



2012 Mid-Year Update

April 18, 2012



MEET THE TEAM

- **Administrative**

Thierry Roch, Executive Director, Historic Hotels of America
Larry Horwitz, Executive Director, Historic Hotels Worldwide

- **Reservations & Distribution**

Matthew Paul, Revenue Account Manager

- **Marketing & Communications**

- Gina Galatro, Manager, Marketing Communications

- **Cooperative Marketing Program**

- Erin Ross, Manager, Partnership Relations

- **Sales**

- Michael P. DiRienzo, Director, Sales

- **Web Content**

- Alice Wu, Web Content Coordinator

- **Special Projects**

- Cindy Taylor, Roberta Rinker-Ludloff

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

TAP INTO THE RESOURCES
THAT ARE AVAILABLE TO
YOU WITH HISTORIC
HOTELS OF AMERICA

Royal Hawaiian

Today's Agenda

1. Welcome & Introductions
2. Immediate Priorities
3. Program Overview – Status Report
4. Reservations & Distribution – *Knowing Changes Everything*
5. Marketing & Communications– *Enhancing Exposure & Dazzling with History*
6. Cooperative Marketing – *Reaching the Heritage & Cultural Audience*
7. Group Sales & Client Events – *Mining the Preservation Client Database*
8. Specific Needs & Expectations
9. Action Items – Member Portal
10. Q/A & Final Thoughts

Immediate Priorities

1. Attend New York City Client & Media Showcase (May 9th, Waldorf=Astoria)
2. Attend Regional Media Luncheon
3. Attend 23rd Annual Conference (November 6-8th, Ojai Valley Inn & Spa, Ojai, CA)
4. Consider a Cooperative Marketing Campaign
5. Consider Targeted E-Communications Opportunities to Consumers and/or Meeting Planners
6. Ensure All Website Text & Media Content is Complete
7. Ensure All Special Rate Plans & Packages are Loaded
8. Visit Member Portal
9. Submit Group Value Dates for Website Posting
10. Consider Valuable Benefits associated with Alliance Partners
11. Use “Member Participation Self-Assessment” Chart
12. Call Your Staff Peer for Input & Assistance

WHO WE ARE



With more than 230 historic inns, hotels and resorts in the United States of America including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America provides a historic emphasis embracing all hotel brands, chains and independent lodgings.

HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

- Established in 1989 as a program of the National Trust for Historic Preservation.
- Partners with National Trust Historic Sites, National Trust Tours, Dozen Distinctive Destinations, Civil War Trust, History Channel Club, Roaming Boomers and others.
- Partners with National Park Service, National Historic Landmarks program, National Register of Historic Places, National Historic Sites & Battlefields, Scenic Byways and others.

Royal Hawaiian, A Luxury
Collection Hotel

Royal Hawaiian

WHO WE ARE



With more than 230 historic inns, hotels and resorts in the United States of America including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America provides a historic emphasis embracing all hotel brands, chains and independent lodgings.

HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

- Drives Incremental Revenues from Unduplicated Channels
- Expands Hotel's Awareness to Historic/Cultural Travelers
- Targets the "Historic Preservation Vertical" Market
- Allows Peer to Peer Sharing of Best Practices in Historic Marketing

Palm Court
Palace Hotel, San Francisco, CA

ADDITIONS (SINCE DECEMBER 2010)

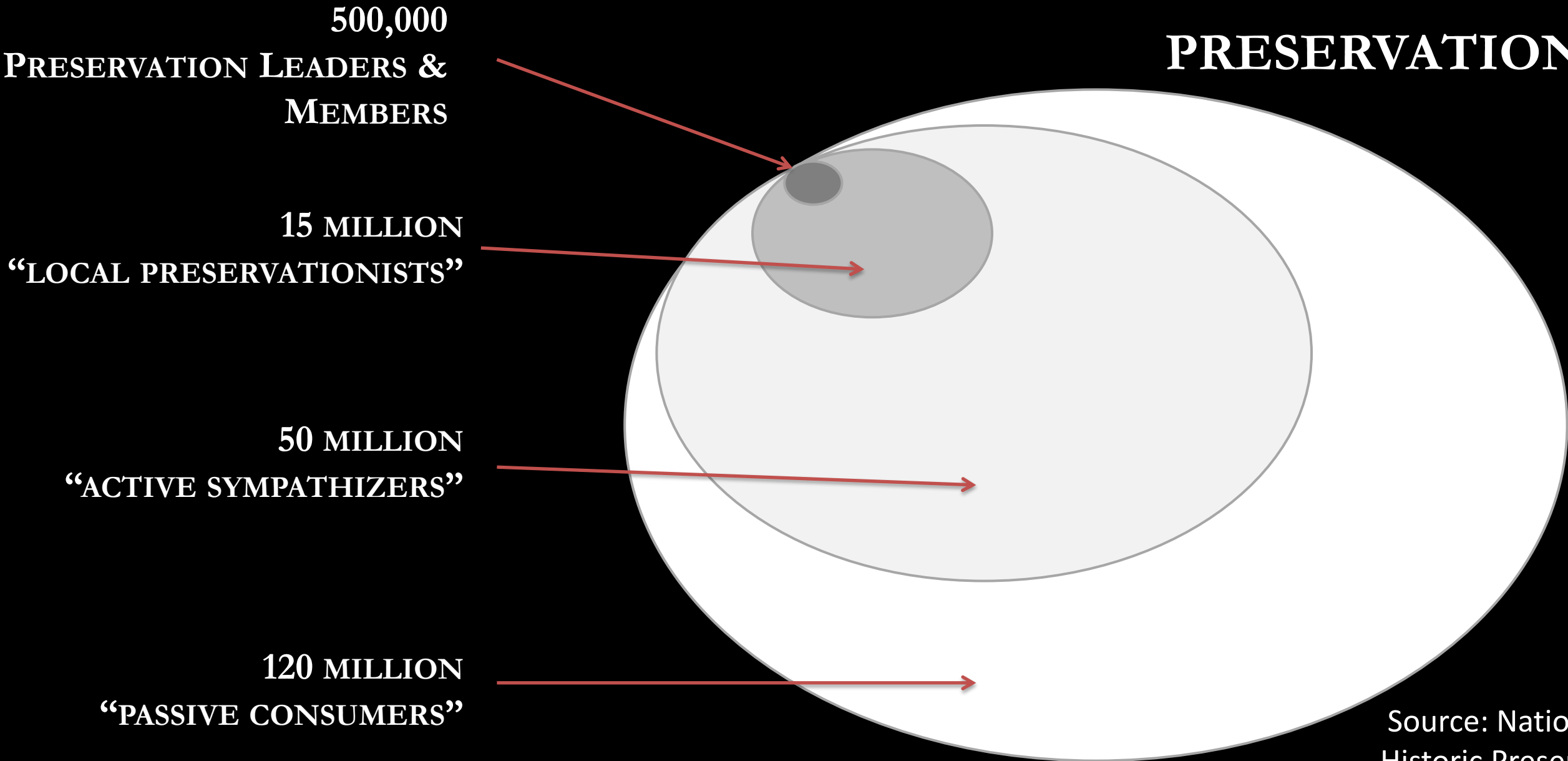
Independent

1. Mansions on 5th
2. Hotel Blackhawk
3. The National
4. Big Cedar Lodge
5. The Hermosa Inn
6. The Ashton
7. Cliff House at Pikes Peak
8. Crockett
9. Caribbean Motel
10. Queen Mary
11. Glasbern Inn
12. Tidewater Inn
13. Wigwam Resort & Spa
14. Oheka Castle
15. Haywood Park Hotel
16. Settles Hotel
17. Mansion on Delaware Avenue
18. Lord Jeffery Inn @ Amherst College
19. Harbor View Hotel & Resort
20. Kelley House of Martha's Vineyard
21. Nottoway Plantation
22. Safety Harbor Resort & Spa

Chain

1. The Waldorf=Astoria
2. The Palace, a Luxury Collection Hotel
3. The Royal Hawaiian, a Luxury Collection Resort
4. Radisson Martinique
5. George Washington (Wyndham)
6. Camino Real El Paso
7. Omni Parker House
8. Omni Severin
9. Omni Berkshire Place
10. Omni Mount Washington Resort
11. Omni Bretton Arms Inn
12. Omni Royal Orleans
13. Omni San Francisco
14. Omni William Penn
15. Omni Majestic - St. Louis
16. Omni Mansion del Rio
17. Willard InterContinental
18. InterContinental Chicago Magnificent Mile
19. InterContinental Mark Hopkins
20. Alex Johnson (Ascend)
21. Hilton Milwaukee City Center
22. The Plaza (Fairmont)
23. Grand Hotel Marriott Resort, Spa & Golf Club

**MARKET SEGMENTS
IMPORTANT TO
HISTORIC
PRESERVATION**



Source: National Trust for
Historic Preservation, 2011

HISTORIC HOTELS OF AMERICA

Top 10 Membership Benefits

10. Annual Conference & Awards Ceremony
9. Brand Assurance Standards
8. Historic Hotels of America Directory
7. Public Relations
6. Media & Client Showcases
5. Niche Marketing to Historic & Cultural Traveler
4. Reservations & Distribution
3. Affiliation with National Trust for Historic Preservation
2. Credibility, Prestige & Visibility of the Program
- ...

1. New Website

Search the Site

Historic Hotels of America

NATIONAL TRUST FOR HISTORIC PRESERVATION® DESTINATIONS EXPERIENCES TIMELINE MEETINGS & EVENTS HOT DEALS

[Check Availability](#)
Modify/Cancel Reservations

DESTINATION
Hotel or Location

ARRIVAL

DEPARTURE

PROMOCODE ▼

SEARCH

[More Search Options](#)



PALACE HOTEL, A LUXURY COLLECTION HOTEL
 San Francisco, California, 1875
[VIEW HOT DEALS](#)



THE GILDED AGE
1866 ~ 1895

Built during an era of prosperity and industry following the turmoil of the American Civil War.

EXPLORE OUR COMPLETE
HOTEL TIMELINE

❧ EXPERIENCE HISTORIC HOTELS ❧



Nature, Culture, Harmony

Ranked in the Top 150 US Resorts by Condé Nast Traveler and located in the culturally-rich Berkshire Mountains of Massachusetts, Cranwell Resort, Spa and Golf Club offers a world-class spa, historic golf course, indoor pool and three restaurants. Experience the Culture in the Country Package with one night of classic Resort accommodations, two tickets per person to your choice of cultural venues, \$20 dining credit at any Cranwell restaurant, and full use of the Spa.



One if by Land, Two if by Sea

Visit the historic city of Boston with packages from Historic Hotels of America. Celebrate the Centennial of The Fairmont Copley Plaza, discover the Back Bay at The Lenox, taste the famous Parker House Rolls and Boston Crème Pie at Omni Parker House, and more. Then combine your vacation with trips to Western Massachusetts, New Hampshire, and Southern Maine – all accessible in a couple hours of driving.



Inspire Your Curiosity

Built in the same fashion of the grand wilderness hunting lodges found in the Adirondacks, Big Cedar Lodge is a vacationer's paradise of lush forests, wildlife, and a peaceful stillness. Take a Walk on the Historic Side with luxury cabins, equipped with a fireplace, deck, and Jacuzzi, and includes a \$50 restaurant credit, a history tour, and more.



Walk BATTLEFIELDS

Explore HISTORIC SITES

Experience UNIQUE EVENTS

Click here to book your historic hotel packages commemorating the CIVIL WAR SESQUICENTENNIAL.

Stay where history was written.

[ABOUT US](#) [SPECIAL OFFERS SIGN-UP](#) [NATIONAL TRUST FOR HISTORIC PRESERVATION](#) [MEMBER LOGIN](#) [PRESS ROOM](#) [CONTACT US](#)

Historic Hotels of America

NATIONAL TRUST FOR HISTORIC PRESERVATION®

DESTINATIONS
EXPERIENCES
TIMELINE
MEETINGS & EVENTS
HOT DEALS

Check Availability

[Modify/Cancel Reservations](#)

DESTINATION ARRIVAL DEPARTURE

PROMO CODE ▾

SEARCH

« More Search Options »

EXPLORE BY HISTORY

Quick View

Choose by Time Period ▾

» LEARN ABOUT OUR TIMELINE «

1845	1850	1855	1860	1865	1870	1875	1880
<i>Industry & Upheaval: 1849-1859</i>			<i>The Civil War: 1860-1865</i>		<i>The Gilded Age</i>		

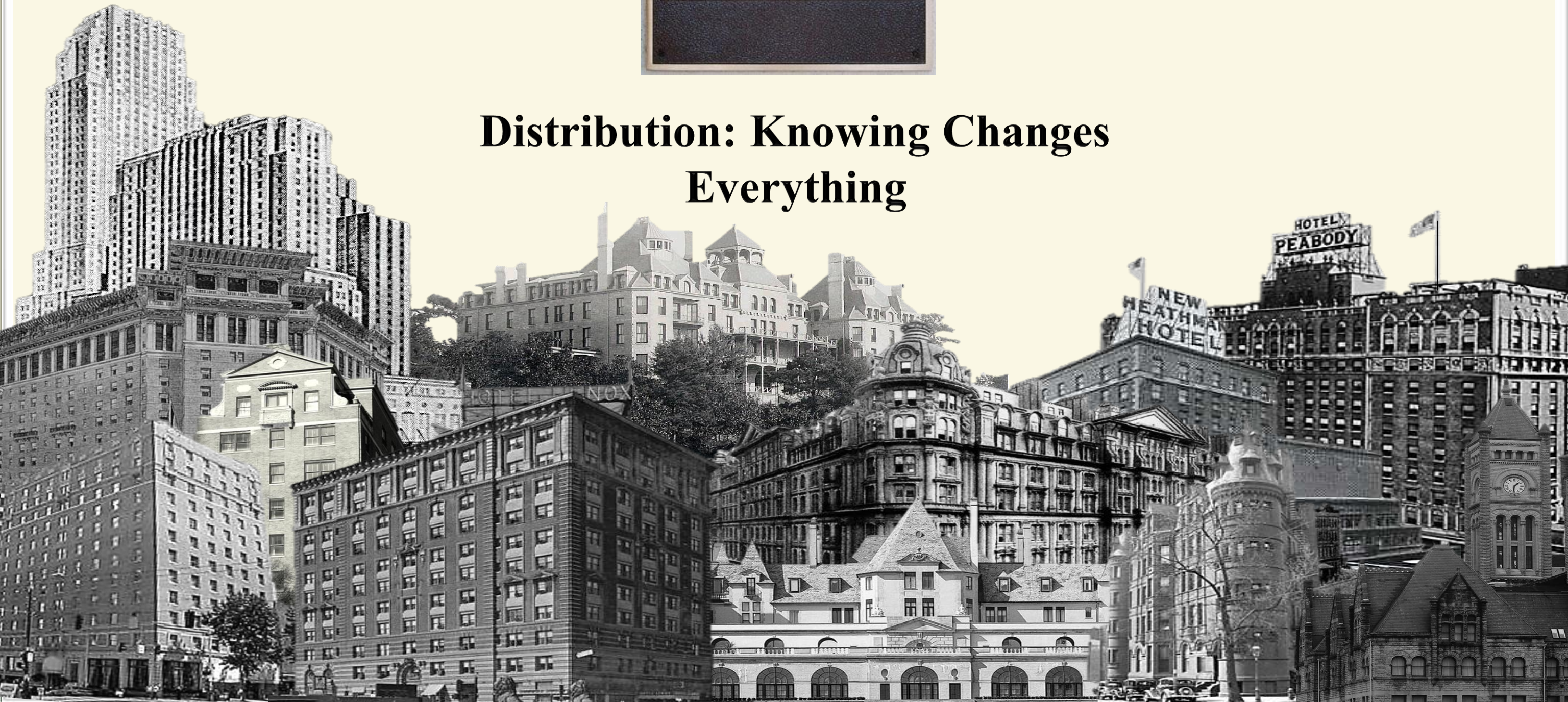
ARTS & CULTURE

POLITICAL/DIPLOMATIC

ECONOMICS & INVENTIONS



Distribution: Knowing Changes Everything



RESERVATIONS AND DISTRIBUTION

Productivity

1. Calendar Year to Date 2012 through March 31 vs. same period 2011, all channels and all hotels
Revenue (▲26%), Bookings (▲10%) and Room Nights (▲13%) , and ADR (▲12%).
2. Q1 2012:
 - Best quarter ever in terms of total revenue, bookings and room nights (all channels, all hotels):
\$6.5 Million in Revenue, 17,000 bookings, 33,000 Room Nights.
 - New Mobile Booking Engine channel was introduced in March for HE chain coded hotels.
 - National Trust Member Rate continued to be the number one rate in production each of the first 3 months of 2012. Packages were #2 rate.

RESERVATIONS AND DISTRIBUTION

Productivity

1. The Historic Hotels of America Website is averaging higher ADR compared to other channels.
 - 14% higher than the GDS channel.
 - 14% higher than 3rd party OTA's.
2. The Historic Hotels of America Website is averaging higher Revenue Per Booking compared to other channels.
 - 12% higher than the GDS channel.
 - 17% higher than 3rd party OTA's.

RESERVATIONS AND DISTRIBUTION

Exclusive National Trust Rate Plans

- Provide members of the National Trust for Historic Preservation (NTHP), at a minimum, 10% off BAR vs. AAA member rate, whichever is lower. Inventory must be open for any category and date which is open for sale at AAA rates or any other OTA rate.
- Provide a discounted GROUP rate for members of the National Trust for Historic Preservation (NTHP) at a minimum of 5% off BAR or prevailing group rate, whichever is lower.

RESERVATIONS AND DISTRIBUTION

Exclusive History-Specific Packages

Provide the following 5 rates year-round for:

1. Package HHA2 (NTHP Non-Member) (min. 2 persons/room) 3 days/2 nights + 1 historic experience + 1 historic tour
2. Package HHA2M (NTHP Member) (2 adults, 2 children) HHA2 @ 10% off + local gift + comp admission to local historic attraction
3. Package HHA3 (NTHP Non-Member) (2 adults, 2 children) 4 day/3 night + daily free breakfast + 1 historic experience + 1 historic tour
4. Package HHA3M (NTHP Member) HHA3 at 10% off + local gift
5. Package HHA4 (Off/Shoulder Season) “Book Ahead to the Past” Building Opening Date (1914) = Room Rate (\$19.14 + Meal (\$19.14) + local gift. Member determines length of stay and actual meal

RESERVATIONS AND DISTRIBUTION

Website Analytics

- Averaging 150,000 Page Views a month
- An additional 12,000 Page Views per month on mobile devices
- Approximately 30,000 Unique Visitors per month.
- Average Time On Website is now over 7 minutes per visit.
- Average approximately 5 Pages per Visit.
- Top Traffic Sources:
 - 1.Google / Organic
 - 2.Direct / (None)
 - 3.National Trust for Historic Preservation Website / Referral
 - 4.Email Traffic / Email
 - 5.Bing / Organic

Updating Hotel Content: Best Practices



Best Practice Examples:

- Overview:** French Lick Springs
- Accommodations:** Mayflower Park Hotel
- History:** The Battle House, A Renaissance Hotel
- Ghost Stories:** The Grove Park Inn
- Activities and Events:** Big Cedar Lodge
- Local Attractions:** Hilton Cincinnati Netherland Plaza
- Dining:** Jekyll Island Club Hotel
- Event Calendar:** Craddock Terry Hotel
- Hot Deals:** The Peabody Memphis
- Meetings and Groups:** Bishop’s Lodge Resort
- Weddings:** The Lenox
- Media Gallery:** The Broadmoor

availability
Reservations

DESTINATION
The Broadmoor

ARRIVAL
[Calendar Icon]

DEPARTURE
[Calendar Icon]

PROMOCODE
▼

SEARCH

More
Search

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

THE BROADMOOR
1 Lake Avenue P O Box 1439 Colorado Springs, Colorado 80906

RESORT

ACCOMMODATIONS

DINING

GOLF

SPA

ACTIVITIES

WEDDINGS

MEETINGS

Explore the Broadmoor
Video

Exterior
Photo

Location
Photo

Broadmoor Cottages
Photo

Cheyenne Lake
Photo

Bee Bunch Kids Program
Photo

Waterslide
Photo

Exterior
Photo

Powered

Change Language

Like 3

employees – from resort executives to bellhops – received comprehensive training to enable them to provide meticulous service as well as sustain a high level of employee loyalty. The Broadmoor has had only six Presidents and four Executive Chefs during its 90-year history, a true distinction in the hospitality industry, and a testament to the “quality of life” at the resort. The spirit of service, excellence and hospitality lives on at The Broadmoor, a comprehensive 3,000-acre resort complex that offers guests an unparalleled experience.

El Charo Lounge	28x44	1,232	40	N/A	70	30
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Changing the Tides of History

Experience our Southern hospitality with this historical package.

1905 – February 12 - A fire originating in the north wing destroyed the hotel and caused \$450,000 in damages. All 147 hotel guests were brought to safety by the Mobile firefighters and hotel staff. All that remained of the hotel was a mass of

HISTORIC HOTELS *of AMERICA*

NATIONAL TRUST FOR HISTORIC PRESERVATION

Enhancing Exposure and Dazzling with History



PUBLIC RELATIONS

2012 Client & Media Showcases

- Chicago (April 12)
- New York (May 9)
- San Francisco (September)

2012 Hosted Regional Media Lunches

- New Orleans (3/29)
- Washington, DC (12/6)
- Boston (7/26)
- Long Beach (TBD)
- Charleston (8/23)
- Atlanta (TBD)
- New York City (10/17)

- Public Relations PR Ticker
- *Preservation* Magazine promotions and ads
- Social Media: Facebook and Twitter
- New Member Announcements
- Media visits to hotels as requested



MARKETING: NAME EXCHANGE PROGRAM

Goals:

- To expand the reach of Historic Hotels of America member hotels by distributing offers to hotel's past guests, along with a corresponding number of consumers from the current Historic Hotels of America database
- To increase the size of the Historic Hotels of America consumer database for future brand communications

Methodology:

- 7,500+ emails distributed to both Historic Hotels of America consumer database and participating hotel's past guest list
- Offer also featured on Hot Deals section of the Historic Hotels of America website



Hot Deals

[Home](#) | [Hot Deals](#)



HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION



A Taste of the Roaring Twenties in Eastern Pennsylvania

Greetings. As someone who shares your passion for history and exceptional travel with friends and family, I searched through more than 500 historic experience packages from our member hotels to find this week's handpicked exclusive experience from Historic Hotels of America. It's my pleasure to tell you about a special offer at **Historic Hotel Bethlehem**, a stately Pennsylvania hotel that has recently been restored to its original 1922 grandeur.

Historic Hotel Bethlehem captures the essence of this industrial center while catering to the needs of modern-day travelers. Classically styled guestrooms offer views of the city's Main Street or the noted Bethlehem Star on South Mountain, and within blocks of the hotel is an astounding mix of historic structures and glass and steel towers that pierce the sky.

I'd like to invite you to visit Historic Hotel Bethlehem this year and experience for yourself their traditional eastern Pennsylvania hospitality. You'll receive:

- Deluxe accommodations for two nights
- Daily breakfast for two
- One dinner for two in 1741 on the Terrace
- Two tickets to "Pass Into History" from the Historic Bethlehem Partnership
- Two tickets to the new Bethlehem Steel on-site walking tour
- Welcome gift

Two-night stays from \$449 for two people

[Book Now](#)

Marketing & Communications

- Historic Hotels of America Concierge (monthly)
- Access to 300,000+ Historic Hotels of America consumer households
 - ❖ Name Exchange Program
 - ❖ City Spotlight Campaigns
 - ❖ Seasonal Packages
 - ❖ Historical Milestones and Celebrations Promotion
- Access to National Trust for Historic Preservation*
 - ❖ 188,000 subscribers to *Heritage Traveler* monthly eNewsletter (members and non-members)
 - ❖ 260,000+ subscribers to *Preservation* magazine
 - ❖ 500,000 advocates interested in historic/cultural travel
- Access to 350,000+ members of the History Channel Club

* May be duplicative in some instances





Reaching The Heritage and Cultural Audience

Marketing Opportunities to Increase Exposure and Bookings



2012 Cooperative Marketing Program

HISTORIC HOTELS
of AMERICA
an official partner of the 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 mansions 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.



*The Green Park Inn Resort & Spa
Asheville, North Carolina
Established 1913*

2012 Cooperative Marketing Program

Historic Hotels of America® represents more than 235 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



Audience

Expanding beyond the traditional market of preservation leaders and members, Historic Hotels of America will be tapping into a wider group of consumers called Local Preservationists, named from a recent National Trust for Historic

Preservation study*. Roughly 15 million in size, these Americans participate in preservation-related activities, including volunteering, fundraising, and many historic-related activities.

The Basics of Local Preservationists:

- Average age: 35
- Female/Male: 39%/61%
- College degree or higher: 54%
- Stayed in a historic hotel: 80%
- Historic-Related Activities
 - Frequent museums to learn about history: 93%
 - Visit places to learn about American history: 79%
 - Travel to historic communities: 78%
 - Attend an "insider's" tour of a historic place: 75%
 - Appreciate interesting architecture: 74%
 - Attend lectures on important historic sites: 73%

TRAVEL
TRENDS

118.3 Million

Number of U.S. leisure travelers who are cultural and heritage travelers¹

5 Trips

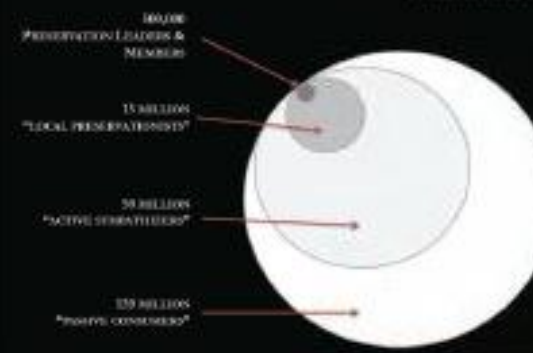
Number of trips annually by cultural and heritage U.S. travelers¹

77 Percent

Number of cultural and heritage U.S. travelers who use the Internet to plan travel¹

Source:
* The Cultural & Heritage Traveler Study
by Economy.com, May 1, 2011

MARKET SEGMENTS
IMPORTANT TO
PRESERVATION



Within the Local Preservationists group, five segments have emerged:

- History Buffs: 15% or 2.2 million
- Architecture Lovers: 20% or 3 million
- Young Activists: 25% or 3.8 million
- Community-Conscious Parents: 15% or 2.2 million
- Green Go-Getters: 25% or 3.8 million

National Trust for Historic Preservation, Field Guide to Local Preservation, 2011

2012 Cooperative Marketing Program

Opportunities	Marquee	Premiere	Showcase
HistoricHotels.org Placement	Homepage masthead ad	Homepage ad with text ad	Run of site button ads
Social Media Campaigns	Postings/month: Facebook: 2 / Twitter: 5	Postings/month: Facebook: 2 / Twitter: 3	Postings/month: Facebook: 1 / Twitter: 2
E-Blast to Consumers	1 per month (maximum 20,000 names)	1 per month (max 10,000 names)	1 per month (maximum 5,000 names)
E-Blast to Meeting Planners	1 Article	1 Article	
Name Exchange Program	Yes	Yes	
<i>Preservation Magazine</i> BONUS	2 1/6 ads + readership svc	1 1/6 ad + readership svc	
Pay per Click BONUS	Yes	Yes	
<i>Heritage Traveler</i> E-newsletter	Main story with link	Sidebar listing with link	
Press Release	Added to monthly release	Added to quarterly release	
National Trust Website Banner	Banner with text ad		
Additional Featured Placements	Hot Deals and Meetings & Events home page		
Featured Promotions	<i>The History Channel Club Magazine</i> , Civil War Trust, and others		

2012 Cooperative Marketing Program Prices

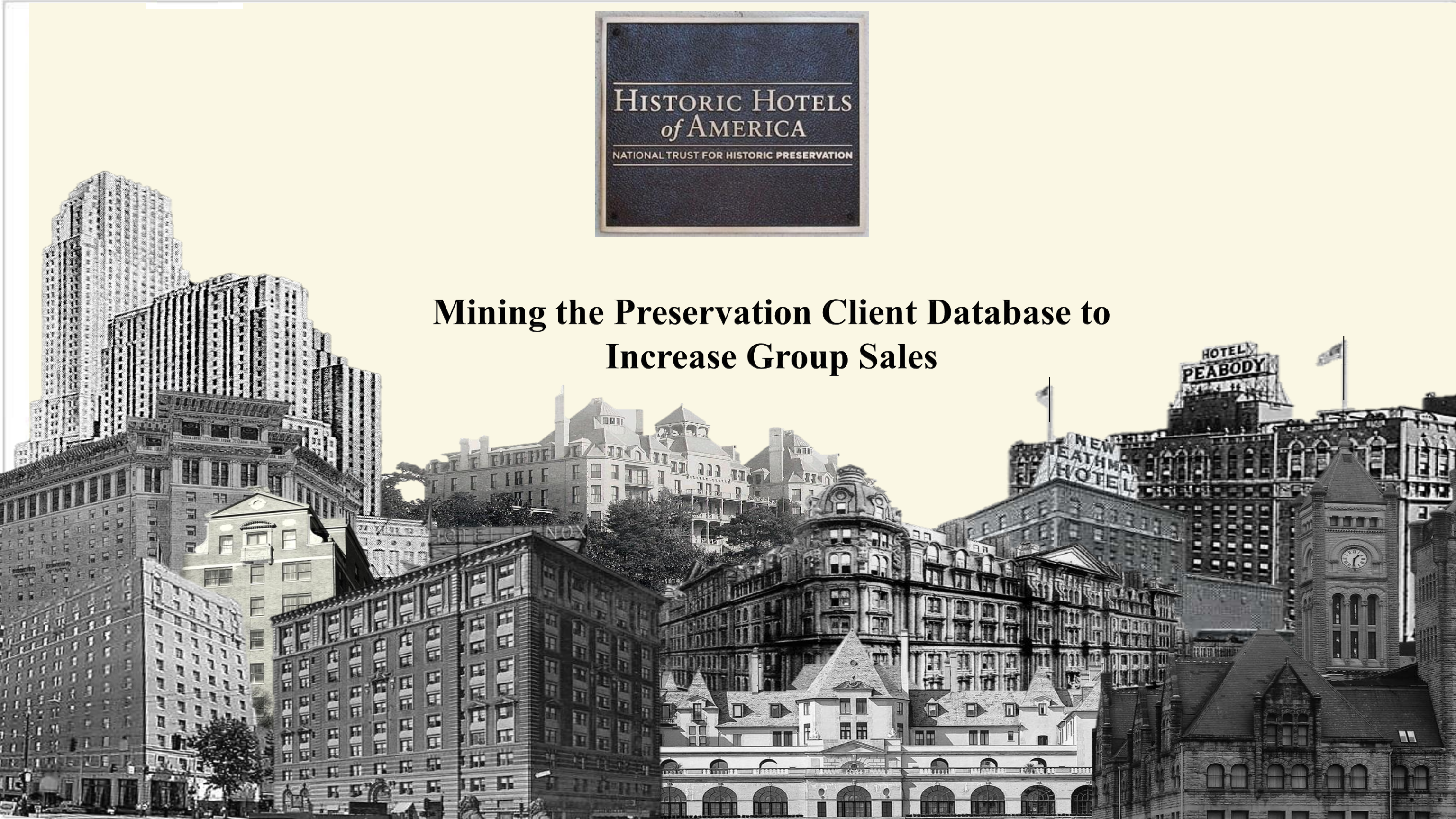
Marquee - \$3,500 - \$4,500 per month
Includes Two Preservation Ads (an \$1800 value)

Premiere - \$2,500 - \$3,500 per month
Includes One Preservation Ad (a \$900 value)

Showcase - \$1,250 per month



Mining the Preservation Client Database to Increase Group Sales



2012 Group Sales Program

1. Selling to the Preservation Vertical Market
2. Historic Hotels of America National Sales Office (Washington, DC)
3. Partner with The Hyland Group (Washington, DC & Chicago)
4. Partner with The Cramer Collection (San Francisco)
5. Additional National Sales Representatives
6. National Trust Member Group Rate Program
7. Preservation Client Database Monthly E-Blast Program
8. Historic Hotels of America Website – Best Practices: Meetings & Weddings

2012 Tradeshows and Client Showcases

TRADESHOWS

- | | |
|---|------------------------------------|
| 1.ASAE Springtime (Washington, DC) | May 3, 2012 |
| 2.AIBTM (Baltimore) | June 19-21, 2012 |
| 3.GBTA (Boston) | July 22-24, 2012 |
| 4.IMEX America (Las Vegas) | October 9-11, 2012 |
| 5.National Preservation Conference (Spokane) | October 31-November 2, 2012 |
| Association Forum Holiday Showcase (Chicago) | December 13, 2012 |

CLIENT SHOWCASES

- | | |
|-----------------------------------|--------------------|
| 1.New York (Clients + Media) | May 9, 2012 |
| 2.Washington, DC (Clients) | September 6, 2012 |
| 3.San Francisco (Clients + Media) | September 19, 2012 |

National Trust Member Group Rate Program

- The National Trust Member **GROUP** Rate Program is an add-on to the National Trust Member Rate Program, facilitating the booking of group business from National Trust members to participating Historic Hotels of America
- Offer a bookable National Trust Member Rate
- Offer a group rate which is 5% below your Best Available Rate (BAR); or your prevailing group rate, whichever is lower
- It is not necessary to load a bookable National Trust Group Rate

Preservation Client Database E-Blast Program

- Exclusive monthly E-Blasts targeted to preservation meeting planners
- Promote your hotel's special group meeting offer
- Consider including a history-themed component in your offer
- RFP's are submitted to the National Sales Office
- National Sales Office forwards the RFP to the hotel for a response
- We present the opportunity. You close the business!
- Register today via the Member Portal for your preferred months(s)
- Factor 3 – 6 months lead time when selecting your preferred month(s)

Best Practices: Showcasing Your Hotel to Meeting Planners via the Historic Hotels of America Website

- Review your hotel's Meetings & Groups listing for content and accuracy
- Review your hotel's listing in the Meeting Facilities Guide for accuracy
- Ensure your hotel is featured in all appropriate meeting segments
- Load meeting room images, showing various meeting room set-ups
- Provide opportunity dates for posting to the Group Value Dates section
- Submit a client testimonial for posting to the Testimonials section
- Purchase a 2012 Co-Op Marketing Program Package

Historic Hotels of America Website Best Practices – Meetings & Groups



Jekyll Island Club Hotel
A Landmark Experience

- OVERVIEW
- ACCOMMODATIONS
- HISTORY
- ACTIVITIES & EVENTS
- DINING
- EVENT CALENDAR
- HOT DEALS
- MEETINGS & GROUPS
- [Weddings](#)
- [Request For Proposal](#)
- LOCATION
- MEDIA GALLERY
- SUBSCRIBE TO RSS

[Map of the Collection](#)

Like This

FREE 1-Year Family Membership to the

Jekyll Island Club Hotel

[Destinations](#) | [Georgia](#) | [Jekyll Island Club Hotel](#) | [Meetings & Groups](#)

Meetings & Groups

The Jekyll Island Club is suitable for all types of groups, from small corporate retreats and association gatherings to family reunions and special celebrations. 14,300 square feet of premier meeting space can accommodate up to 450 for meetings, 500 for receptions and 350 for banquets. Private cottages are available for small corporate meetings and retreats. The event space is supported by a devoted team of conference planners and catering specialists.

Details

Number of meeting rooms:	11
Total square footage:	14,300
Classroom capacity:	250
Reception capacity:	500
Banquet capacity:	350

Dated _____
Recorded in Book _____
of _____
J. Lafayette

Historic Hotels of America Website Best Practices: **Weddings**



- **In addition to the Best Practices for Meetings & Groups**
 - Ensure your hotel is featured in the Weddings and/or Destination Weddings segments
 - Load wedding images, showing various onsite wedding venues



Next Steps

- ✓ Submit Group Value Dates for posting to the Historic Hotels of America website
- ✓ Participate in the National Trust Member Group Rate Program
- ✓ Register for tradeshow and client showcases
- ✓ Register to send a Preservation Client Database Meetings Offer E-blast
- ✓ Review your hotel's website listing for enhanced content and images
- ✓ Promptly respond to all leads from the National Sales Office and sales partners
- ✓ Incorporate the Historic Hotels of America Sales Plan into your marketing plan
- ✓ Visit the Sales section of the Member Portal regularly for news and updates

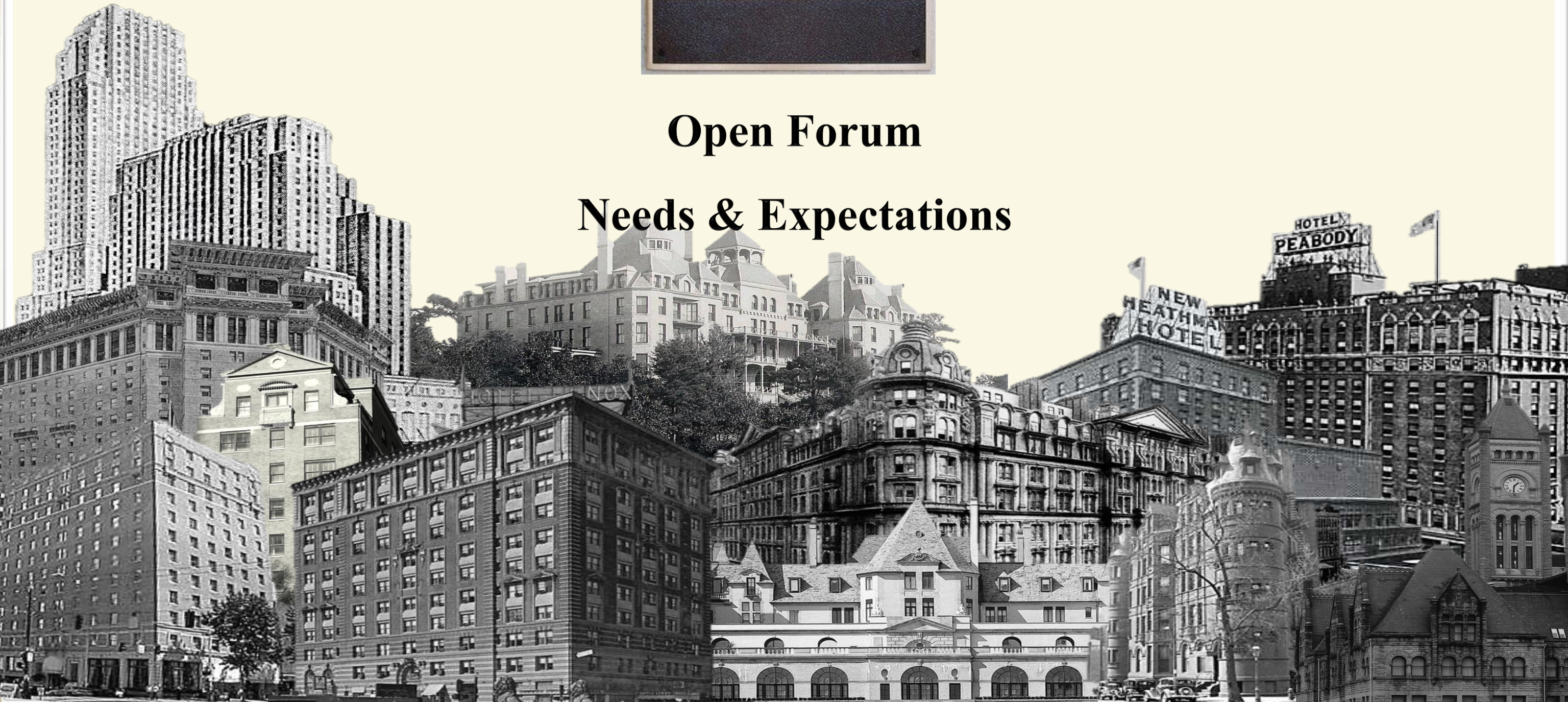


23rd Annual
Historic Hotels of America Annual Conference
Ojai Valley Inn & Spa
Ojai, California
November 6-8, 2012



Open Forum

Needs & Expectations



Immediate Priorities

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Historic Hotels of America Staff Contacts

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- Michael DiRienzo, Director, Sales (DC) (202) 772-8337 mdirienzo@historichotels.org
- Erin Ross, Manager of Partnership Relations (DC) (202) 772-9982 eross@historichotels.org
- Matthew Paul, Revenue Account Manager (Chicago) (312) 542-9224 mpaul@historichotels.org
- Gina Galatro, Manager- Mktg. & Communications (NYC) (646) 465-9778 ggalatro@historichotels.org
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2012 Mid-Year Update

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