



HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation

Distribution

Accomplishments

Initiatives

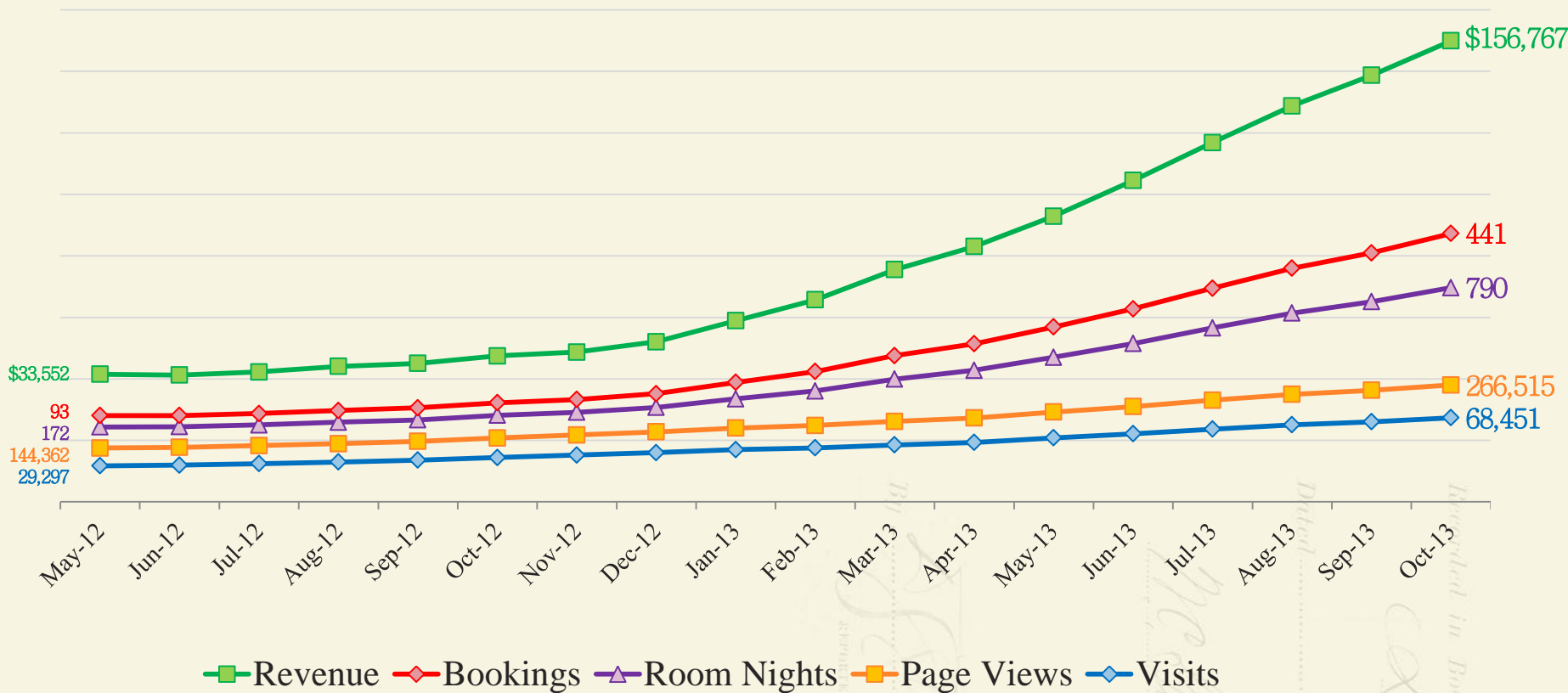
Opportunities

IN 2013, HISTORICHOTELS.ORG HAD OVER **3 Million** PAGE VIEWS
FROM OVER **800,000** VISITORS WHO
AVERAGED ALMOST **5 minutes** PER VISIT;
LEADING TO AN INCREASE OF **387%** GROWTH IN ROOM NIGHTS,
386% GROWTH IN BOOKINGS
AND **375%** GROWTH IN REVENUE, YEAR OVER YEAR*.

*As of Nov. 18, 2013 calendar year to date

HISTORICHOTELS.ORG METRICS

12 MONTH ROLLING AVERAGE



Introduction

Hot Deals

New Employee Rate Program

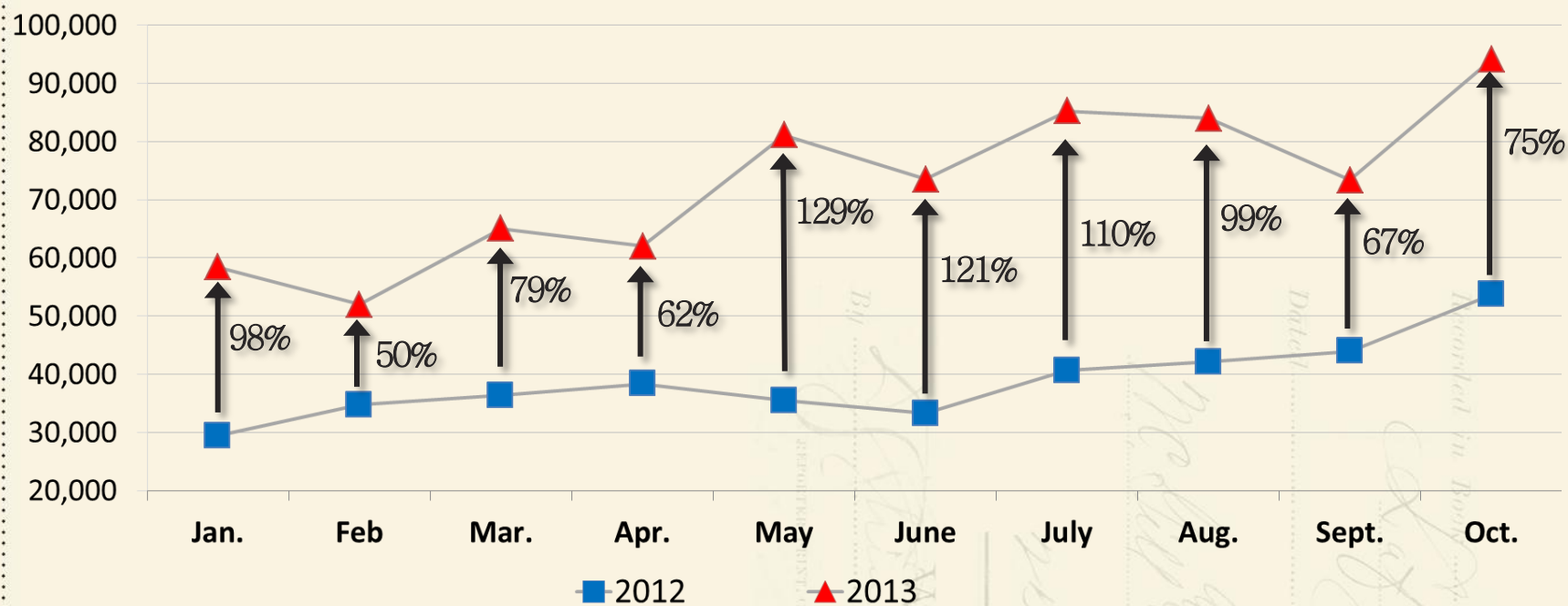
New Mobile Booking Engine

Call Center

Enhanced HE Chain Code

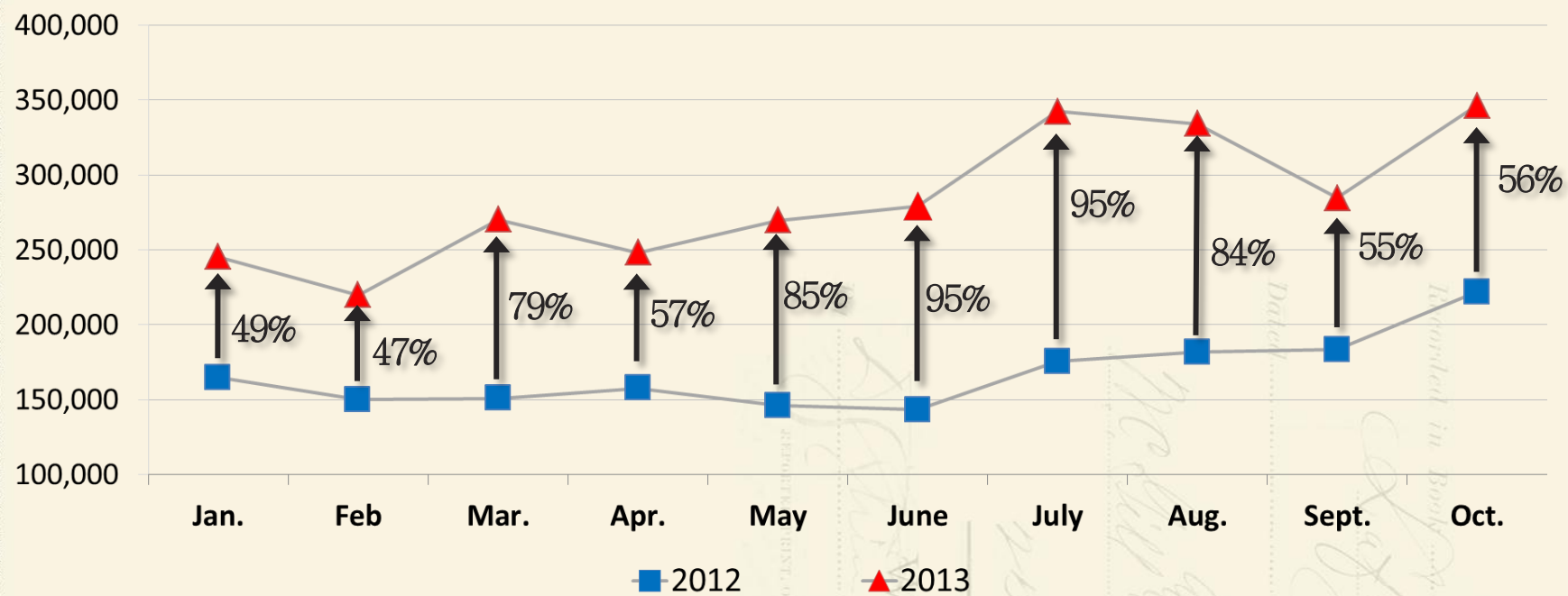
UNIQUE VISITORS

MONTHLY YEAR OVER YEAR

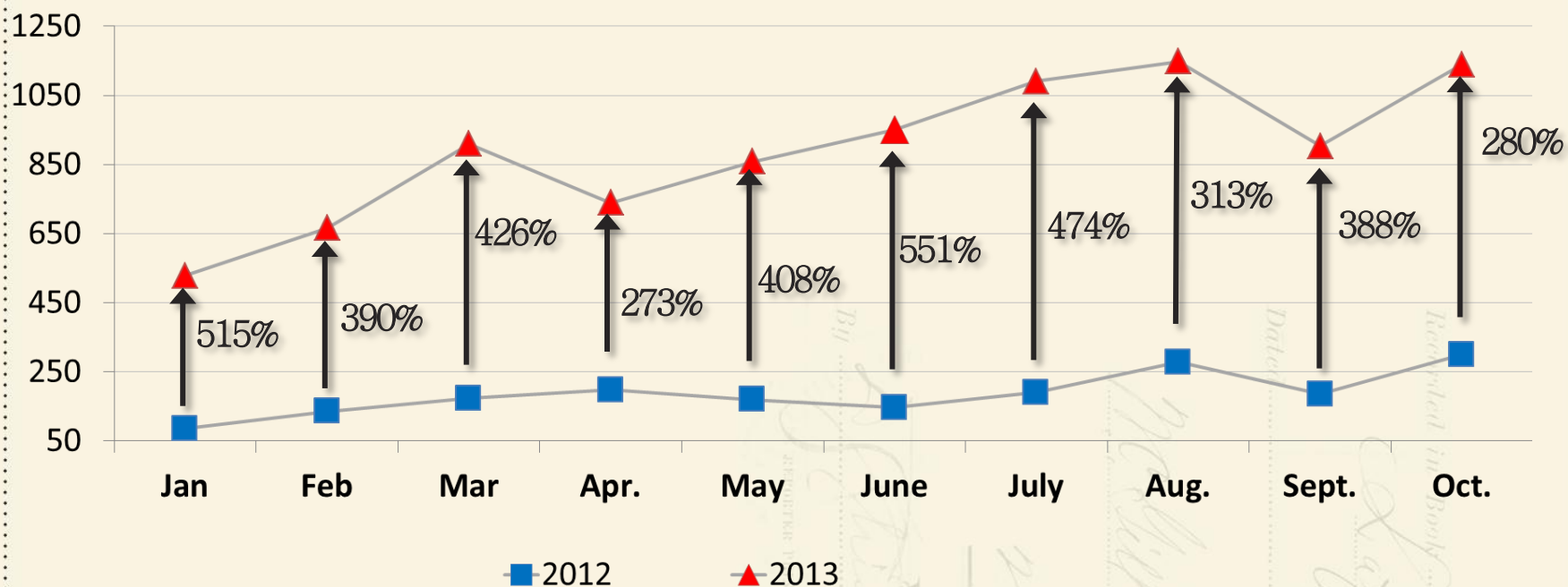


PAGE VIEWS

MONTHLY YEAR OVER YEAR

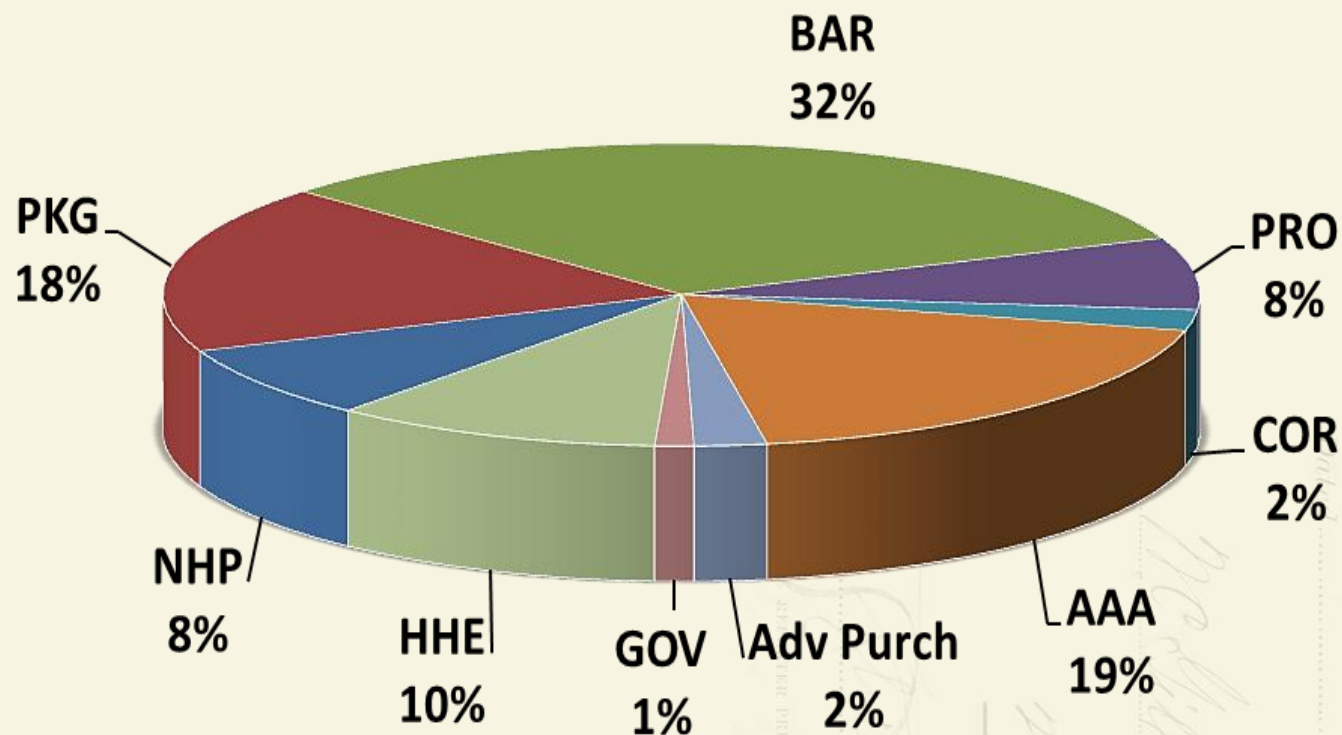


ROOM NIGHTS MONTHLY YEAR OVER YEAR



HISTORICHOTELS.ORG METRICS

RATE PRODUCTION YEAR TO DATE



Introduction

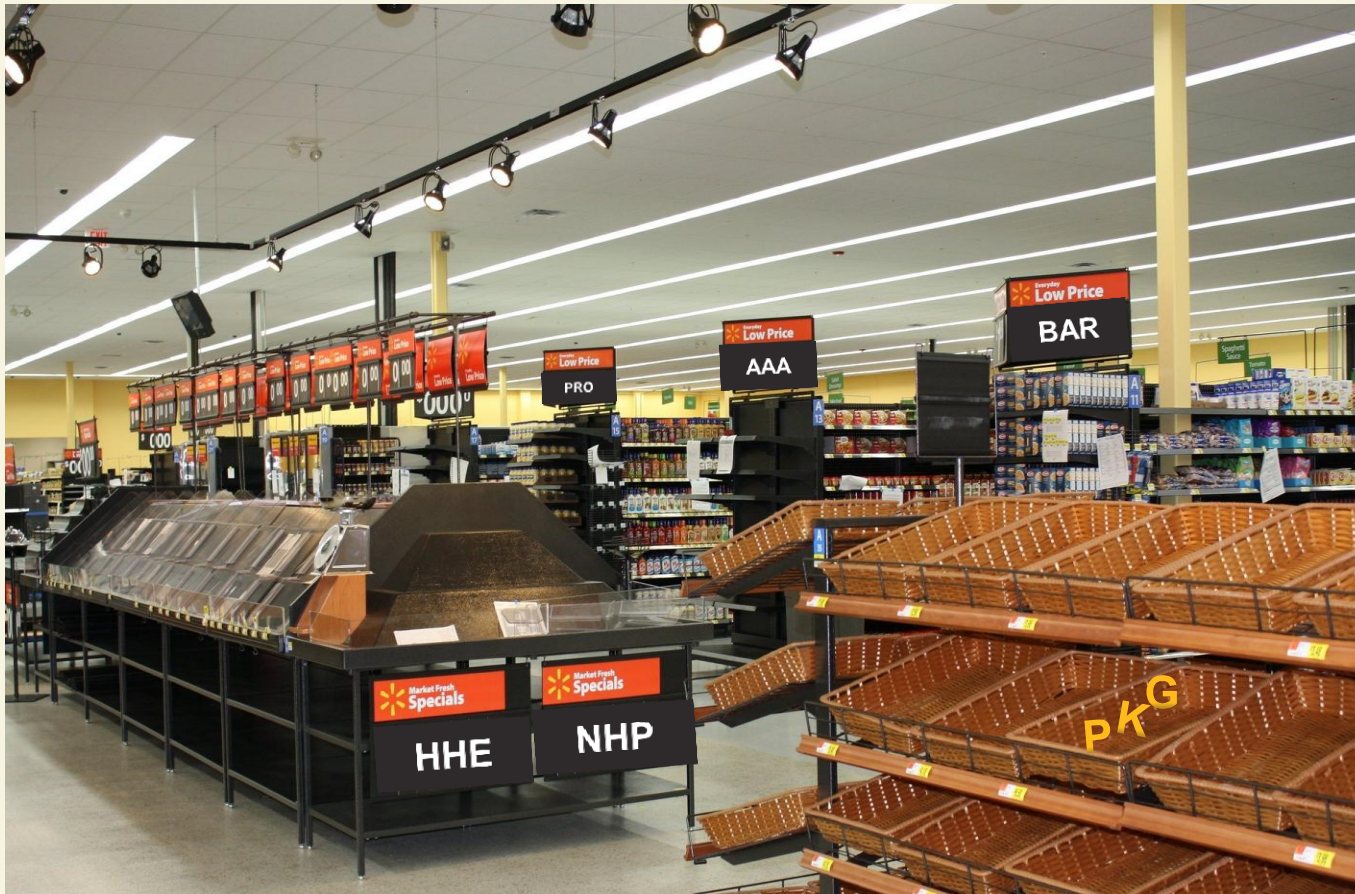
Hot
Deals

New Employee
Rate Program

New Mobile
Booking Engine

Call
Center

Enhanced HE
Chain Code



Rate Category	ADR
All Bookings	\$191.66
AAA	\$184.43
Adv Purch	\$168.04
BAR	\$209.25
COR	\$198.58
HHE	\$116.96
NHP	\$195.93
PKG	\$216.93
PRO	\$191.74

Introduction

Hot
Deals

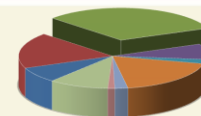
New Employee
Rate Program

New Mobile
Booking Engine

Call
Center

Enhanced HE
Chain Code

Best Available Rate (32%)



1886 Crescent Hotel & Spa
Admiral Fell Inn
Battle House Renaissance Hotel
Big Cedar Lodge
Casa Marina Hotel
Columbia Gorge Hotel and Spa
Cranwell Resort Spa and Golf Club
Eagle Mountain House
Grafton Inn
Grand Hotel Marriott Resort, Golf Club & Spa
Grande Colonial
Green Park Inn
Hotel Alex Johnson
Hotel Brexton
Hotel La Rose*
Hotel Settles
Inn at 202 Dover
La Fonda on the Plaza Santa Fe
Lancaster Arts Hotel
Le Pavillon Hotel
Mayflower Park Hotel

Mohonk Mountain House
Napa River Inn
Omni Berkshire Place
Portland Regency Hotel and Spa
Providence Biltmore Hotel
Sacajawea Hotel
Skirvin Hilton
The Atherton Hotel at OSU
The Berkeley City Club
The Boars Head
The Cincinnati Hotel
The Colony Hotel
The Historic Hassayampa Inn
The Hotel Hershey
The Hotel Northampton
The Inn at Carnall Hall
The Inn at Leola Village
The Mansions on Fifth
The Mayflower Renaissance
The Mimslyn Inn Luray
The Montvale Hotel

The Nittany Lion Inn
The Omni Grove Park Inn
The Palmer House Hilton
The Porches Inn
The Queen Mary
The Raphael Hotel
The Red Lion Inn
The Smith House
The Stanley
The Strater Hotel
The Waldorf Astoria Hotel
The Ashton Hotel
The Eldridge Hotel
Tidewater Inn
Timberline Lodge
Union Station Hotel
Williamsburg Lodge and Colonial Houses

* Top producing hotel in category highlighted

AAA/AARP/CAA Rates (19%)



- **NEW!** Participating Hotels: 87
Dedicated Landing Page
- *ADR - \$184.43*
- *Avg. Lead Days - 42*
- *Avg. LOS - 1.8 Days*



AAA / AARP / CAA
Member Offers

[View All](#)

Boone Tavern Hotel
Colcord Hotel
Colony Hotel and Cabana Club
Cork Factory Hotel
General Morgan Inn & Conference Center
Haywood Park
Hilton Cincinnati Netherland Plaza
Historic Hotel Bethlehem
Hotel San Carlos
Hotel Whitcomb
Inn at the Presidio
Jefferson Clinton Hotel
Jekyll Island Club Hotel
Paso Robles Inn
Phoenix Park Hotel
River Street Inn
Riverwalk Vista
The Cavalier
The Crockett Hotel

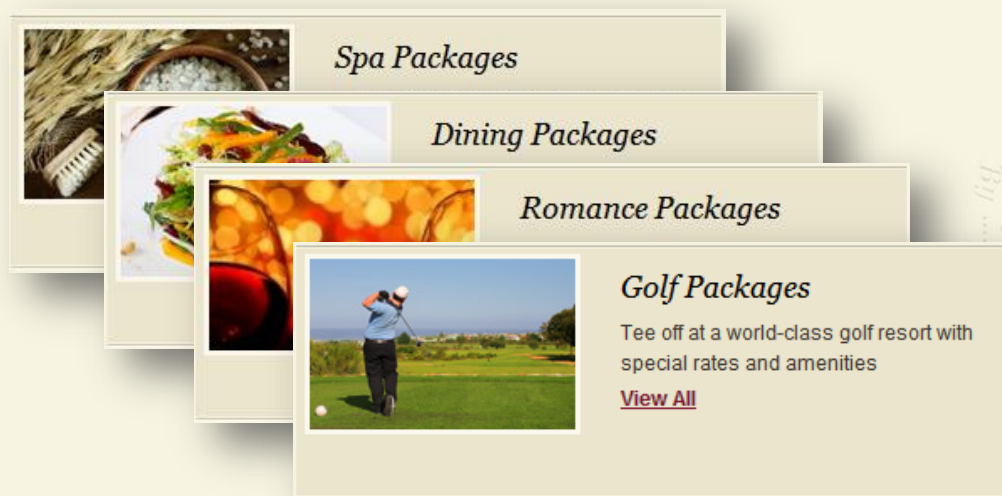
The Dunhill Hotel
The Georgian Hotel
The Gettysburg Hotel, Est. 1797*
The Inn on Ferry Street
The Lenox
The Pierpont Inn & Spa
The Sofia Hotel

* Top producing hotel in category highlighted

Package Rates (18%)



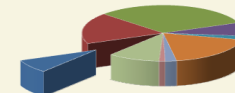
- Over 1,500 Packages Currently
- *Dedicated Landing Pages (Spa, Romance, Dining)*
- *ADR - \$216.93*
- *Avg. Lead Days - 35*
- *Avg. LOS - 1.9 Days*



Castle Hill Resort and Spa
Castle Hotel and Spa
French Lick Springs Hotel
Georgian Terrace Hotel
Hacienda del Sol Guest Ranch
Hotel du Pont
Mountain View Grand Resort
Nottoway Plantation
Omni San Francisco Hotel
Safety Harbor Resort and Spa
Skytop Lodge
The Jefferson Hotel (Richmond)
The Sagamore Lake George
The Wort Hotel
West Baden Springs Hotel*

* Top producing hotel in category highlighted

National Trust Member Rate (8%)



- *175 Participating Hotels*
- *Dedicated Landing Page*
- *Over \$140,000 in Revenue Year to Date*
- *ADR - \$195.93*
- *Avg. Lead Days - 51 Days*
- *Avg. LOS - 2.0 Days*

Amway Grand Plaza Hotel
Boston Park Plaza
Hotel Boulderado
Colonial Inn and Suites
El Convento Hotel
Hamilton Crown Plaza
Heathman Hotel*
Intercontinental Mark Hopkins
Hotel Viking
Peabody Memphis
Stonewall Jackson Hotel
Willard Intercontinental
Yorktowne Hotel



National Trust for Historic Preservation Member Discounts

NTHP Members receive up to 50% off
best available rates.

[View All](#)

* Top producing hotel in category highlighted

National Trust Member Rate (8%)



National Trust for Historic Preservation Members

1 2 3 Next »

Sort by

Select a Destination



Your search returned 175 results.



The Heathman Hotel

Portland, Oregon

+ SHARE

National Trust for Historic Preservation Member

Receive up to 30% off Best Available Rate.

Book Now



Le Pavillon Hotel

New Orleans, Louisiana

+ SHARE

National Trust for Historic Preservation Member

Receive up to 10% off the Best Available Rate.

Book Now

Introduction

Hot
Deals

New Employee
Rate Program

New Mobile
Booking Engine

Call
Center

Enhanced HE
Chain Code

Promotional Rates (8%)



- Includes credit card holder offers, Buy one, get one, and others
- Dedicated Landing Page for Credit Card holder offers
- ADR - \$191.74
- Avg. Lead Days - 40 Days
- Avg. LOS - 2.0 Days



Credit Card Holder Discounts

Special American Express®, VISA®, and MasterCard® cardholder discounts and offers.

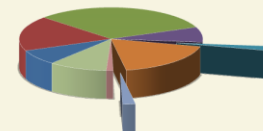
[View All](#)

Bishop's Lodge Ranch Resort and Spa*

Camino Real El Paso
Omni Mount Washington Resort
The Broadmoor
The Carolina Inn
The Chase Park Plaza
The Claridge Hotel
The Craddock Terry Hotel
The Fairmont Hotel San Francisco
The Lancaster Hotel
The Menger Hotel
Williamsburg Inn

* Top producing hotel in category highlighted

Advanced Purchase Rates (2%)



- **NEW!** 55 Participating Hotels
Dedicated Landing Page
- ADR - \$168.04
- Avg. Lead Days - 47 Days
- Avg. LOS - 1.9 Days



Advanced Purchase Discounts

Get special offers and discounts when you book in advance.

[View All](#)

Corporate Rates (2%)

- Participating Hotels
- ADR - \$198.58
- Avg. Lead Days - 23 Days
- Avg. LOS - 1.6 Days

Mission Inn Hotel and Spa

* Top producing hotel in category highlighted

Introduction

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New Employee
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Chain Code



Historic Hotels Employee Rate



- *Moved from fax-in program to online*
- *132 Participating Hotels*
- *New Landing Page Created*
- *Over \$100,000 in Revenue since March*
- *Positive feedback from employees and owners*
- *Implemented monthly newsletter*
- *ADR - \$116.96*
- *Avg. Lead Days - 35 Days*
- *Avg. LOS - 1.8 Days*

Bienville House
 Francis Marion
 Hawthorne Hotel
 Historic Inns of Annapolis*
 Hotel Galvez And Spa
 Hotel Lombardy
 Hotel Metro
 Hotel Monteleone*
 Lord Baltimore
 Mansion on Delaware
 Mast Farm Inn
 Ojai Valley Inn and Spa
 Omni La Mansion del Rio
 Omni Majestic Hotel

Omni Parker House
 Omni Severin Hotel
 Omni Shoreham Hotel
 Omni William Penn Hotel
 Radisson Martinique
 Royal Palms Resort and Spa
 St. James Hotel Red Wing
 Hanover Inn Dartmouth
 The Morrison-Clark Inn
 The Pfister Hotel
 The Saint Paul Hotel
 The Spa at Norwich Inn
 The Churchill

* Top producing hotel in category highlighted

Introduction

Hot
Deals

New Employee
Rate Program

New Mobile
Booking Engine

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Center

Enhanced HE
Chain Code

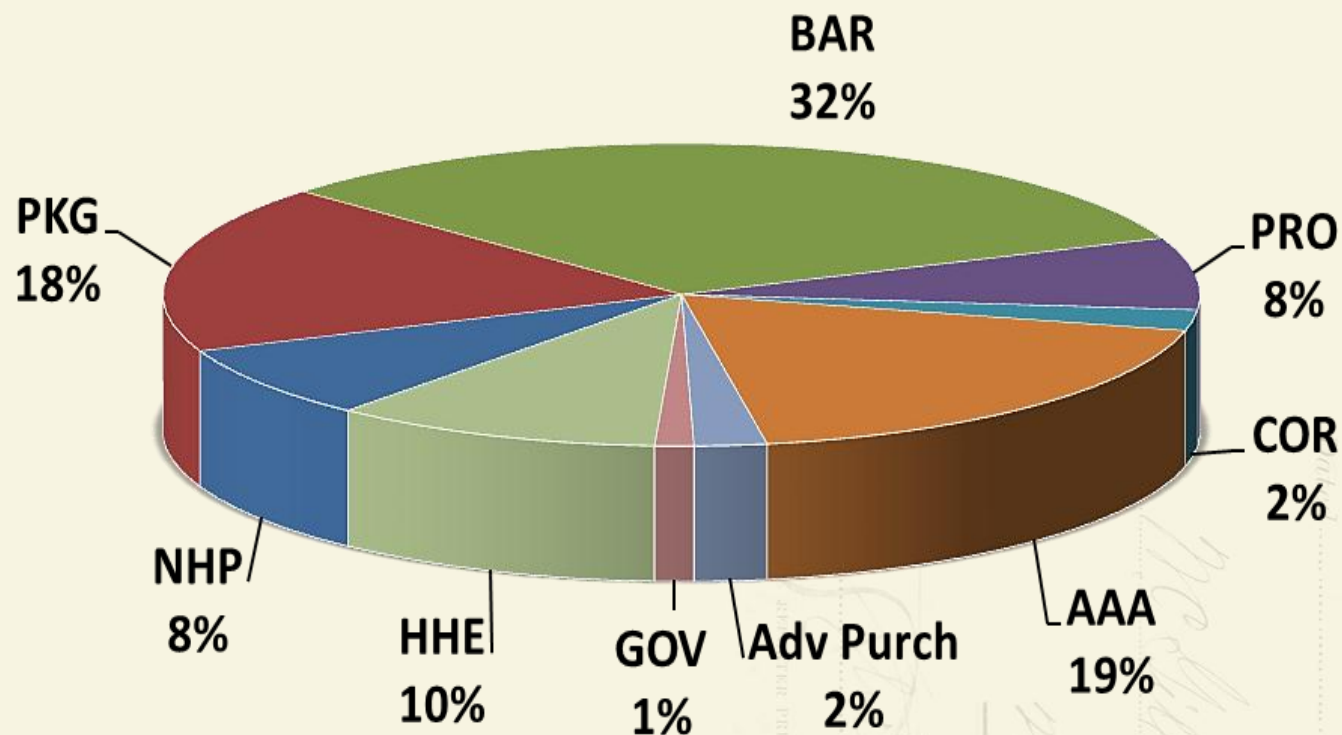
HISTORIC HOTELS OF AMERICA EMPLOYEE RATE PROGRAM

PARTICIPATING HOTELS

1886 Crescent Hotel & Spa	Hotel Blackhawk	Omni La Mansion del Rio	The Fairmont Hotel San Francisco
Admiral Fell Inn	Hotel Boulderado	Omni Majestic Hotel	The Gettysburg Hotel, Est.1797
Amway Grand Plaza Hotel	Hotel Brexton	Omni Mount Washington Resort	The Hanover Inn at Dartmouth College
Ashland Springs Hotel	Hotel du Pont	Omni Parker House	The Heathman Hotel
Basin Harbor Club	Hotel Galvez & Spa, A Wyndham Historic Hotel	Omni Severin Hotel, Indianapolis	The Henley Park Hotel
Battle House Renaissance Mobile Hotel & Spa	Hotel La Rose	Omni Shoreham Hotel, Washington DC	The Hotel
Bienville House	Hotel Lombardy	Omni William Penn Hotel	The Hotel Hershey®
Boone Tavern Hotel of Berea College	Hotel Metro	Phoenix Park Hotel	The Inn at Leola Village, Est. 1867
Camino Real El Paso	Hotel Monteleone	Pinehurst Resort	The Inn at Montchanin Village
Capital Hotel	Hotel Valley Ho	Portland Regency Hotel & Spa	The Jefferson Hotel
Casa Marina Hotel and Restaurant	Hotel Whitcomb	Providence Biltmore Hotel	The Lane Hotel
Cavallo Point	Jefferson Clinton Hotel & Suites	Radisson Martinique on Broadway	The Lenox Hotel
Chase Park Plaza	Jekyll Island Club Hotel	Rancho de los Caballeros	The Menger Hotel
Chattanooga Choo Choo	John Rutledge House Inn	Royal Palms Hotel and Casitas	The Mimslyn Inn
Colcord Hotel	Kings Courtyard Inn	Sacajawea Hotel	The Mission Inn Hotel & Spa
Concord's Colonial Inn	La Fonda Hotel	Safety Harbor Resort & Spa	The National Hotel
Cork Factory Hotel	La Valencia Hotel	Sofia Hotel	The Nittany Lion Inn
Cranwell Resort, Spa and Golf Club	Lancaster Arts Hotel	St. James Hotel AL	The Palmer House Hilton
Francis Marion Hotel	Lancaster Hotel	St. James Hotel, MN	The Park Central Hotel
French Lick Springs Hotel	Landmark Inn	Stonewall Jackson Hotel	The Peabody Memphis
Glasbern Country Inn	Le Pavillon Hotel	The American Club	The Pfister Hotel
Grafton Inn	Loews Don CeSar Hotel	The Bishop's Lodge Resort & Spa	The Raphael Hotel
Grand Hotel	Lord Baltimore Hotel	The Blennerhassett Hotel	The Red Lion Inn
Grand Hotel Marriott Resort, Golf Club & Spa	Mast Farm Inn	The Brown Hotel	The Saint Paul Hotel
Grande Colonial	Mayflower Park Hotel	The Buccaneer	The Smith House
Green Park Inn	Mohonk Mountain House	The Churchill	The Spa at Norwich Inn
Hacienda del Sol Guest Ranch Resort	Morrison-Clark Historic Inn	The Cincinnati Hotel	The Strater Hotel
Hassayampa Inn	Mountain View Grand Resort	The Claridge Hotel	The Terrace Hotel
Hawthorne Hotel	Napa River Inn	The Cliff House at Pikes Peak	The Wilburton Inn
Haywood Park Hotel	Nottoway Plantation	The Craddock Terry Hotel	The Wort Hotel
Hermosa Inn	Ohoka Castle	The Crockett Hotel	Union Station Hotel
Historic Hotel Bethlehem	Ojai Valley Inn and Spa	The Dunhill Hotel	West Baden Springs Hotel
Historic Inns of Annapolis	Omni Bedford Springs	The Fairmont Copley Plaza	Williamsburg Inn

HISTORICHOTELS.ORG METRICS

RATE PRODUCTION YEAR TO DATE



Introduction

Hot
Deals

New Employee
Rate Program

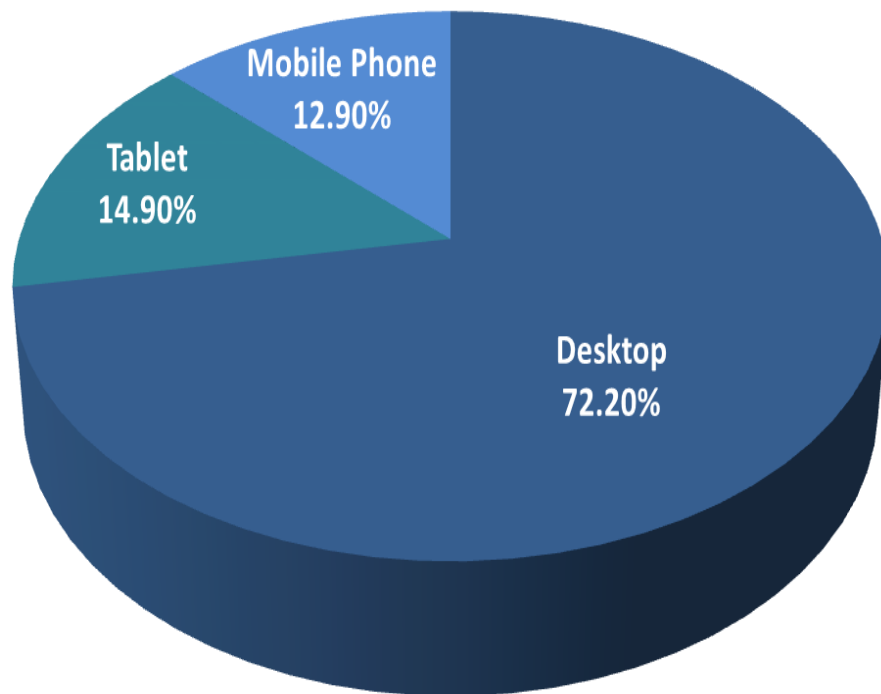
New Mobile
Booking Engine

Call
Center

Enhanced HE
Chain Code



Devices



2012 Device Breakdown

Desktop	79.9%
Tablet	12.0%
Mobile Phone	8.1%

Introduction

Hot
Deals

New Employee
Rate Page

New Mobile
Booking Engine

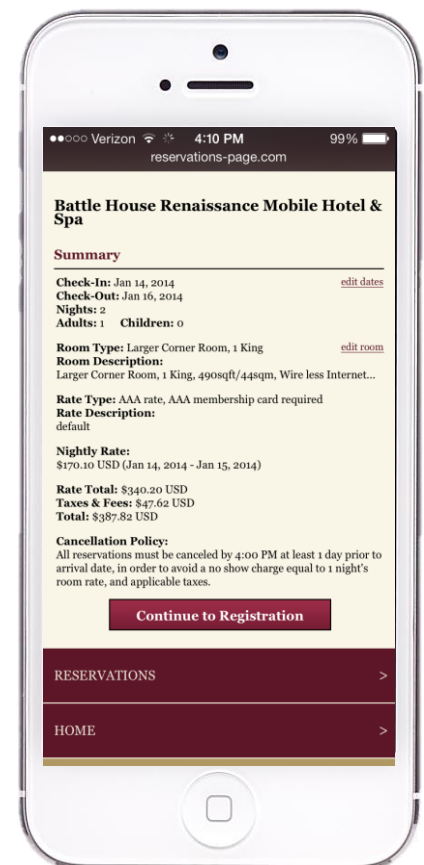
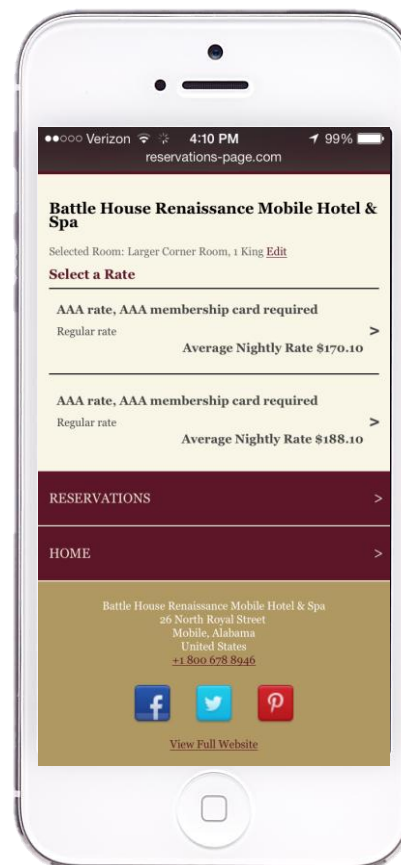
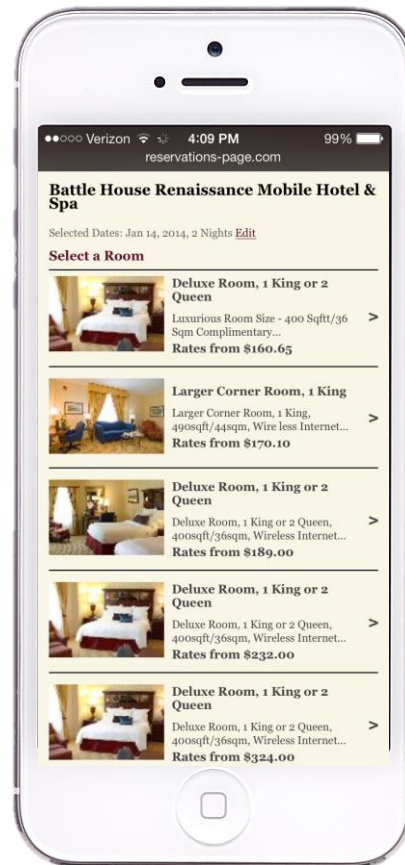
Call
Center

Enhanced HE
Chain Code



Mobile Booking Engine

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation



Introduction

Hot
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New Employee
Rate Page

New Mobile
Booking Engine

Call
Center

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Chain Code

Guest Connect Booking Engine

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

DESTINATIONS HOT DEALS EXPERIENCES TIMELINE MEETINGS & EVENTS

Nottoway Plantation

White Castle, LA United States

Select Dates > Rooms & Rates

Your Stay

Arrival

DEC
2012

11
TUE

Departure

DEC
2012

14
FRI

3 Night

Guests

1 Adult

Edit

Refine Results

Price Range

USD 90.00 - USD 255.00

average nightly rate

Rooms >

Rate Filter (Optional) >

Maple Spring



3 / 4



Show Room Description

Historic Hotels Winter Promotion

From **USD 99.00** / Night

Historic Hotels Winter Promotion

[More about this Rate](#)

Policies Reservations must be cancelled 72 hours prior to arrival to avoid a cancellation charge of at least one nights stay A credit card is required to hold all reservations and will be charged 732 hours prior to arrival for entire stay Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

HE, PH, WR, XL Chain Codes*

- Hi-Res images
- Detailed content (HTML)



Examples of Best Practices

- Mast Farm Inn
- Nottoway Plantation
- French Lick Springs Hotel
- Capital Hotel

*Or use the HHA sponsored booking engine (Guest Connect)

Open Hospitality Booking Engine

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

DESTINATIONS HOT DEALS EXPERIENCES TIMELINE MEETINGS & EVENTS

Battle House Renaissance Mobile Hotel & Spa

26 North Royal Street, Mobile, Alabama, United States

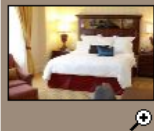
All other brands and chains
Uses Pegasus ODD/HCD
Hi-Res images
Detailed content (HTML)

[Search](#) [Rooms](#) [Register](#) [Confirmation](#)

Summary

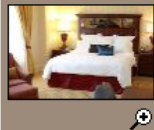
Dates	
Check In:	Tue 04/08/2014
Check Out:	Fri 04/11/2014
Total Nights:	3

Rooms



RATES STARTING AT
\$160⁶⁵


Room
SELECT
SELECT



NIGHTLY AVG.
10

Deluxe Room, 1 King or 2 Queen

Luxurious Room Size - 400 Sqft/36 Sqm
Complimentary Wireless Internet
Complimentary Wired Internet
Coffee/tea maker
42 inch TV



The logo for OPEN HOSPITALITY, featuring the word "OPEN" in large, dark blue letters with white circles inside the 'O' and 'P', and "HOSPITALITY" in smaller, dark blue letters below it. A registered trademark symbol (®) is at the end.

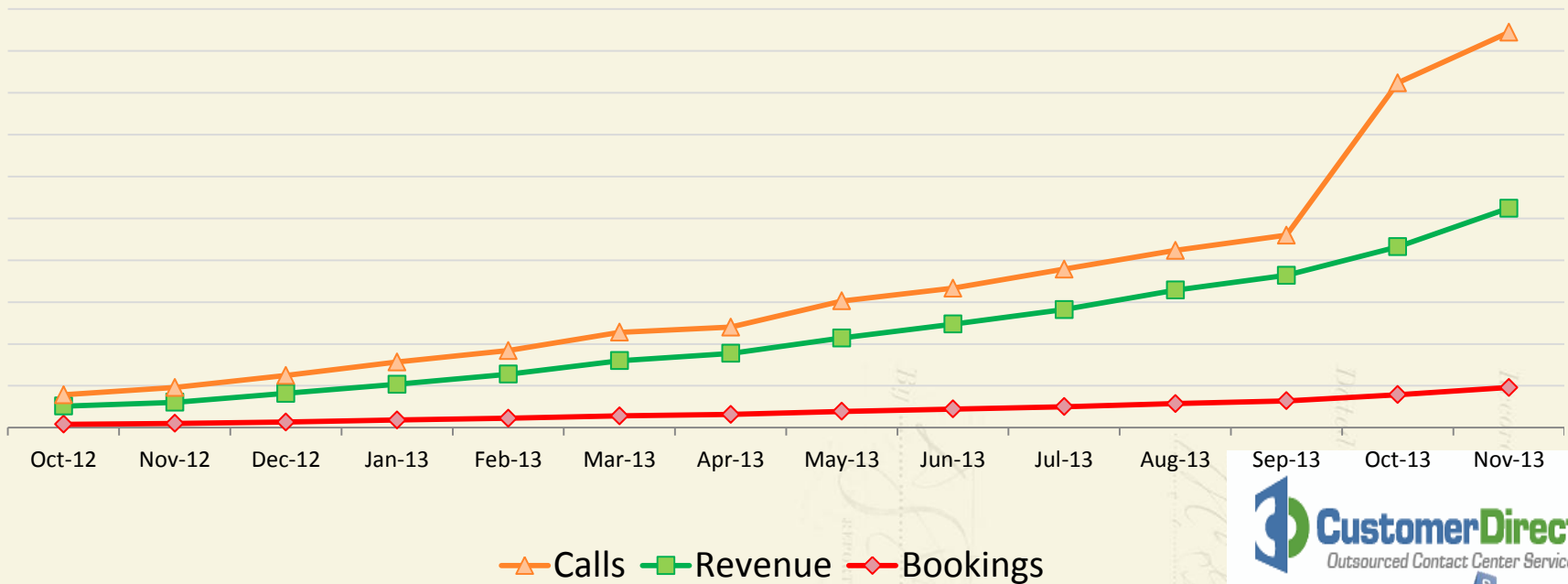
Examples of Best Practices

- Battle House Renaissance
- OHEKA Castle
- Craddock Terry

Call Center

- YTD 676/4,220 (16%) of bookings on HistoricHotels.org were through the HHA Call Center

Average
Monthly
Conversion
Rate
8.9%



CustomerDirect
Outsourced Contact Center Services



Call Disposition (Top 5)

- Reservation Not Booked –No availability for desired timeframe
- Reservation booked
- Reservation Not Booked –Guest calling for Front Desk
- Reservation Not Booked –Price
- Already Has Reservation –General Questions

Located in St. Louis, MO

- Dedicated agents only for Historic Hotels of America
- Use historichotels.org website for booking
- Switched on 10/15/2012



Membership Benefits	Marketing Partner	Full HE
Reservations, Revenue Management, and Distribution		
Reservations connectivity - HistoricHotels.org	x	x
Reservations connectivity - Call Center	x	x
National Trust for Historic Preservation member rates	x	x
Employee Rate Program	x	x
Reservations connectivity - VIP Desk		x
Total Branded Connectivity		
Personal Revenue Account Manager		x
GDS - Historic Experience (HE) included within master chain code PV		x
SynXis central reservation system		x
Metasearch integration, including Kayak, Room key, Trivago, and more		x
Web Development Services		x
Consortia and Travel Management Companies (TMC)		Opt-in
Complete business review audits and revenue management services		Opt-in
iTools Products		
Guest Connect internet booking engine	Opt-in	Opt-in
Direct Connect	Opt-in	Opt-in
iInterface		Opt-in
iRate	Opt-in	Opt-in
iAnswer		Opt-in
iShop	Opt-in	Opt-in
iConnect	Opt-in	Opt-in
iPay		Opt-in

HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation

Dated...
Recorded in Book...
10
Cafayette

Roomkey™
Search. Book. Relax.

US Dollar (\$) ▼



InterContinental CHICAGO
MAGNIFICENT MILE ★★★★★

1203 Reviews by
TripAdvisor

Standard Room... >>

\$279 + taxes
& fees

\$325 estimated total

Book at
INTERCONTINENTAL
HOTELS & RESORTS



Cavallo Point Sausalito
★★★★★

Reviews not available

In Restored... >>

\$309 + taxes
& fees

\$377 estimated total

Book at
Preferred
HOTEL GROUP



Palmer House a Hilton Hotel
★★★★★

2486 Reviews by
TripAdvisor

1 King... >>

\$259 + taxes
& fees

\$301 estimated total

Book at
Hilton
HOTELS & RESORTS



Hotel Whitcomb
★★★

926 Reviews by
TripAdvisor

Non Smoking Queen... >>

\$109 + taxes
& fees

\$126 estimated total

Book at
**HISTORIC HOTELS
of AMERICA**
NATIONAL TRUST FOR HISTORIC PRESERVATION

Hotels under “HE” chain code

- RoomKey.com



Nottoway Plantation Resort

[Overview](#) | [Rates](#) | [Map](#) | [Photos](#) | [Reviews](#) | [Similar](#)

from **\$169**

[Rates](#)

Nottoway Plantation Resort is located in White Castle. Nottoway Plantation Resort's restaurant serves breakfast, lunch, and dinner. Recreational amenities include an outdoor pool. Spa amenities include spa services and beauty services. This 4-star property has a business center and offers small meeting rooms and audio-visual equipment. This White Castle property has event space consisting of banquet [more...](#)

[email](#) [save to My Trips](#)

check-in time: 2:30p

check-out time: 11:00a

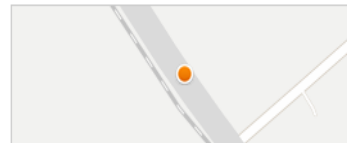
☐ air-conditioned ☐ airport shuttle ☐ casino ☐ fitness ☐ golf ☒ internet
☐ kitchenette ☐ parking ☒ pool ☒ restaurant ☒ spa

Contact Info

31025 Highway 1
White Castle, LA 70788, United States
[show on map](#)

+1 225 545 2730

www.nottoway.com



31025 Highway 1, White Castle, LA

Rates

\$169 HistoricHotels	\$188 total	Go
\$213 Booking.com	\$236 total	Go
\$214 Orbitz.com	\$238 total	Go
\$214 Cheaptickets	\$238 total	Go
\$246 Hotels.com	\$271 total	Go

[see all price details](#)

Star Ratings

Nottoway Plantation Resort	★★★★☆
Orbitz	★★★★☆
Travelocity	★★★★☆
ReserveTravel	★★★★☆
hotel.info	★★★★☆

User Reviews

TripAdvisor [126 guest reviews](#)

Hotels under "HE" chain code

- RoomKey.com
- Kayak.com

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614,962 Hotels **trivago**® From 147 Websites

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Navigation
Filters

e.g. Las Vegas
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Check in:
Tu, 12/11/12
Check out:
Th, 12/13/12
Room:
Double Room

183 out of 288 hotels
Map
Popularity
Rating
Price

Trump International & Tower
Las Vegas

Hotels.com	\$90	priceline.com	\$90
HotelClub	\$90	Expedia	\$90
Preferred HtlGrp	\$90	GetaRoom	\$91
onhotels	\$98	Vivastay	\$127

View all prices from 11 websites

\$83

View Deal

The Venetian
Las Vegas

Booking.com	\$149	Agoda	\$149
EasyClickTravel	\$149	GetaRoom	\$149
priceline.com	\$149	HotelClub	\$149
Expedia	\$149	Vivastay	\$176

View all prices from 16 websites

\$149

View Deal

Luxor
Las Vegas

HotelClub	\$39	Hotels.com	\$40
Booking.com	\$40	Expedia	\$40
EasyToBook	\$40	EasyClickTravel	\$42
onhotels	\$47	Vivastay	\$71

View all prices from 11 websites

\$35

View Deal

Harrah's
Las Vegas

priceline.com	\$24	Expedia	\$24
EasyToBook	\$24	GetaRoom	\$25
EasyClickTravel	\$30	HotelClub	\$30
Booking.com	\$30	Vivastay	\$38

\$24

View Deal

North America
Europe
Asia
Africa
Central and South America
Australia & Oceania

Las Vegas, USA
288 Hotels from \$19

San Francisco, USA
324 Hotels from \$45

New York City, USA
1122 Hotels from \$54

Chicago, USA
196 Hotels from \$59

San Diego, USA
351 Hotels from \$43

New Orleans, USA
234 Hotels from \$46

Miami Beach, USA
367 Hotels from \$61

Boston, USA
141 Hotels from \$67

Orlando, USA
500 Hotels from \$27

Myrtle Beach, USA
302 Hotels from \$32

Hotels under “HE” chain code

- RoomKey.com
- Kayak.com
- Trivago.com



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\$ US\$ ▼

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Boston Hotels & Accommodation

25/10/2013

26/10/2013

1 Rooms ▼

2 Guests ▼

Search

Filter hotel results

Hotel name

Districts/Areas

- ☐ City Center
- ☐ Back Bay
- ☐ Beacon Hill
- ☐ Fenway/Kenmore
- ☐ South End

Show more areas

✓ This is the hotel you searched for:

SELECTED



★★★★☆

The Lenox Hotel

[Hotel Details](#)

City Center

Best Rate

US\$372

Historic Hotels

Select

Available at 6 sites with 6 rates ([show all](#))

Historic Hotels.....US\$372 Booking.com.....US\$395 Expedia.com.....US\$395

Hotels.com.....US\$395 Wego.....US\$395 Getaroom.....US\$400

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Historic Hotel Bethlehem
Bethlehem, Pennsylvania, United States

The stately Hotel Bethlehem has been restored to its original 1922 grandeur. Palladian windows provide dramatic views of the downtown district. Seven large murals by artist George Gray retell the history of Bethlehem, from its founding by Moravian brethren to its position as industrial center. Classically styled

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Cork Factory Hotel
Lancaster, Pennsylvania, United States

RATES NOT AVAILABLE

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2014 RESERVATIONS AND REVENUE MANAGEMENT OPPORTUNITIES



REVENUE ACCOUNT MGT OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE 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	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	

Participation Summary/Action Plan

Sections include:

HHA Marketing Programs

Rate Distribution

Rate Descriptions

Rate Sequencing

Images

Rate Parity

One of these has been completed for everyone attending this Annual Conference.

▼

2014 Reservations and Revenue Management Opportunities



What is iRate?

- Rate-shopping tool to monitor comp set and check parity
- Monitor hotel & brand websites, GDS and Online Travel Agents
- Provided through Historic Hotels of America alliance partner: Rate Gain

iRate Features

- Real-time and on-demand rate shopping with price alerts
- Scheduled weekly reports
- Reports are designed specifically for the roles of hotel general manager, director of sales, and revenue manager



What is iConnect?

- Customer Relationship Management (CRM) System
- Allows hotels to communicate directly with guests throughout customer lifecycle.
- Provided through Historic Hotels of America alliance partner: Digital Alchemy

iConnect Features

- Guest info taken from hotel PMS
- Customized templates
- Online comment cards
- Promotional campaigns
- Multiple points of contact with guests



Reservations Office

We ensure that your reservations agents are performing at their peak.
Use your own criteria or standardized QTI criteria.

SMART CALLS

The Sales Manager Access and Response Time calls provide valuable feedback on the availability of your sales managers.

Group Sales

Keep your sales managers focused on the core sales skills that are the building blocks of sales success in the real world.

Specialty Shops

Use PBX/Front desk, Catering, Spa and Restaurant shops to evaluate performance in these critical areas.

What is iShop?

- Mystery call service
- Customized call by hotel
- Provided through QTI – Quality Track International

iShop Features

- Immediate results via email
- Access to audio recordings of every call
- Call performance reporting

2014 RESERVATIONS AND REVENUE MANAGEMENT OPPORTUNITIES



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iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	



1 Note

Q Search

To Do List: Today

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

To Do List



Today

- ☒ EXTEND Rates & Packages on www.historichotels.org thru Dec. 31, 2014
- ☒ Fill the shelves! Participate/open availability of Advanced Purchase Rate, Association Rates, and Promotions.
- ☒ Review the Participation Summary/Action Plan that was completed for your hotel.
- ☒ Review Hot Deals section on HistoricHotels.org. If your hotel is not listed in a particular area contact Matthew Paul.
- ☒ Contact Historic Hotels of America Call Center.



HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation



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