

Calendar Year 2013 Goals

Grow Overall Revenue from all reservations distribution channels to \$31 million (+25% growth)

Grow Group Sales from Sales Partners to \$2.6 million; from Historic Hotels of America National Sales Office to \$600,000 (+20% growth)

Increase In-Room Distribution of *Preservation* magazine to 220+ member hotels

Increase NTHP member rates bookable on HistoricHotels.org to 225+ hotels

Increase Monthly Unique Visitors to HistoricHotels.org to 100,000 visitors/month *and* monthly page views to 400,000 page views/month

Add 15+ new member hotels to Historic Hotels of America & Achieve 93%+ retention
