



EXCLUSIVE  
MEMBERSHIP  
BENEFITS

**HistoricHotelsWorldwide.com**

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:

- 50 architectural styles
- 11 property styles from chateaux to villas to resorts
- Five 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.



*Dromoland Castle Hotel  
County Clare, Ireland  
Established 1835*

## 2013 Cooperative Sales & Marketing Program

Historic Hotels Worldwide® features historic treasures, including historic hotels, castles, chateaus, palaces, academies, haciendas, villas, manor houses, country estates, monasteries, and other historical lodging properties. Key membership benefits include an interactive and comprehensive website, showcasing member hotels with exclusive features,

and Historic Hotels Worldwide events and tradeshow.

One of the opt-in programs offered to members is the Cooperative Marketing Program that delivers integrated marketing campaigns with online and communications tactics and offers event opportunities throughout the year. See inside for more details.

### *Membership benefits on HistoricHotelsWorldwide.com include:*

- Comprehensive details on member hotels, allowing heritage and cultural travelers to discover over nine centuries of history
- Individual historic hotel profile presenting characteristics and future events
- Hot Deals section sharing hotel packages, experiences, and special offers
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions



Historic  
HOTELS WORLDWIDE®

# Cooperative Sales & Marketing Program

For additional exposure to the growing pool of heritage and cultural travelers, member hotels will work with Historic Hotels Worldwide to plan campaigns that incorporate featured areas on HistoricHotelsWorldwide.com, opportunities to attend events and tradeshows, and special tactical options, including e-blasts, 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.

## HistoricHotelsWorldwide.com

### Homepage

Historic Hotels Worldwide 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 HistoricHotelsWorldwide.com.





## Meetings & Events

To pique the interest of heritage and cultural meeting planners, brides, and other event planners, Historic Hotels Worldwide will add the special group sales offer to the Meetings & Events homepage.



## 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.



*Grand Hotel Convento Di Amalfi  
Amalfi Coast, Italy  
Established 1212*

## Facebook

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

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.



*Grand Hotel Vienna  
Vienna, Austria  
Established 1870*





Historic  
HOTELS WORLDWIDE®



*Devi Garh  
Udaipur, India  
Established 1760*



*Fleischer's Hotel  
Voss, Norway  
Established 1864*

## Targeted E-Communications

The targeted e-communications program 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 Worldwide consumer database in conjunction with an equal number of names from the hotel database.

Historic Hotels Worldwide 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.

## Publications

With the marquee and premiere campaigns, historic hotels will be listed in magazine ads, including *Preservation*, the magazine of the National Trust for Historic Preservation and Preferred Hotel Group's *Preferred Lifestyle* and *Summit* magazines. *Preservation* is published quarterly and reaches more than 500,000 readers. *Preferred Lifestyle* and *Summit* magazines are printed twice a year and are distributed to over 100,000 guestrooms.





# Events

## Client + Media Showcases

To promote to and reach the outbound North American market, Historic Hotels Worldwide organizes specific events to help members meet and network with clients in a marketplace reception-style format. With stops in Chicago, New York, San Francisco, and Washington, DC, hotel representatives display literature, sales kits, and giveaways to start conversations with corporate and non-profit meeting planners and high-end travel agents.

In addition to clients, Historic Hotels Worldwide invites A-list media from North America to client events in Chicago, New York, San Francisco, and Washington, DC. Member hotels take advantage at these events to build relationships with writers at newspapers, magazines, and online media for future stories. All media contacts receive thumb drives with materials from the hotel participants.



*The Willard InterContinental Washington  
Washington, DC  
Established 1853*

## Tradeshows

Throughout the year, Historic Hotels Worldwide exhibits at international tradeshows and encourages members to participate in these events. By sharing in the exhibit cost, members are able to attend a greater number of shows, increase their customer contact, and maximize exposure.

### HISTORIC HOTELS WORLDWIDE

#### 2013 GLOBAL TRADESHOWS, EVENTS, AND MEETINGS

REGISTER EARLY. SPACE IS LIMITED. YOU WILL BE CONTACTED WHEN YOUR PARTICIPATION IS CONFIRMED; ADDITIONAL PROGRAM DETAILS WILL BE PROVIDED PRIOR TO YOUR EVENT. PLEASE DO NOT RESERVE TRAVEL PRIOR TO YOUR OFFICIAL CONFIRMATION.



FOR MORE INFORMATION CALL  
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DATE	DAYS	TYPE	LOCATION / DESCRIPTION	PRICE
11-Apr-2013	1	CE	Chicago, IL, USA – Historic Hotels Client + Media Showcase	\$1,000 for first attendee \$250 for additional participant from same hotel
TBA-May-2013	1	TS	Washington, DC, USA – ASAE Springtime	\$2,300 per participant
8-May-2013	1	CE	New York, NY – Historic Hotels Client + Media Showcase	\$1,950 for maximum of two participants from same hotel
18-June-2013	3	TS	Chicago, IL, USA – AIBTM	TBA per participant
4-Aug-2013	3	TS	San Diego, CA, USA – GBTA	TBA per participant
4-Sep-2013	1	CE	Washington, DC, USA – Historic Hotels Client + Media Showcase	\$1,000 for first attendee \$250 for additional participant from same hotel
10-Sept-2013	3	TS	Barcelona, Spain – EIBTM	€4,500 per participant
12-Sep-2013	1	CE	San Francisco, CA, USA – Historic Hotels Client + Media Showcase	\$1,000 for first attendee \$250 for additional participant from same hotel
TBA-Nov-2013	3	AC	TBA Historic Hotels Annual Conference	TBA per participant
2-Dec-2013	4	TS	Cannes, France – ILTM	€8,400 per participant
TBA-Dec-2013	1	TS	Chicago, IL, USA – Holiday Showcase	TBA per participant

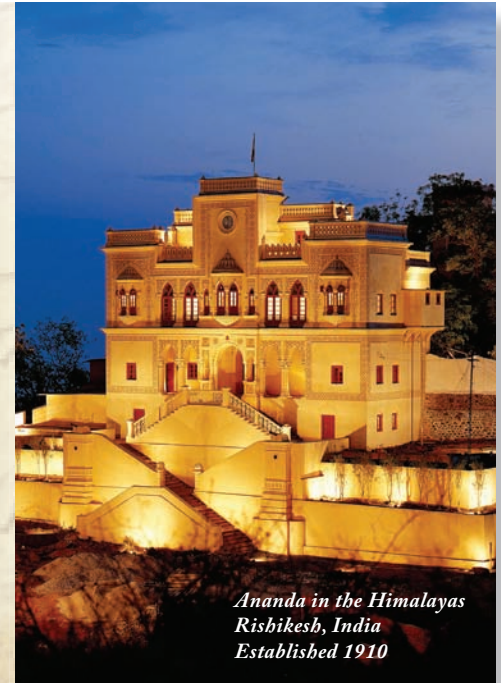
AC ANNUAL CONFERENCE CE CLIENT EVENT TS TRADESHOW

Historic Hotels Worldwide reserves the right to modify events, if necessary, due to participation minimums. Please refer to your email confirmation for applicable participation and cancellation policies.





*The Royal Horseguards  
London, England  
Established 1884*



*Ananda in the Himalayas  
Rishikesh, India  
Established 1910*

## TRAVEL TRENDS

**118.3 Million**

Number of U.S. leisure travelers who are cultural and heritage travelers<sup>†</sup>

**5 Trips**

Number of trips annually by cultural and heritage U.S. travelers<sup>†</sup>

**77 Percent**

Number of cultural and heritage U.S. travelers who use the Internet to plan travel<sup>†</sup>

Source:

<sup>†</sup> *The Cultural & Heritage Traveler Study*  
by Rosemary McCormick, May 3, 2011

## Audience

Expanding beyond the traditional market of preservation leaders and members, Historic Hotels Worldwide 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%
- 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%
- College degree or higher: 54%
- Stayed in a historic hotel: 80%

\*National Trust for Historic Preservation. Field Guide to Local Preservationists. 2011.



## Cooperative Sales & Marketing Campaigns

Opportunities	Marquee	Premiere	Showcase
<b>Historic Hotels Worldwide Events*</b> <i>Hosted Client or Client + Media Showcases</i>	Chicago, New York, Washington, DC, and San Francisco Showcases	Choice of Chicago or Washington, DC Showcases and New York Showcase	Choice of Chicago, Washington, DC, or San Francisco Showcases
<b>Featured Placement</b> <i>Highlighted presence on HistoricHotelsWorldwide.com</i>	One month of prominent placement of hotel photo on HistoricHotelsWorldwide.com homepage masthead with direct link to hotel's Hot Deals page	One month of prominent placement of hotel photo on HistoricHotelsWorldwide.com homepage masthead with direct link to hotel's Hot Deals page	One month of prominent placement of hotel photo on HistoricHotelsWorldwide.com homepage masthead with direct link to hotel's Hot Deals page
<b>Social Media Campaigns</b> <i>Spotlighted Facebook posting</i>	Two postings a month for three months	Two postings a month for two months	One posting for one month
<b>Magazine Ads</b> <i>Circulated to over 600,000 consumers and guestrooms</i>	Hotel name listed on ad	Hotel name listed on ad	
<b>Pay per Click</b> <i>Included in the campaign cost</i>	Included in the campaign cost	Included in the campaign cost	
<b>E-Blast to Meeting Planners</b> <i>Qualified meeting planners from group sales database</i>	Three months	Two months	
<b>Name Exchange Program</b> <i>Reciprocal distribution strategic audience</i>	Three months	Two months	
<b>Hot Deals</b> <i>Featured offers on the Hot Deals page</i>	Throughout the year		
<b>Meetings &amp; Events</b> <i>Showcased hotels on the Meetings &amp; Events home page</i>	Throughout the year		
<b>Cost</b> <b>Advance Preview</b>	€4,000 \$5,275	€1,900 \$2,500	€950 \$1,250

\* Historic Hotels Worldwide events are included only. Tradeshow are opt-in and have separate participation fees.

**Notes:**

- Prices are limited to Historic Hotels Worldwide members outside of the United States
- All purchases must be prepaid.
- All ads are embedded with a link and directed to the advertiser's hotel page on HistoricHotelsWorldwide.com
- All photography is subject to approval by Historic Hotels Worldwide
- Placement is available on a first-come, first-served basis.
- Pricing subject to change.



# Online Specifications

Opportunities	Specifications
Marquee Placement on HistoricHotelsWorldwide.com	958 x 319 pixels
Premiere Placement on HistoricHotelsWorldwide.com	292 x 191 pixels Max: headline of 30 characters and 250 characters of body copy
Facebook	75 words or less
Magazine Ads	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

## General Guidelines

- All materials are due one month before the start of the campaign
- All materials are subject to approval by Historic Hotels Worldwide.
- Hotel membership must be in good standing, and several promotional packages must be loaded on the website.

## Photo Criteria

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

[www.HistoricHotelsWorldwide.com](http://www.HistoricHotelsWorldwide.com)



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