HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Dynamic Drivers

Key Strategies to Promote Your Historic Hotel

2013 Annual Conference



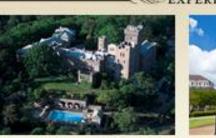
2013 Marketing & Public Relations Highlights

Online •

NEW!

- Online media campaigns
 - TripAdvisor: Check Rates and display
 - @TravelDeals
 - Dynamic remarketing campaigns
 - **Destination campaigns**
 - Ve interactive emails
- Other drivers to HistoricHotels.org
 - Project Web Content
 - Google Places (HEs)
- HistoricHotels.org growth (2012 / 2013)
 - 94% more unique visitors
 - Conversion rate has tripled
 - 4x more revenue





Fall in the Hudson River Valley Perched atop a bluff in the Hudson River Valley, the Castle Hotel & Spa (1910) is a lucurious replica of a medienal castle. Experience the thrilling Jack O' Lantern Blaze Package with a deluxe guestroom, a five-course dinner at the award winning Equus-Restaurant, and lickets to the region's Jack O' Luniorn Blaze, Book Now,

Experience the Vibrant Sounds of New Orleans New Orleans is known for its extraordinary cuising, phenomenal music, and unique culture. Come see why this city is known as "The Big Easy" and stay in one of four historic hotels, rich in charm, history, and first class. amonities. Book Now



Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

EXPERIENCE HISTORIC HOTELS





Romance and History on America's Rivers

Travel on America's mighty rivers aboard the American Queen Steamboat and experience America's riverboat heritage, a time of truly romantic and leisurely travel. Receive a complimentary stateroom when you book two staterooms at full value for any of the Holiday voyages from November 22 - December 27, ports for a savings up to \$8,790. Book Now

ENTER NOW

"LIKE" HISTORIC HOTELS OF AMERICA ON FACEBOOK AND NTER TO WIN A GETAWAY FROM A HAUNTED HISTORIC HOTEL



Coming in 2014: Pre- and post-stay emails

Reservations

Yes

No



Email Retarget / Ve Interactive

2013 Marketing & Public Relations Highlights

- Partnerships
 - National Trust for Historic Preservation
 - 2-year marketing plans
 - Digital, print, cause marketing initiatives
 - Recreation.gov
 - 15MM visitors per year
 - Only non-govt hotels on site
 - 90 hotels designated by the Department of the Interior
 - National Historic Landmark
 - National Register of Historic Places

BACK TO SEARCH	The West Baden Springs Hotel,
Overview	America since 2009 was desigr
Address Directions Activities	National Historic Landmark in 1
VISITOR PHOTOS Log-In to Upload Photo	
FIND Camping > Permitting > Ticketing >	
LOCAL INFORMATION AND SERVICES	
	WEST BADEN SPRINGS HOT

West Baden Springs Hotel, IN

National Historic Landmark

Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

Guestroom Distribution Program



Toll-free reservation line: 1-877-444-6777 (10:00 AM - Midnight EST) Other ways to contact us >

FIND PLACES & ACT



, built in 1902 and a member of Historic Hotels of nated by the U.S. Secretary of the Interior as a 974. Historic ... [more]



Atrium

The atolum at West Baden Splings was the langest fleespan dome until the Houston Astrodome was constructed in the #Bighth Wonderof the "Elighth Wonderof the

Additional Information

Indiana State Tourism Indiana State Road

2013 Marketing & Public Relations Highlights

- **E**-communications
 - Discover & Explore Newsletter ۲
 - Sent to 300,000 households
 - Employee Special Offers Newsletter •
 - Sent to 17,000 households
- Print
 - *Preservation* back cover ads

NEW!

- **Public Relations** •
 - Media coverage
 - 200 media at events in 2013
 - Coverage in over 100 articles in 2013
- Social Media
 - Facebook •
 - Pinterest •
 - Twitter •
 - Google+ •
 - Flickr •

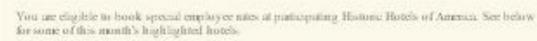
Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

NEW!

Guestroom Distribution Program



Participating hotels will honor these employee special ages based on advance reservation through HistoneHotels.org/employees upon your showing proof of eligibility* is check-in.

Select from our featured rates helow or View all range have

Oheka Castle Huntington, New York

HISTORIC HOTELS

Employee Rates starting from

\$125 oct marks





The American Queen

Steamboat Company



Hotel



EMPLOYEE SPECIAL OFFERS

OCTOBER 191

FEATURED HISTORIC HOTELS

BAVINGS UP TO 75% OFF BAR

BOOK NOW

Hotel Galvez & Spa, A Wyndham Grand



The Saint Paul Hotel St. Paul, Mannesota

2013 Marketing & Public Relations Opportunities:

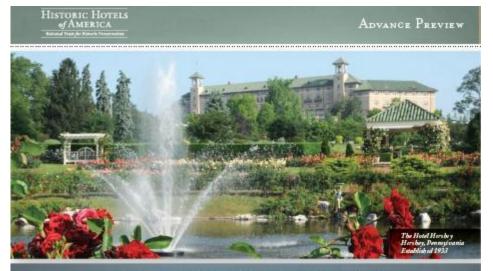
- Cooperative Marketing Program
 - Guarantee of 4 to 1 NEW!
- Discover & Explore Newsletter
- Employee Special Offers Newsletter
- Co-op Print Ads
- Client & Media Showcases
 - Season Pass
- Regional Hosted Media Lunches
- Preservation Magazine Guestroom Distribution Program

NEW!

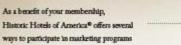
NEW!

Marketing & PR Highlights Cooperative Marketing Opportunities PR Opportunities

2014 Cooperative Marketing Program



2014 MARKETING OPPORTUNITIES



that boost exposure and increase revenue Discover & Explore on HistoricHotels.org. These opportunities ENEWSLETTER are opt-in and deliver integrated online, Feature your hotel in our monthly e-communications, and print solutions.

consumer enewsletter that reaches more than 275,000 households.

COOPERATIVE MARKETING COOPERATIVE PRINT ADS PROGRAM CAMPAIGNS

Programs Include:

Reach over half militon households each

month with homepage placement on

campaigns, Preservation magazine print

HistoricHotels.org, online media

ads, eblasts, social media, and more.

Advertise your hotel on the back cover of Preservation magazine which has a yearly readership of five million, including National Trust for Historic Preservation members and can be found in over 200 member hotels or more than 50,000 guestrooms.

Promote your special employee rates in our monthly enewsletter sent to over 17,000 employees of Historic Hotels of America and Historic Hotels Worldwide nember hotels, National Trust for Historic Preservation and designate affiliates; and other associates and participating hotels.

NEW Employee Special

Offers ENEWSLETTER

SEE INSIDE TO LEARN MORE ABOUT THESE PROGRAMS AND THEIR COMPONENTS.

HISTORICHOTELS. ORG

Marketing & PR Highlights

Cooperative Marketing Opportunities

Promote Your Hotel through an Integrated Marketing Campaign

- Distribution: Monthly •
- Levels:
 - Marquee
 - Premiere
- Costs: starting at \$3000 per campaign

PR Opportunities

2014 Cooperative Marketing Program **Online Benefits**

HistoricHotels.org

- Marquee placement •
 - Masthead Image on • HistoricHotels.org and Smartphone Mobile Website
- Premiere placement •
 - Image with text ad
- Customized Online Media Campaigns •
 - Pay per click
 - Check rates
 - And others

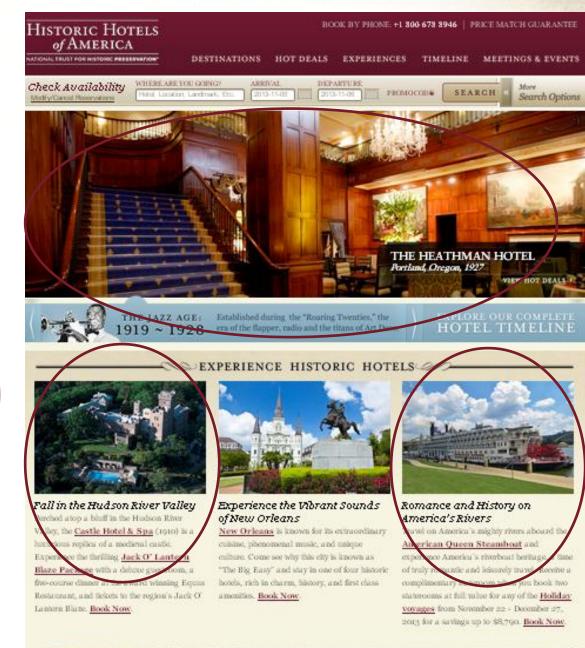
Marketing & PR Highlights

Cooperative Marketing Opportunities

HISTORIC HOTELS

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PR Opportunities

"LIKE" HISTORIC HOTELS OF AMERICA ON FACEBOOK AND ENTER TO WIN A GETAWAY FROM ENTER NOW HISTORIC HOTELS

2014 Cooperative Marketing Program E-Communications Benefits

Eblasts

- Consumer eblast ullet
- Meeting Planners eblast •

Press Releases

• Reach A-list media through releases featuring multiple hotels CONDÉ NAST

Social Media

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

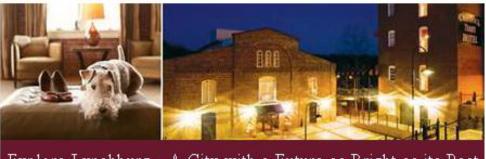


Marketing & PR Highlights

Cooperative Marketing Opportunities







Explore Lynchburg - A City with a Future as Bright as its Past

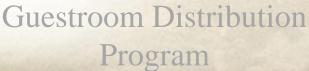
Built in 1893, The Craddock Terry Hotel preserves the home of its namesake shoe manufacturer, occupying the former shoe factory and the historic tobacco warehouse next door. Its heritage is reflected daily in the décor (appropriately accented with shoes), the daily shoebox breakfast, and the complimentary overnight shoeshine. Guests can even lace up their shoes and take a stroll with Buster Brown, a wirehaired fox terrier who is the hotel's Official Greeter and can be taken for



PR Opportunities







2014 Cooperative Marketing Program **Partnership** Opportunities

National Trust for Historic Preservation Opportunities

- *Preservation* print ads • 5 million readership, including 50,000 guestrooms at 200 historic hotels
- Heritage Traveler ٠ an article in the monthly enewsletter Sent to almost 200,000 households



Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

EISTORIC HOTTES O'AMERICA.



OWNERS NOT REATE CARDING





2014 Cooperative Marketing Program Top Reasons to Participate

More ROI

Average participant receives a ROI of 4 to 1 **More Exposure** Top 25% of all members Free Insertion in the *Employee Special Offers* e-newsletter Reserve your 2014 co-op campaigns by December 31, and receive a free insertion

Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

in one monthly e-newsletter (space available, a \$375 value)

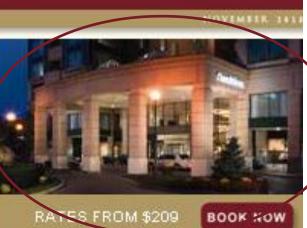
Consumer Newsletter



Discover & Explore HOTEL SPECIALS, OFFERS, AND HISTORICAL FUN FACT

Omni Severin Hotel, Indianapolis (1913)Indianapolis, Indiana

Starting of \$200 many the nackeds and moment incal



ELVIS HOLIDAY TRIBUTE ABOARD THE AMERICAN QUEEN STEAMBOAT

BEST RATE GUARANTEE ON HISTORICH

This November, save \$1,830 per person an a special blend of exceptional entenancest from "The Korp," and insuthwatering Southern cusine when you cause for 9 days from New Orleans to Merrarian.*

BookNow



Promote Your Hotel in *Discover & Explore*

A consumer newsletter featuring specials, offers, and fun facts

- **Distribution: Monthly**
- Quantity: 300,000 households
- Featured Hotel: \$950 per insertion lacksquare
- Additional Placements: \$375 \bullet
 - Best Bet
 - **Exclusive Offers**
 - History Mystery

Marketing & PR Highlights

Cooperative Marketing Opportunities

TELS.ORG

PR Opportunities



Employee Rate Newsletter



OCTOBER 1811

You are eligible to book special employee nites at pathopating Hotone Hotels of America. See below for some of this month's highlighted hotels.

Participating hotels will boror these employee special rates based on advance reservation through HistoricHotels, org/employees upon your showing proof of eligibility* at check on

Select from our featured rates below or View all name here.

HISTORIC HOTELA

FEATURED HISTORIC HOTELS



Promote Your Hotel in *Employee Special Offers*

A newsletter featuring your employee special offer

- **Distribution:** Monthly
- Quantity: over 17,000 households \bullet
- Placements include:
 - Featured Hotel: \$500 per insertion •
 - Additional Placements: \$375 per insertion

Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

Co-Op Print Ads

HISTORIC HOTELS EXPERIENCE AND EXPLORE of AMERICA National Trust for Historic Preserva Experience and explore America's great historic hotels. Enjoy staying in hotels where history was made while relishing in comfortable lodgings and great amenities. Members of the National Trust for Historic Preservation SAVE UP TO 50%* OFF BEST AVAILABLE RATES at more than 200 participating Historic Hotels of America with offer code NHP. rom 3,000 dynamic hotel package, extraordinary historic experiences, and exclusive Hot Deals HistoricHotels.org/NationalTrust *Subject to wallability and only offeed through advanced mervations on HistoricHould org. Copyright © 2013 Historic Hotels of America*All Rights Reserved.

Showcase Your Hotel on the Back Cover of *Preservation*

- Distribution: Quarterly
- Readership: 5 million, including 50,000 guestrooms at 200 historic hotels
- Placements:

PR Opportunities

- Featured photo: \$4000
- Square photo: \$1600
- Themes include milestones, small hotels, romance, and more

Preservation – back cover

Marketing & PR Highlights

Cooperative Marketing Opportunities

Client & Media Showcases



New York Client & Media Showcase

Marketplace-Style Reception

Unique opportunity to meet with clients for group bookings and A-list media from various print and online media outlets

2013 Client & Media Showcases:

- Chicago InterContinental Chicago Magnificent Mile
 - **Over 60 Clients**
 - Over 10 Media
- New York Waldorf=Astoria
 - **Over 70 Clients**
 - Over 60 Media
- Atlanta/Southeast Georgian Terrace
 - Over 60 Clients
 - Over 20 Media •
 - Partnered with the Peabody Memphis Ducks
- Washington, DC Hamilton Crowne Plaza
 - **Over 90 Clients**
 - Over 20 Media
- San Francisco InterContinental Mark Hopkins Hotel
 - Over 30 Clients
 - Over 25 Media
 - Partnered with 4 Historic Wineries of California

PR Opportunities



Marketing & PR Highlights

Cooperative Marketing Opportunities

Client & Media Showcases

New York Client & Media Showcase

2014 Client & Media Showcase Opportunities

- Chicago April 9, 2014 \$1250 for two participants
- New York May 7, 2014 \$1950 for two participants
- Atlanta July 24, 2014 \$1250 for two participants
- Washington, DC September 3, 2014 \$1300 for two participants
- San Francisco September 10, 2014 \$1250 for two participants

Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

Season Pass



San Francisco Client & Media Showcase

2014 Season Pass



This package includes exclusive access to events, marketing programs, and more:

- Registration for two hotel participants to all Historic Hotels of America Client & Media Showcases held in five major cities.
- \$500 credit toward one regional media lunch in the city of your choice.
- \$1500 credit toward a cooperative marketing package marquee campaign.
- Placement in the monthly Preservation Client Database e-blast promoting your exclusive group sales offer (distributed to over 4,000 preservation-friendly) organizations).

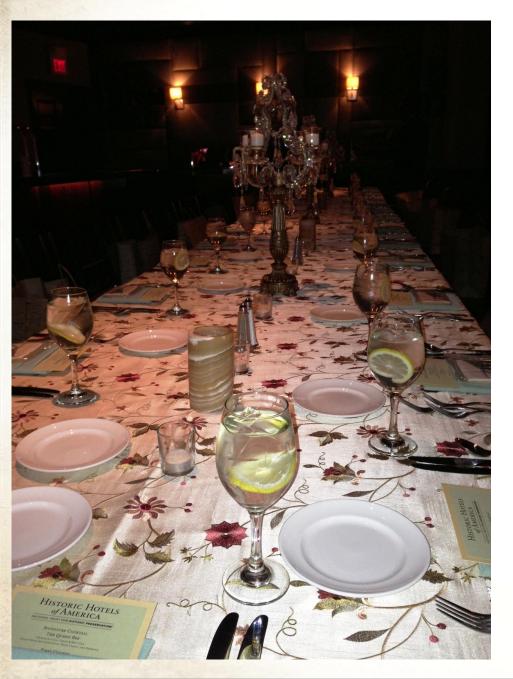
\$8,000 for all of the above, a savings of over \$1,300

Marketing & PR Highlights

Cooperative Marketing Opportunities



Regional Hosted Media Lunches







2014 Regional Media Luncheons

- New Orleans February 6, 2014
- San Francisco April 24, 2014
- Boston May 29, 2014 •
 - \$500 for one representative
- Washington, DC June 26, 2014
 - \$500 for one representative
- Chicago August 7, 2014
 - \$500 for one representative
- Atlanta September 25, 2014
 - \$500 for one representative
- New York October 23, 2014
 - \$750 for one representative
- Charleston, SC December 11, 2014
 - \$500 for one representative

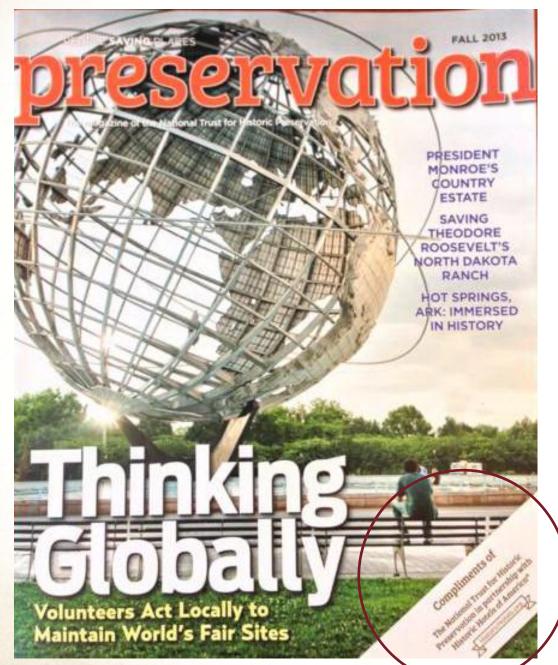
Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities

• \$500 for one hotel representative • \$500 for one hotel representative

Preservation Magazine Guestroom Distribution Program



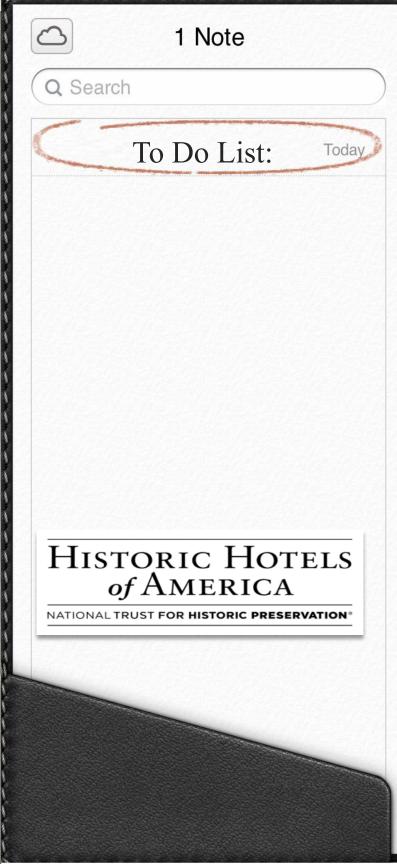
Place *Preservation* in Your Guestrooms for Free

- **Distribution:** Quarterly
- Readership: 5 million, including 50,000 guestrooms at 200 historic hotels
- Cost: Complimentary \bullet

Marketing & PR Highlights

Cooperative Marketing Opportunities

PR Opportunities



To Do List Today Sign up for 2014 Cooperative Marketing Program Sign up by Dec. 31 and receive a free insertion in Employee Special Offers Discover & Explore, Consumer E-Newsletter Employee Special Offers, Employee Rate E-Newsletter Preservation Co-op Print Ads **Regional Hosted Media Lunches** Client & Media Showcases Season Pass Sign up by Dec. 1 and receive two complimentary placements in the monthly Preservation Client Database e-blast

Questions?

For More Information and to Sign Up:

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Erin Ross Director, Marketing and Partnerships +1 202 772 9982 eross@historichotels.org