

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.



*Grand Hotel
Mackinac Island, Michigan
Established 1887*

2013 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



Cooperative Marketing Opportunities

For additional exposure to the growing pool of heritage and cultural travelers, member hotels will work with Historic Hotels of America to plan campaigns that incorporate featured areas on HistoricHotels.org, PreservationNation.org, and special tactical options, including e-blasts, press releases, social media, and more. A range of packages are available to fit many price points and goals from brand awareness to lead and revenue generation, the PPC ads will drive traffic to HistoricHotels.org and the featured package advertised during the campaign.

HistoricHotels.org

Homepage

Historic Hotels of America's member hotels will be front and center with this unprecedented marquee placement. They will want to share a stunning shot of their grounds, rooms, and other exceptional areas to reap the benefits. Or, they will take advantage of one of the premiere photo placements and add a text ad below it.

- **Marquee placement** – 958 x 139 pixels
- **Premiere placement** – 292 x 191 pixels
and **Text Ad** – headline of 30 characters and body copy of 250 characters

Pay per click

Cooperative Marketing Program participants will be featured in Pay per click (PPC) campaigns, including Google AdWords. Using broad and targeted keywords, the PPC ads will drive traffic to the hotel page and packages on HistoricHotels.org.



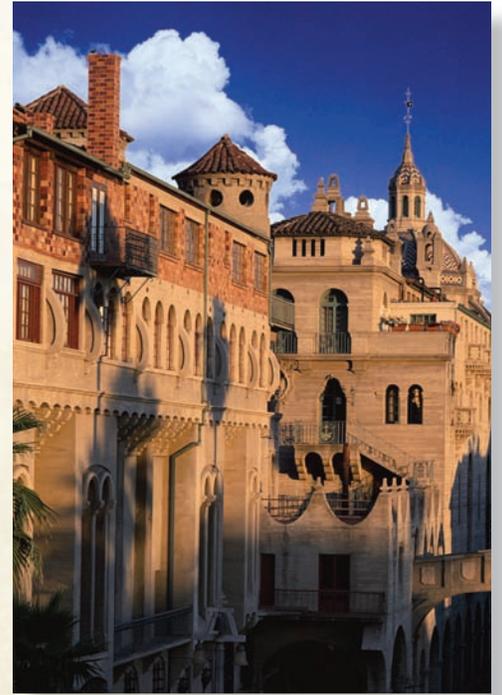
Meetings & Events

The showcase placement option gives exposure on multiple pages, including the Meetings & Events section and Press Room. For hotels, this opportunity is a call out for the most important news, promotions, or additional photos as meeting planners, brides, and other event planners search and determine where to network and entertain.



Hot Deals

Along with listing packages in categories such as destination, spa, group, family, and more on the Hot Deals page, sponsoring hotels will be highlighted on a dedicated page. To set themselves apart from other members, a hot link will connect to a full listing of all promotions, special deals, and packages sponsored by the hotel.



*The Mission Inn Hotel & Spa
Riverside, California
Established 1876*

Social Media

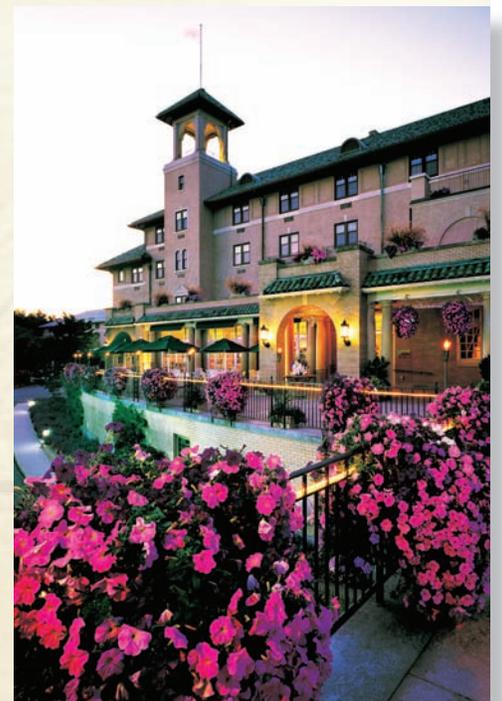


Facebook and Twitter

To encourage heritage travel and spark conversations with fans, Historic Hotels of America posts open-ended questions, surveys, enticing photos, and fascinating historical facts on Facebook and Twitter.



Campaigns allow sponsoring hotels a vehicle to interact with cultural and heritage travelers who are interested in historic hotels. Hotels may promote an event, package, or special offer.



*The Hotel Hershey
Hershey, Pennsylvania
Established 1933*

Press Releases

To reach a list of influential national media who follow Historic Hotels of America, hotels will choose the package that includes listing in a monthly press release or a quarterly press release, both featuring multiple hotels. Past coverage includes:

BBC Travel
Boston.com
Examiner.com
Miami Herald
Modern Luxury Dallas
National Geographic Traveler
NYTimes.com
PeterGreenberg.com
Southwest Airlines Spirit
The History Channel Club Magazine
The Honolulu Star-Advertiser
The Today Show
The Washington Post
Travel + Leisure
USA Today

Targeted E-Communications

Member hotels may select a targeted number of consumers from more than 300,000 names in the Historic Hotels of America database to promote packages and events to cultural and heritage travelers. Historic Hotels of America will create the communication and administer

the distribution. The targeted e-communications program also allows members to reach qualified meeting planners in the group sales database with information about function space, availability, and special offers.

Name Exchange Program

The Name Exchange Program is another e-communication opportunity that reaches a specified number of qualified names from the Historic Hotels of America consumer database in conjunction with an equal number of names from the hotel database. Historic Hotels of America creates and distributes two targeted e-blasts per promotion, one message to the hotel's

database and the other to the Historic Hotels of America consumer database. The e-blasts include all Name Exchange packages for that month.

All Name Exchange participants are required to participate in the National Trust for Historic Preservation Member Rate Program and their offer must include a 10 percent discount to National Trust members.



*Omni Mount Washington Resort
Bretton Woods, New Hampshire
Established 1902*

National Trust for Historic Preservation® Opportunities

PreservationNation.com

Historic hotels have an exceptional opportunity to advertise on the National Trust for Historic Preservation's website, PreservationNation.org. Under the Travel & Sites section, Historic Hotels of America focuses on its member hotels and features hotels in a rotating ad. The banner ad links to the individual historic hotel page on HistoricHotels.org.

Historic Hotels of America

Timeless Southwestern Ambiance
Experience a taste of Native American, Spanish, and Southwestern cultures at The Bishop's Lodge Ranch Resort & Spa in Santa Fe, New Mexico. [Learn More](#)

Founded in 1989 to promote heritage tourism, **Historic Hotels of America** is a program of the National Trust for Historic Preservation and a brand of Preferred Hotel Group. Historic Hotels of America has identified more than 235 quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this program, a hotel must be at least 50 years old, listed or eligible for the National Register of Historic Places or recognized locally as having historic significance.

SPECIAL MEMBER RATES - As a member of the National Trust for Historic Preservation, you receive 10% off the best available rates at participating hotels listed below for your convenience. Book your rooms through the Historic Hotels of America website to be awarded this special Member rate by entering Rate Code: NHP, or by clicking on the Book links below. Not a member of the National Trust for Historic Preservation? [Join today for only \\$30!](#)

HERITAGE TRAVELER

Over 180,000 consumers enjoy the National Trust for Historic Preservation's *Heritage Traveler* monthly e-newsletter. Marketing options include a main story listing featuring a hotel or a sidebar section that links to packages and special offers.

NATIONAL TRUST FOR HISTORIC PRESERVATION **Heritage Traveler**

New Partner Places To Enjoy
Love travel in the United States? You'll love the Old Blue in California. Discover the historic and architectural splendor of the San Diego region. [Learn More](#)

Experience Culture!
Don't miss your opportunity to immerse yourself in the culture, the people and the architectural splendor of the San Diego region. [Learn More](#)

Cool Dishes & Stay In San Francisco
Experience the best of both worlds in San Francisco. Stay in a historic hotel and enjoy the city's famous food scene. [Learn More](#)

DONATE
CALENDAR OF EVENTS

SPECIAL RATES
Book your rooms through the Historic Hotels of America website to be awarded this special Member rate by entering Rate Code: NHP, or by clicking on the Book links below.



Preservation Magazine

Preservation, the magazine of the National Trust for Historic Preservation, reaches more than 375,000 readers with an interest in heritage travel and can be found in over 30,000 guestrooms as the in-room magazine at 170 member hotels.

Seventy-eight percent of *Preservation* readers enjoy learning about historic sites and travel ideas. They engage in cultural activities, frequently visit museums, and attend live theater performances. With the marquee and premiere campaigns historic hotels

will be featured in a unique Historic Hotels of America advertising section of *Preservation* with a Signature 1/6 page ad and participate in "Spotlight on Advertisers," a reader services program that provides direct leads from print and online direct response vehicles with an interest in heritage travel.



*The Willard InterContinental Washington
Washington, DC
Established 1853*

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 travelers[†]

5 Trips

Number of trips annually by cultural and heritage U.S. travelers[†]

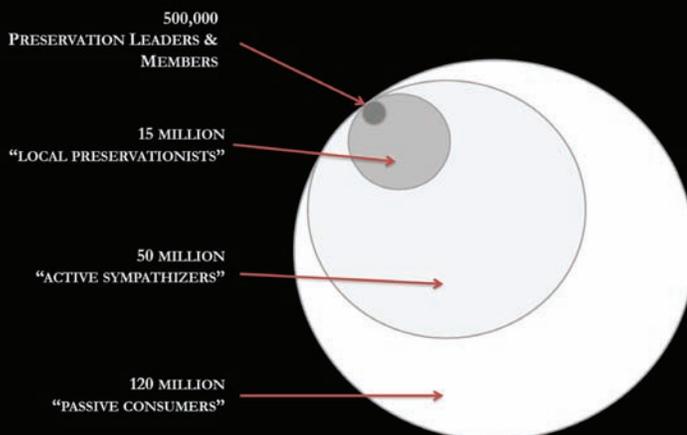
77 Percent

Number of cultural and heritage U.S. travelers who use the Internet to plan travel[†]

Source:

[†] *The Cultural & Heritage Traveler Study*
by Rosemary McCormick, May 3, 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 Preservationists. 2011.

Cooperative Marketing Packages

Opportunities	Marquee	Premiere	Showcase
Featured Placement <i>Highlighted presence on HistoricHotels.org</i>	Prominent placement of hotel photo on HistoricHotels.org homepage masthead with direct link to hotel's Hot Deals page PLUS special placement of hotel photo on HistoricHotels.org mobile website homepage	Positioning on the homepage along with a text ad	Run of site button ads
Social Media Campaigns <i>Spotlighted Facebook and Twitter postings</i>	Maximum postings per month: Facebook – 2 Twitter – 3	Maximum postings per month: Facebook – 2 Twitter – 2	Maximum postings per month: Facebook – 1 Twitter – 1
E-Blast to Consumers <i>Targeted consumer lists from robust database</i>	1 (maximum 20,000 names)	1 (maximum 10,000 names)	1 (maximum 5,000 names)
Preservation Ads <i>Circulated National Trust for Historic Preservation magazine to 375,000</i>	2 x 1/6 page ads (an \$1,800 value) and includes Reader Services in print and online for each issue	1 x 1/6 page ad (a \$900 value) and includes Reader Services in print and online for one issue	
Pay per Click <i>Broad and targeted traffic to hotel's featured package</i>	Individual campaigns using a percentage of the co-op cost	Individual campaigns using a percentage of the co-op cost	
E-Blast to Meeting Planners <i>Qualified meeting planners from group sales database</i>	One article	One article	
Name Exchange Program <i>Reciprocal distribution strategic audience</i>	Yes	Yes	
Press Release <i>Distributed releases to global A-list media contacts</i>	Added to the monthly release	Added to the quarterly enhanced release	
Heritage Traveler <i>Circulated National Trust for Historic Preservation newsletter to 180,000</i>	Main story listing with link	Sidebar listing with link	
National Trust for Historic Preservation Website Banner <i>PreservationNation.org</i>	Featured photo with text ad on Historic Hotels of America landing page		
Additional Featured Placement <i>Highlighted presence on HistoricHotels.org</i>	Featured offers on the Hot Deals and Meetings & Events home page		
Featured Promotions <i>Value-add opportunities with magazines and promotions</i>	Hotels may be featured through <i>The History Channel Club Magazine</i> , the Civil War Trust, and other partnerships		
Cost per month	\$3,500 - \$4,500 Based on marquee placement position	\$2,500 - \$3,500	\$1,250

Notes:

- Prices are limited to three marquee and two premiere packages.
- All purchases must be prepaid.
- All ads are embedded with a link and directed to the advertiser's hotel page on HistoricHotels.org.

- All photography is subject to approval by Historic Hotels of America.
- Placement is available on a first-come, first-served basis.
- Pricing subject to change.

Online Specifications

Opportunities	Specifications
Marquee Placement on HistoricHotels.org	958 x 319 pixels
Premiere Placement on HistoricHotels.org	292 x 191 pixels Max: headline of 30 characters and 250 characters of body copy
Showcase Placement on HistoricHotels.org	178 x 148 pixels
Facebook	75 words or less
Twitter	140 characters maximum
E-blast to Consumers	Segment by state, city, zip code or nth number
<i>Preservation Ads</i>	Ad: A digital photo (tif or jpeg at 300 dpi) of the hotel, a 40-50 word description, and a website address Reader services page: a 15 word description
E-blast to Meeting Planners	Article of 100 words or less
Name Exchange Program	Copy to be provided by hotel
Featured hotel picture on PreservationNation.org	Max: headline of 30 characters and 150 characters of body copy

General Guidelines

- All materials are due one month before the start of the campaign and are subject to approval by Historic Hotels of America.
- Hotel membership must be in good standing, have loaded the National Trust for Historic Preservation member rate and extended for at least 12 months, and have added a full year of events and packages to the website.

Photo Criteria

- Photos must be of the highest quality.
- All photos are subject to approval by Historic Hotels of America.
- The photo rights are assigned to Historic Hotels of America.

www.HistoricHotels.org