invites member hotels to participate in the Historic Hotels of America exhibit booth on a co-op basis for significantly less than it would cost for a hotel to exhibit on its own. Following each tradeshow, group business leads and prospects are shared with those hotels which participated in the Historic Hotels of America exhibit booth.

2012 Tradeshow Schedule

Pharmaceutical Meeting Forum – March 7-9, 2012 – Philadelphia

ASAE Springtime – May 3, 2012 – Washington, DC

AIBTM – June 19-21, 2012 – Baltimore, Maryland

Global Business Travel Association (GBTA) – July 22-25, 2012 – Boston

HSMAI's MEET National – September 5-6, 2012 – Washington, DC

IMEX America – October 9-11, 2012 – Las Vegas

National Preservation Conference – October 31-November 3, 2012 – Spokane, Washington

Association Forum Holiday Showcase – December 13, 2012 – Chicago

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) for more information or to register online for any of these tradeshows.

IX. CLIENT SHOWCASES

Historic Hotels of America hosts Client Showcases in key business markets. Client Showcases are typically planned in conjunction with a national tradeshow or other industry event and are hosted in member hotels; however, stand-alone Showcases also have been hosted with positive results. Typically these marketplace reception-style events attract 75-200 clients and 15-50 participating member hotel representatives.

The 2012 schedule of Client Showcases includes Chicago on April 12; New York City on May 16; Washington, DC on September 6, in conjunction with the HSMAI's MEET National tradeshow; and San Francisco on September 19. Media representatives are invited to the Chicago, New York, and San Francisco Showcases.

Also of note, annually in June, October, and December, Historic Hotels of America's Director, Sales participates in The Hyland Group's client events in Washington, DC and Chicago. As space allows, member hotels also are invited by The Hyland Group to participate in these events and arrangements may be made directly with The Hyland Group.

In addition, each year, Historic Hotels of America's Director, Sales participates in The Cramer Collection's client event in San Francisco in January/February. As space allows, member hotels also are invited by The Cramer Collection to participate in this event and arrangements may be made directly with The Cramer Collection.

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) for more information or to register for any Client Showcase.

X. PROMOTIONAL MATERIALS

Following an intensive design vetting process, the Historic Hotels of America exhibit booth, retractable trade show banner, and membership directory were redesigned to reflect the "look and feel" of the brand.

In addition, a new collateral piece—the *Historic Hotels of America Meeting Room Facilities Listing By State*— was designed and developed for distribution at tradeshow, client events, and other sales venues. The facilities guide is updated on a quarterly basis.

XI. THE HYLAND GROUP & THE CRAMER COLLECTION

With offices in Washington, DC and Chicago and a 5,000-account database, The Hyland Group, a nationally-recognized hotel sales representation firm, has been retained by Historic Hotels of America to generate group business leads for all member hotels. www.HylandGroup.com The Cramer Collection is based in San Francisco and serves as Historic Hotels of America's western regional sales representative. With more than 30 years experience in the travel industry and a client database of more than 1,500 accounts in California and the West, The Cramer Collection is an ideal complement to The Hyland Group's established presence in the Washington, DC and Chicago markets.

Member hotels pay an after-departure performance fee based on consumed group room revenue booked as a direct result of a referral from The Hyland Group or The Cramer Collection.

Member hotels are encouraged to provide The Hyland Group and The Cramer Collection with sales kits and to schedule presentations with The Hyland Group and The Cramer Collection sales teams whenever traveling to Washington, DC, Chicago, or San Francisco. Members should consider The Hyland Group and The Cramer Collection as extensions of their own sales teams.

For additional information about The Hyland Group, please contact:
Pete Hyland, President, The Hyland Group on +1 866-813-7330 or Pete@HylandGroup.com

For additional information about The Cramer Collection, please contact:
Neil Cramer, President, The Cramer Collection on +1 415 673 2143 or Neil@TheCramerCollection.com

XII. HISTORIC HOTELS OF AMERICA WEBSITE

The Meetings & Events section of the Historic Hotels of America website allows meeting professionals access to a variety of helpful tools, including the ability to search meeting sites; view a meeting facilities chart; search group value dates; submit an RFP; contact the National Sales Office, or join an e-planner list.

In addition, a member hotel may showcase its meeting and event-related amenities and services on the website by ensuring that the copy and images which are featured on the hotel's listing page and Meetings & Groups link are current and engaging, so that meeting and event professionals will know the hotel is interested in accommodating groups and has the function space, amenities, and conference professionals to ensure a successful meeting or event.

XIII. ANNUAL CONSORTIA RFP PROCESS

As a benefit of membership, hotels with a Historic Experience “HE” Global Distribution System (GDS) Chain Code, who are interested in developing corporate transient and/or leisure travel relationships are strongly encouraged to enroll in the annual request for proposal (RFP) process. Not only will Historic Hotels of America assist in the submission of consortia requests for proposals, there’s even an option to select the iBid Concierge Service, in which Historic Hotels of America will complete and submit desired consortia RFPs on your behalf, so you would not have to spend time completing bids or worrying about missing RFP submission deadlines.

Key Features of iBid™ Online include:

- ✓ Centralized database to electronically submit RFP's (Lanyon)
- ✓ Centralized billing for the travel agency consortia, travel management companies, and hotels resulting in cost savings and increased program acceptance.
- ✓ Verification of property data prior to submission of specific contracts

Within the annual bidding process, hotels have access to major consortia program RFPs such as ABC, Radius, CCRA, and Thor.

For more information about the RFP Process and support via **iBid™**, please contact Michael DiRienzo Director, Sales for Historic Hotels of America +1 202 772 8337.

MDiRienzo@HistoricHotels.org

XIV. TRAVEL MANAGEMENT COMPANIES (TMC's)

In the same way that Historic Hotels of America assists HE GDS member hotels to navigate the consortia RFP process, we are also able to provide the same access and introductions to Travel Management Companies (TMC's). TMC's are wholly-owned corporations that own and operate a large number of travel agencies worldwide which specialize in corporate travel and travel consulting. Through Preferred Hotel Group, Historic Hotels of America has partnerships with four of the most recognized TMC's including, American Express Travel; BCD Travel; Carlson Wagonlit; and HRG, providing access to agents and assisting with the RFP submission process.

For more information about access to TMCs and the RFP submission process, please contact Michael DiRienzo, Director, Sales for Historic Hotels of America via Tel: +1 202 772 8337.

MDiRienzo@HistoricHotels.org

XV. HISTORIC HOTELS OF AMERICA MEMBER PORTAL

Please visit the Historic Hotels of America Member Portal (www.HistoricHotels.org) and click on the “Sales” link for the most current sales and marketing information.