



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

2012 Annual Conference

Put Some Sizzle in Your Sales:
Ten Tips to Boost Your Bottom Line



Session Overview

- ✓ Preservation Vertical Market
- ✓ Preservation Client Database E-Blasts
- ✓ National Trust Member Group Rate Program
- ✓ Group Value Dates
- ✓ National Sales Office and Sales Partners
- ✓ National Sales Representatives Network **NEW!**
- ✓ Tradeshow
- ✓ Client & Media Showcases
- ✓ Group Sales Calls **NEW!**
- ✓ 2013 Sales Plan



Tip #1: Focus on the Preservation Vertical Market



- The Preservation Vertical Market is comprised of hundreds of preservation-friendly foundations, societies, associations, boards, non-profits, and government entities, representing thousands of meetings and events with the potential to be hosted in Historic Hotels of America
- Historic Hotels of America is the only hotel organization which can stake a credible claim to “owning” the Preservation Vertical Market
- Membership in Historic Hotels of America provides a hotel with access to the Preservation Vertical Market and showcases the hotel to this growing market segment, while providing a competitive edge over non-historic hotels in the same geographic area

Tip #2: Utilize The Preservation Client Database E-Blast Program



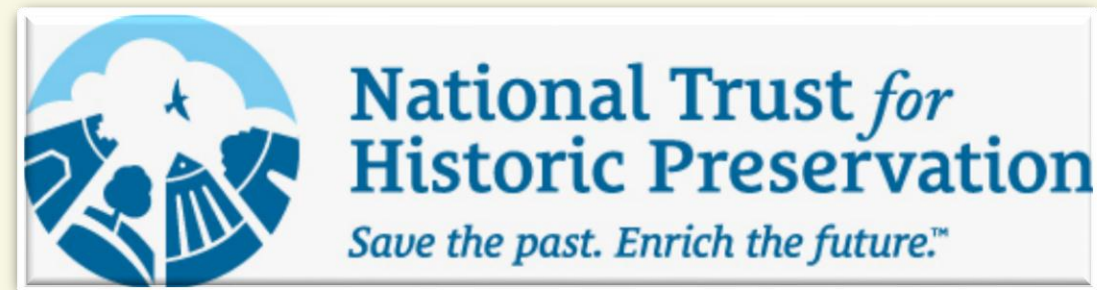
- The focus of the Historic Hotels of America National Sales Office in Washington, DC is cultivating the contacts listed in the Historic Hotels of America Preservation Client Database, with a goal of generating group business leads for all member hotels.
 - A listing of 700+ preservation-friendly meeting and event planners
 - Monthly e-blasts of special group offers at various Historic Hotels of America
 - Fee: \$375



The Preservation Vertical Market



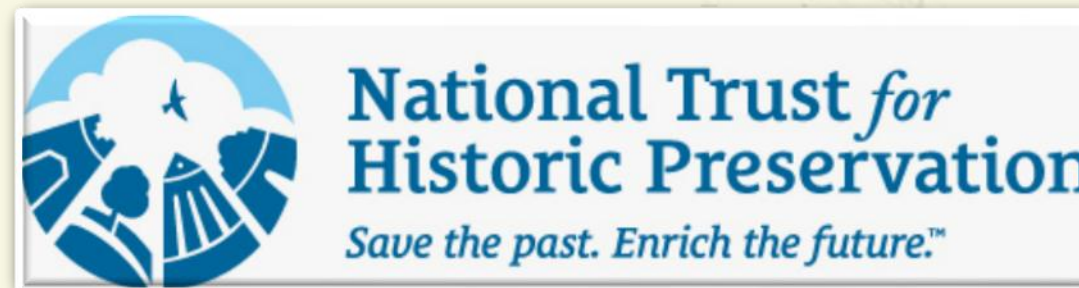
- National Trust for Historic Preservation
- National Park Service
- Smithsonian Institution
- Civil War Trust
- Advisory Council on Historic Preservation
- State Historic Preservation Offices
- State & Local Preservation Organizations
- Historic House Museums and Art & History Museums
- Cultural, Heritage and Historical Societies and Foundations
- Travel Agents specializing in heritage and cultural study tours



Tip #3: Participate in the 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



The National Trust Member Group Rate Program



- 10+ guest rooms constitutes a group booking
- RFP's are submitted via Historic Hotels.org
- National Sales Office forwards the RFP to the hotel
- Hotel responds directly to the client and closes the business
- Placement fee applies only when a definite booking occurs



Tip #4: Submit Group Value Dates



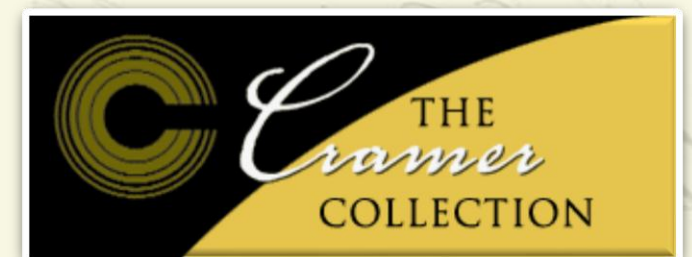
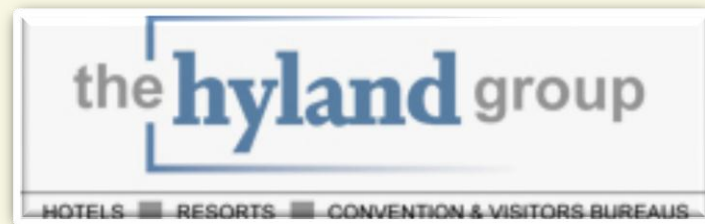
- Share your hotel's Opportunity or Need Dates with meeting planners
- Submit need rates only, not group rates
- Dates will be posted to the HistoricHotels.org Group Value Dates page as well as listed on the hotel's individual home page
- No fee



Tip #5: Communicate with your National Sales Office and Sales Partners



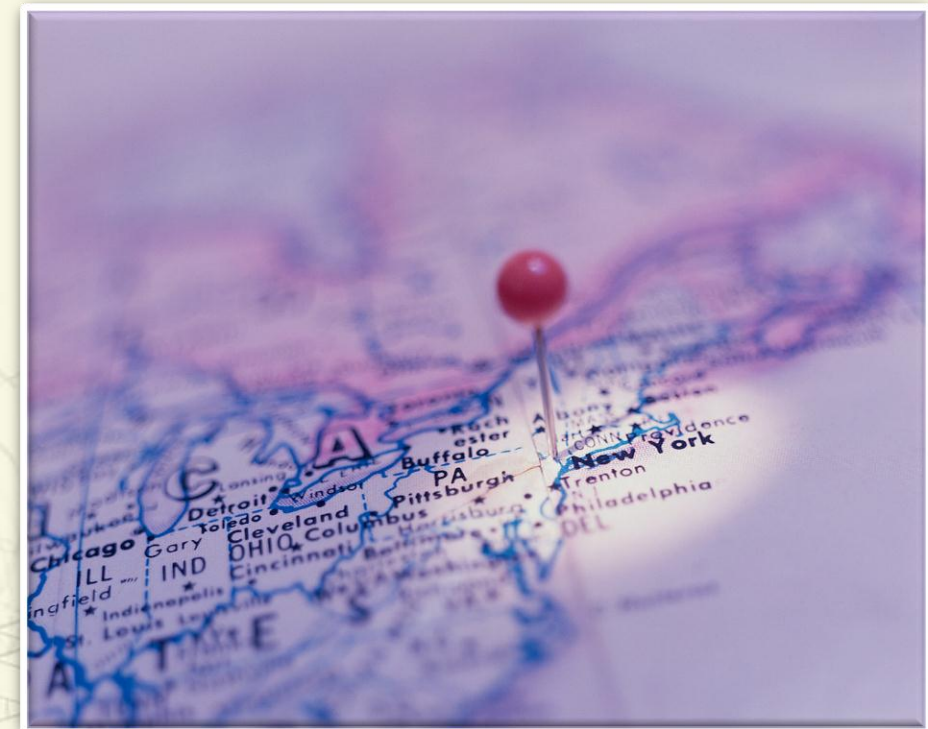
- Historic Hotels of America National Sales Office
 - Washington, DC
- The Hyland Group
 - Washington, DC and Chicago
- The Cramer Collection
 - San Francisco
- The National Sales Office & Sales Partners are extensions of your in-house sales team
- Placement fee applies only to booked/consumed group business



Tip #6: *Coming Soon!* National Sales Representatives Network **NEW!**



- Independent contractor-style sales representatives
- Home-based in key geographic markets
- Focused on new group market segments
 - Tour & Travel
 - Cultural Travel
 - Heritage Travel
 - Regional Markets
- Recruitment Phase (Q4 2012)
- Launch (Q1 2013)



Tip #7: Exhibit at Domestic and International Tradeshows

- Co-op participation basis = excellent value
- Exhibit opportunities with marketing partners
 - Brand USA
 - US Travel Association
 - National Park Service
- International tradeshows



Tip #8: Participate in Client & Media Showcases



- Key markets
 - Chicago
 - New York
 - Washington, DC
 - San Francisco
- Unduplicated clients
 - Preservation Vertical Market
- Plus, media representatives
- History-Themed Events
 - Heritage Partners



Tip #9: Join in on Group Sales Calls

- Client Access in Key Markets
 - Chicago
 - New York
 - Washington, DC
 - San Francisco
- No fee to participate



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Tip #10: Know the Historic Hotels of America 2013 Sales Plan



- The 2013 Sales Plan is posted to the HistoricHotels.org Member Portal (Sales Link)
- Review the Historic Hotels of America 2013 Sales Plan
- After reviewing the Sales Plan, call Michael DiRienzo to discuss how to best incorporate the Historic Hotels of America 2013 Sales Plan into your own hotel marketing plan
- Work the plan



ACT NOW!

Register by 12/1/12 for the Washington, DC *and* New York Showcases, *plus* the Chicago *or* San Francisco Showcase, and receive a complimentary registration to a fourth Showcase

2013 Opportunities

- ✓ Group Value Dates
- ✓ Preservation Client Database E-Blasts
- ✓ Client & Media Showcases
- ✓ Tradeshows
- ✓ Group Sales Calls
- ✓ HistoricHotels.org - Meetings & Groups
- ✓ National Trust Member Group Rate Program
- ✓ National Sales Network
- ✓ National Sales Office & Sales Partners Referrals

2013 OPPORTUNITIES REGISTRATION FORM

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

**HISTORIC HOTELS
of AMERICA**
an affiliate of the National Trust for Historic Preservation

Hotel: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

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

Registration Opportunity	Date	Days	Location	Cost	Registration Anticipation	✓
Preservation Client Database E-Blast Program	Jan-Dec	1	White	\$175 for standard e-blast \$950 for exclusive e-blast	All Hotels	
Phoenix 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	\$1,900 for two participants	50	
AAAE Springline	May 16	1	Washington, DC	\$2,200 per participant	15	
For Whom	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	
HSMMA MEET National	September 4	2	Washington, DC	\$2,200 per participant	15	
Washington, DC Client & Media Showcase	September 4	1	Washington, DC	\$1,300 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	
Client Value Dates	On-Going	On-Going	White	Complimentary	All Hotels	
Revenue Address Map Opportunity	Date	Days	Location	Cost	Registration Anticipation	✓
Participation Summary / Revenue Evaluation	On-Going			\$5000 - \$7500 / \$1,200/4	HR Hotels	
Business Review Session	On-Going			\$5000 / \$7500 / \$1,200/4	HR 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	HR Hotels	
Interface - Property Management Interface	On-Going			Ask for Quote	HR Hotels	
Answer - Call Center Service	On-Going			\$550 Set-up, \$5/Call	HR Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	
Meeting/Event Opportunity	Date	Days	Location	Cost	Registration Anticipation	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	\$1,200 - \$1,500	Advance sign-up required	
Dinner @ Explorer & Newsletter	Jan-Dec	1	Online	Featured Hotel: \$750 Base Fee: \$575 Monthly Meeting: \$175	Advance sign-up required	
Historic Hotels of America Co-op Print Ad	Winter / Spring Summer / Fall	On-Going	Promotional Magazines	Featured Photo \$1,950 Square Photo: \$650	Advance sign-up required	
Regional Hosted Media Lunch	February 6	1	Atlanta	\$500	0	
Regional Hosted Media Lunch	March 7	1	Washington, DC	\$500	0	
Regional Hosted Media Lunch	April 23	1	San Francisco	\$500	0	
Regional Hosted Media Lunch	June 6	1	Boston	\$500	0	
Regional Hosted Media Lunch	July 13	1	Chicago	\$500	0	
Regional Hosted Media Lunch	September 26	1	New York	\$700	0	
Regional Hosted Media Lunch	October 14	1	Location TBA	\$500	0	
Regional Hosted Media Lunch	December 5	1	Charlotte	\$500	0	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	White	Complimentary	All Hotels	
Historical Experience Packages	On-Going	On-Going	White	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	White, Dinner @ Explorer	Complimentary	Advance sign-up required	
Seasonal Packages	On-Going	30	White, Dinner @ Explorer	Complimentary	Advance sign-up required	

QUESTIONS?

For More Information and to register:

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or Visit the HistoricHotels.org Member Portal