



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

2012 Annual Conference

The Pitch & Pizzazz:
Marketing & Promoting Your Historic Hotel

2012 Marketing & Public Relations Recap

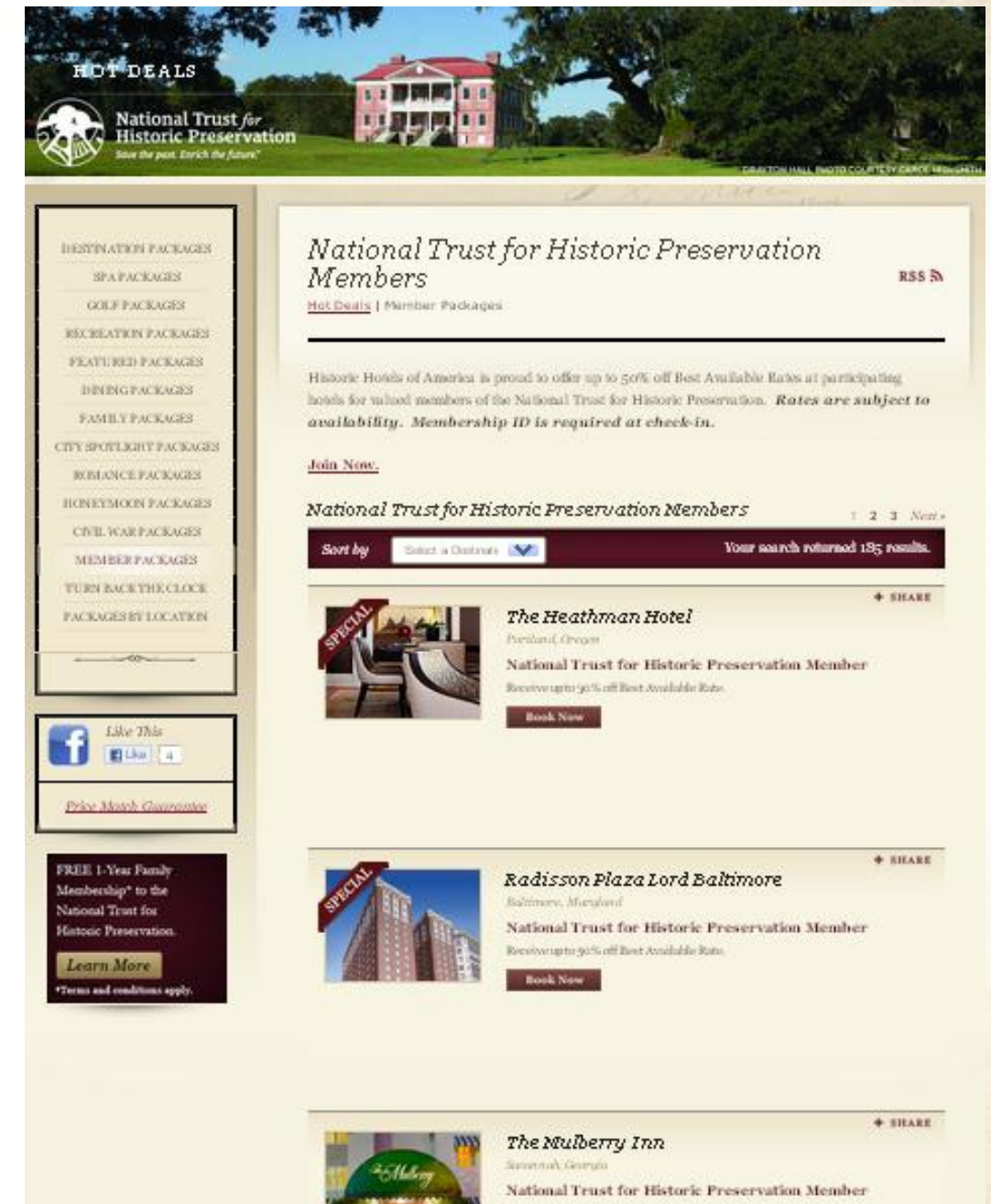
- Online
 - HistoricHotels.org enhancements
 - Hotel keywords
 - SEO
 - Price Match Guarantee
 - Meta search
 - HistoricHotels.org growth
 - 63% more unique visitors Q3 2012 vs. Q3 2011
 - 18% more unique visitors Q3 2012 vs. Q2 2012
 - Online media campaigns
 - PPC
 - Display campaigns
 - Remarketing campaigns

NEW!



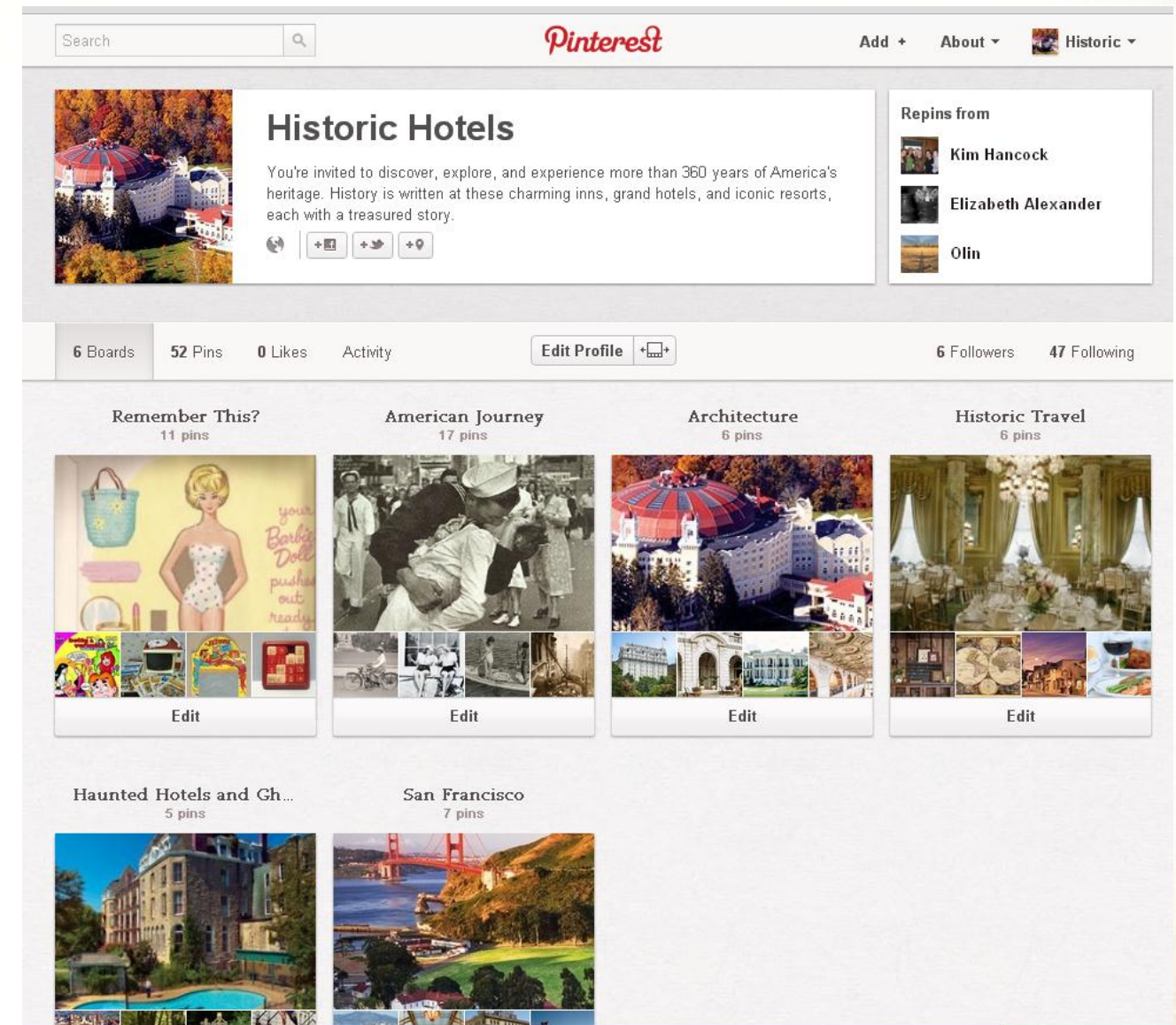
2012 Marketing & Public Relations Recap (cont.)

- Partnerships
 - National Trust for Historic Preservation
 - Promoting the Member rate: savings of up to 50% off BAR
 - Member acquisition campaign – Sept 2012
 - *The Washington Post* Historic Home contest
 - The History Channel Club
 - Great Getaway column
 - *DailyHistory* emails
 - Civil War Trust
 - Battlefield pages
 - The Roaming Boomers
 - Arizona tour
 - National Park Foundation
 - Share the Experience photo contest
 - US Department of Interior/National Park Service



2012 Marketing & Public Relations Recap (cont.)

- E-communications
 - *Discover & Explore* Newsletter **NEW!**
 - Dedicated emails
- Print
 - *Preservation* magazine ads
 - Annual Directory
- Public Relations
 - Media coverage
 - 150 media at events in 2012
 - Coverage in over 100 articles in 2012
 - Seasonal and thematic press releases
 - New member press releases
- Social Media
 - Facebook growth
 - More than doubled in 2012
 - Pinterest **NEW!**
 - Twitter



2013 Marketing & Public Relations Opportunities:

- *Discover & Explore* Newsletter **NEW!**
- Cooperative Marketing Program
- Client & Media Showcases
- Regional Hosted Media Lunches
- Co-op Print Ads **NEW!**
- *Preservation* Magazine Guestroom Distribution Program
- Facebook Sweepstakes
- Partner Promotions

Consumer Newsletter **NEW!**



Promote Your Hotel in *Discover & Explore*

A consumer newsletter featuring specials, offers, and fun facts

- Distribution: monthly
- Quantity: over 200,000 emails
- Placements include:
 - Featured Hotel: \$750 per insertion
 - History Mystery: \$375 per insertion
 - Best Bet: \$375 per insertion

2013 Cooperative Marketing Program

HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation

EXCLUSIVE MEMBERSHIP BENEFITS

HistoricHotels.org

MEDIA GALLERY
Displays an expansive variety of visuals of exterior, interior, and historical photography/memorabilia.

EXPANDED SEARCH CAPABILITIES
Allows guests to find historic hotels by name, availability, location, plus:

- Favorite historical era
- 39 architectural styles ranging from Art Deco to Victorian
- 15 property styles from manors to factories to resorts
- Four distinct levels of luxury

DYNAMIC MAP
Features historic hotels by geographic location, refined by luxury level, property style, and architectural design, plus local attractions, museums, battlefields, and historic sites.

2013 Cooperative Marketing Program

Historic Hotels of America® represents more than 240 historic hotels ranging from small historic inns to city-center icons and grand dame hotels and resorts. Key membership benefits include an interactive and comprehensive website, showcasing member hotels with exclusive features, and access to opportunities through the National Trust for Historic Preservation®.

The Cooperative Marketing Program is an opt-in program that delivers integrated marketing campaigns of online, communications, and print tactics.

Membership benefits on HistoricHotels.org include:

- Individual historic hotel profile presenting characteristics and future events
- Interactive timeline of historic events featuring historic hotels and allowing guests to discover over 350 years of American history
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions
- Hot Deals section sharing hotel packages, experiences, and special offers
- Civil War sections promoting special hotel packages and Hot Deals, plus hundreds of experiences, such as re-enactments, lectures, tours, and more
- Smartphone mobile website allowing visitors on-the-go access to hotel details, photos, and booking

www.HistoricHotels.org

1. Atlanta, Georgia

Promote Your Hotel through an Integrated Marketing Campaign

- Distribution: monthly
- Levels:
 - Marquee
 - Premiere
 - Showcase
- Costs: starting at \$1250 per campaign

2013 Cooperative Marketing Program

Online Benefits

HistoricHotels.org

- Marquee placement
 - Image on HistoricHotels.org and Smartphone Mobile Website
- Premiere placement
 - Image with text ad
- Pay Per Click (PPC)
 - Featured in PPC campaigns using Google AdWords



2013 Cooperative Marketing Program

E-Communications Benefits

Eblasts

- Consumer eblast
- Meeting Planners eblast
- Name Exchange group ebasts

Press Releases

- Reach A-list media through releases featuring multiple hotels

Social Media

- Promote special offers, fun facts, and more on Facebook and Twitter.



Art, Culture & Leisure in the Ozarks

Perched above the Victorian village of Eureka Springs, Arkansas, 1836 Crescent Hotel & Spa is a palatial structure amid 15 acres of gardens and nature trails, and is the perfect starting point for an exploration of the culture of the Ozark Mountains.

Venture out on the new Arkansas Art Trail this year and take advantage of the hotel's **Art, Culture & Leisure** package. It includes:

- Three-day, two-night accommodations
- Daily breakfast in the Crystal Dining Room restaurant
- Dinner for two in the 1836 Steakhouse
- Two full-body massages at the New Moon Spa & Salon
- An Arkansas Art Trail driving map and a Eureka Springs walking map



2013 Cooperative Marketing Program *Partnership Opportunities*

National Trust for Historic Preservation Opportunities

- *Preservation* print ads
Sent to 350,000 subscribers and distributed to 188 hotels with 40,000 guestrooms
- Website banner on PreservationNation.org
- *Heritage Traveler*
an article in the monthly enewsletter
Sent to almost 200,000 subscribers



2013 Cooperative Marketing Program

Cost Breakdown

Marquee - \$3500 per campaign

- Two *Preservation* ads (a \$1900 value)
- Pay per click campaigns (a \$700 value)
- Meeting planner eblast (a \$375 value)
- Home page presence, consumer eblast, social media
and much more for \$525

Premiere - \$2500 per campaign

- One *Preservation* ad (a \$1000 value)
- Pay per click campaigns (a \$500 value)
- Meeting planner eblast (a \$375 value)
- Home page presence, consumer eblast, social media
and much more for \$625

Showcase - \$1250 per campaign

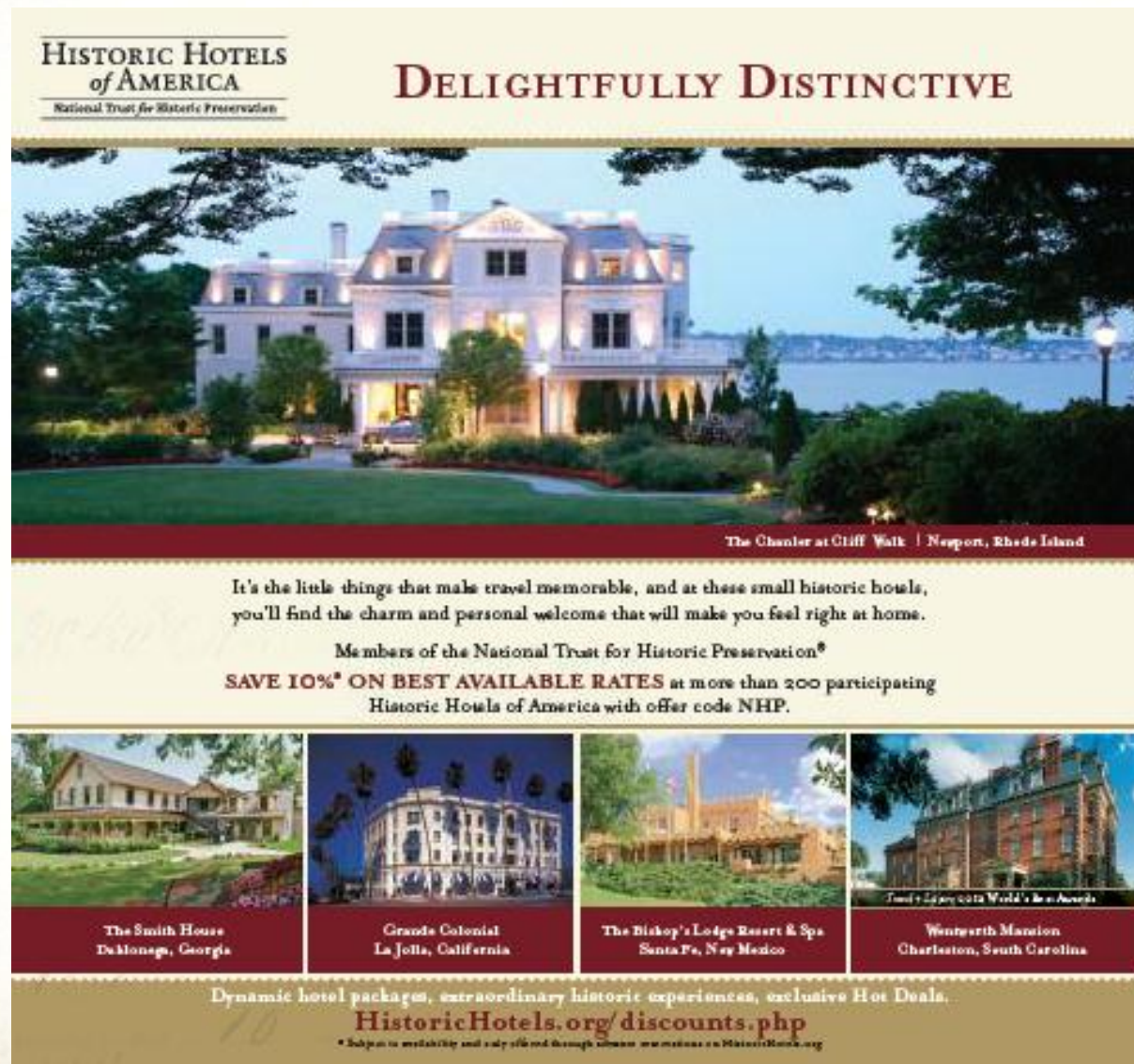
- Home page presence, consumer eblast, social media

2013 Cooperative Marketing Program

Top Reasons to Participate

- **More Bookings**
 - 2012 co-op participants had the largest increase in bookings
 - Received 20% of total bookings from HistoricHotels.org
- **More Unique Visitors and Page Views**
 - 2012 co-op participants made the top 100 pages from 5000 total pages
- **Free Insertion in *Discover & Explore***
 - **Reserve your 2013 co-op campaigns by December 1** and receive this special offer:
 - History Mystery or Best Bet (space available)

Co-Op Print Ads **NEW!**



Showcase Your Hotel on the Back Cover of *Preservation*

- Distribution: quarterly
- Quantity: 350,000
- Placements:
 - Featured photo: \$1950
 - Square photo: \$950
- Themes include milestones, small hotels, romance, and more

Preservation – back cover

Marketing &
PR Recap

New Consumer
Newsletter

Cooperative Marketing
Program

PR Opportunities

Guestroom
Distribution Program

Partner
Promotions

Client & Media Showcases



New York Client & Media Showcase

Marketplace-Style Reception

Meet with clients for group bookings and various print, online media outlets

2012 Client & Media Showcases:

- Chicago, InterContinental Chicago Magnificent Mile
 - Over 60 Clients
 - Over 15 Media
- New York, Waldorf=Astoria
 - Over 100 Clients
 - Over 60 Media
- Washington, DC, Mayflower Renaissance
 - Over 90 Clients
 - Over 15 Media
- San Francisco, InterContinental Mark Hopkins
 - Over 45 Clients
 - Over 20 Media
 - Partnered with 4 Historic Wineries of California

Client & Media Showcases

2013 Client & Media Showcase Opportunities



New York Client & Media Showcase

- 2013 Schedule with special onsite pricing:
 - Chicago: April 11, 2013
 - \$1,150 for two participants
 - New York: May 8, 2013
 - \$1,950 for two participants
 - Washington, DC: September 4, 2013
 - \$1,300 for two participants
 - San Francisco: September 12, 2013
 - \$1,150 for two participants

Regional Hosted Media Lunches

Representatives from historic hotels in Charleston

Published: August 23, 2012 [u](#)

CHARLESTON, S.C. (AP) — Business is recovering nicely for historic hotels in the Carolinas, Georgia and Tennessee as the economy improves following the Great Recession, industry representatives said Thursday.



The Wentworth Mansion in Charleston, S.C., is seen, Thursday, Aug. 23, 2012. Operators of the Wentworth and other historic hotels in the region say business has bounced back sharply after the Great Recession. (AP Photo/Bruce Smith).

MULTIMEDIA

PHOTO

[view all photos](#)



"We're having a banner year. The best year ever," said Lynn Lesene, one of the operators of The Wentworth Mansion that hosted representatives of eight members of Historic Hotels of America.

"In leisure business we had some drop off but we got that back pretty quickly," said Bud St. Pierre, the marketing director of The King and Prince Beach and Golf Resort on St. Simons Island, Ga. He said, however, group business continues to lag because Georgia state government is not spending as much on training sessions and other coastal meetings.

Chris Welch, the operator of The Smith House in Dahlonaga, Ga., said his inn never really felt the recession.

"Our lodging numbers are up 30 percent since 2008," he said, adding that the average daily rate has increased every

One-on-One Dialogue with the Media

- Washington, DC: December 6, 2012
- Atlanta: February 6, 2013
- Washington, DC: March 7, 2013
- San Francisco: April 25, 2013
- Boston: June 6, 2013
- Chicago: July 11, 2013
- New York: September 26, 2013
- TBD: October 14, 2013
- Charleston: December 6, 2013



Marketing &
PR Recap

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Facebook Sweepstakes

Provide a Prize for the Facebook Sweepstakes

- Distribution: Quarterly
- Cost: A two-night stay for two with a historic experience

The image shows a screenshot of the Historic Hotels of America Facebook page. The page features a large landscape photo of a historic hotel in a wooded area. Below the photo is the page header with the name "Historic Hotels of America" and "8,696 likes · 184 talking about this". There are buttons for "Add Profile Picture", "Liked", and a settings icon. Below the header is a section with the text "Travel/Leisure" and "A program of the National Trust for Historic Preservation, Historic Hotels of America represents over 240 of our nation's greatest treasures." There are also links for "About", "Photos", "Special Offers", "Pinterest", and "Likes". Below the page screenshot are three promotional banners. The first banner is for the "GOLDEN GATE GIVEAWAY" and says "ENTER TO WIN A TWO-NIGHT STAY IN THE CITY BY THE BAY". The second banner is for the "Great Lakes SWEEPSTAKES" and says "WIN A TWO-NIGHT STAY FOR TWO". The third banner is for the "Historic BOSTON SWEEPSTAKES" and says "Win Two Nights for Two".

Preservation Magazine Guestroom Distribution Program



Place Preservation in Your Guestrooms for Free

- Distribution: Quarterly
- Subscribers: 350,000 and 40,000 guestrooms (currently 188 member hotels)
- Cost: Complimentary

Introduction

New Consumer
Newsletter

Cooperative Marketing
Program

PR Opportunities

Guestroom
Distribution Program

Partner
Promotions

Partner Promotions



Gain Access to More Cultural and Heritage Organizations

- Distribution: Continuous
- Subscribers: Varies from 15,000 to over 1 million per partner
- Partners:
 - The History Channel Club
 - National Park Foundation
 - Civil War Trust
 - The Roaming Boomers
 - US Department of Interior
 - National Park Service
- Cost: Comp rooms

ACT NOW

2013 Opportunities

- ✓ Cooperative Marketing Program
 - ✓ Sign up by Dec 1 and receive a free *Discover & Explore* insertion
- ✓ *Discover & Explore*, Consumer E-Newsletter
- ✓ Preservation Co-op Print Ads
- ✓ Regional Hosted Media Lunches
- ✓ Client & Media Showcases
- ✓ Facebook Sweepstakes

2013 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES WHICH I HAVE CHECKED BELOW.

HISTORIC HOTELS
of AMERICA

HOT QUALITY TOURS & HOTELS PROGRAM

Hotel: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

Terms and conditions may apply.
Payments due at time of registration.

Event Overview/Event	Date	Days	Location	Cost	Registration Availability	✓
Preservation Client Database E-Blast Program	Jan-Dec	1	White	\$175 for shared e-blast \$950 for exclusive e-blast	All Hotels	
Florida Forum	March 19	4	Orlando	\$4,000 per participant	15	
Chicago Client & Media Showcase	April 11	1	Chicago	\$1,150 for two participants	50	
New York City Media Showcase	May 8	1	New York	\$1,950 for two participants	50	
AAAE Springline	May 16	1	Washington, DC	\$2,200 per participant	15	
Tow Wow	June 8	4	Las Vegas	\$4,000 per participant	15	
AHTM	June 11	3	Chicago	\$3,000 per participant	10	
Global Business Travel Association	August 4	3	San Diego	\$3,400 per participant	15	
HHEMA/MEET National	September 4	2	Washington, DC	\$2,200 per participant	15	
Washington, DC Client & Media Showcase	September 4	1	Washington, DC	\$1,500 for two participants	50	
San Francisco Client & Media Showcase	September 12	1	San Francisco	\$1,150 for two participants	50	
IMEX America	October 15	3	Las Vegas	\$5,000 per participant	10	
National Trust for Historic Preservation - National Preservation Conference	October 22	3	Indianapolis	\$1,500 per participant	15	
Association Forum Holiday Showcase	December 19	1	Chicago	\$2,200 per participant	15	
National Trust Member Group Rate Program	On-Going	On-Going	White	Complimentary	All Hotels	
Group Wine Dinner	On-Going	On-Going	White	Complimentary	All Hotels	
Revenue Add-on/Hot Offer/Event	Date	Days	Location	Cost	Registration Availability	✓
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HR Hotels	
Business Review Service	On-Going			\$500/1, \$750/2, \$1,200/4	HR Hotels	
IRate - Rate Shopping Tool	On-Going			Starting at \$100 /Month	All Hotels	
Client Connect Booking Engine with Complimentary Mobile Booking Engine	On-Going			Ask for Quote	HR Hotels	
Interface - Property Management Interface	On-Going			Ask for Quote	HR Hotels	
Messenger - Call Center Service	On-Going			\$500 Set-up, \$5/Call	HR Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	
Marketing Overview/Event	Date	Days	Location	Cost	Registration Availability	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	\$1,250 - \$3,000	Advance sign-up required	
Discover <i>My Explorer</i> e-Newsletter	Jan-Dec	1	Online	Featured Email: \$750 New Box: \$175 Discovery Magazine: \$175	Advance sign-up required	
Historic Hotels of America Co-op Print Ad	Winter / Spring Summer / Fall	On-Going	Promotional Magazine	Featured Photo \$1,950 Square Photo \$825	Advance sign-up required	
Regional Hosted Media Lunch	February 6	1	Atlanta	\$700	0	
Regional Hosted Media Lunch	March 7	1	Washington, DC	\$700	0	
Regional Hosted Media Lunch	April 23	1	San Francisco	\$700	0	
Regional Hosted Media Lunch	June 6	1	Boston	\$700	0	
Regional Hosted Media Lunch	July 11	1	Chicago	\$700	0	
Regional Hosted Media Lunch	September 16	1	New York	\$700	0	
Regional Hosted Media Lunch	October 14	1	Location TBA	\$700	0	
Regional Hosted Media Lunch	December 3	1	Charleston	\$700	0	
National Trust for Historic Preservation Member Rate	On-Going	On-Going	White	Complimentary	All Hotels	
Historical Experience Packages	On-Going	On-Going	White	Complimentary	All Hotels	
City by Night Campaigns	On-Going	30	White, Discover <i>My Explorer</i>	Complimentary	Advance sign-up required	
Seasonal Packages	On-Going	30	White, Discover <i>My Explorer</i>	Complimentary	Advance sign-up required	

Questions?

For More Information and to Sign Up:

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