



## 2014 SALES PROGRAM

### INTRODUCTION

Historic Hotels of America offers its member hotels valuable yet affordable supplemental sales opportunities to participate in various tradeshows, client and media showcases, consortia, and other programs, all of which serve to enhance and extend the member hotels' direct sales efforts.

In terms of the quantity of meetings and events represented by these various sales opportunities, Historic Hotels of America's Director, Sales and Development, has calculated the total number of meeting and event planners in attendance annually at each Historic Hotels of America-sponsored client showcase, including events in Chicago, New York, Atlanta, Washington, DC, and San Francisco.

To this calculation was added the total number of meeting and event planners who visit the Historic Hotels of America exhibit booth annually at various tradeshows, including ASAE Springtime, GBTA, HSMIA's MEET National, National Preservation Conference, and Holiday Showcase; as well as client RFPs received via telephone, email, and HistoricHotels.org.

Arriving at a total of 4,000 clients, a multiplier of ten was then used—for a conservative estimate of the number of meetings and events represented by each of the 4,000 clients—**arriving at a total of 40,000 potential meetings and events annually x 70 room nights per meeting = 2.8 million total room nights.**

### I. SELLING TO THE PRESERVATION VERTICAL MARKET

The preservation vertical meetings market is comprised of preservation-related, non-profit organizations, government entities, private foundations, associations, and societies which have an affinity for conducting meetings and events in historic venues.

By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel brand which can stake a credible claim to having a genuine understanding and legitimate affiliation with the preservation meetings market.

### **Sampling of Preservation Market Organizations**

- National Trust for Historic Preservation
- US Department of the Interior (*Maintains the National Register of Historic Places*)
- National Park Service
- Civil War Trust
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action (*Government Affairs & Lobbying*)
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Historic House Museums
- Art and History Museums
- Cultural, Heritage and Historical Societies
- Travel Agents specializing in heritage and cultural study tours

### **Reaching the Decision Makers in Preservation Market Organizations**

- Participation in the National Trust's Annual Preservation Conference
- Participation in tradeshow and meetings sponsored by preservation partner organizations
- Print and online advertising in various preservation publications and websites including *Preservation*, the Magazine of the National Trust for Historic Preservation
- Editorial placements in key preservation publications
- Direct solicitation efforts targeted to meeting and event planners at preservation partner organizations thru the **Historic Hotels of America Preservation Client Database**, a proprietary database, exclusive to Historic Hotels of America, listing thousands of "preservation-friendly" national organizations which have been vetted and determined to have an affinity for conducting meetings and events in historic venues.

## **II. PRESERVATION CLIENT DATABASE PROGRAM**

The Preservation Client Database is a listing of thousands of preservation-friendly organizations, state historic preservation offices, non-profits, government entities, private foundations, associations, boards and societies which have an affinity for hosting meetings and events in historic venues.

Member hotels are encouraged to provide Historic Hotels of America with exclusive group sales offers which are sent via email on a monthly basis to the contacts in the Preservation Client Database. Meeting planner responses come back to the Historic Hotels of America National Sales Office for review and forwarding to the appropriate member hotel(s) for a response. A single e-blast is sent to the Preservation Client Database each month and interested hotels may be featured for a nominal fee. To reserve space in a future e-blast, please visit the Sales section of the Member Portal or contact Michael DiRienzo on +1 202 772 8337 or [MDiRienzo@HistoricHotels.org](mailto:MDiRienzo@HistoricHotels.org)

### **III. NATIONAL TRUST MEMBER GROUP RATE PROGRAM**

Modeled on the popular National Trust Member Rate (FIT) Program, the National Trust for Historic Preservation Member Group Rate Program was developed to provide a new group business channel to Historic Hotels of America members, while promoting new memberships in the National Trust for Historic Preservation, and offering an additional tangible benefit to current National Trust members.

Whenever a member of the National Trust is interested in booking a group with a minimum of ten (10) guestrooms into an HHA member hotel, the NTHP member will visit the HHA website, complete, and submit a simple online meeting RFP form, providing his/her NTHP membership number. Alternatively, the RFP may be phoned in to the HHA National Sales Office for sourcing. The RFP will be reviewed by HHA's Director, Sales and forwarded to the appropriate member hotel(s) for follow-up. The participating hotel will have the option to accept or decline the referral. If accepted, the hotel will contract directly with the National Trust member and pay an after-departure placement fee to HHA on consumed group room revenue.

In order to participate in the program, a hotel must:

- Be a member in good standing in Historic Hotels of America
- Be a current participant in the National Trust Member Rate (FIT) Program with a bookable National Trust Member (FIT) Rate loaded in the hotel's property management system and on the HHA website
- Agree to provide National Trust members with a group rate which is 5% below the hotel's **B**est **A**vailable **R**ate (BAR) or the prevailing group rate—whichever is lower
- Respond in a timely manner to all referrals resulting from participation in the program, copying HHA's Director, Sales on all correspondence and proposals sent to the client
- Agree not to list the placement fee payable to HHA in any verbal, written, or electronic communication with the client, inasmuch as the payment of the placement fee is an agreement between and exclusive to HHA and its member hotels.
- Agree not to increase the group rate offered to the National Trust member in order to compensate for the placement fee paid to HHA
- Agree to pay an after-departure placement fee to HHA on consumed group room revenue referred to the hotel as a result of the National Trust Member Group Rate Program

### **IV. CITY SPOTLIGHT PROGRAM**

The Historic Hotels of America website routinely showcases metropolitan areas in which there is a high concentration of member hotels located not just in the destination city itself, but in surrounding drive-in destinations as well. A key component of the City Spotlight Program is to prominently feature the showcased hotels in multiple sections of HistoricHotels.org, including the Meetings & Events overview page, where special copy and links to individual hotels pages afford spotlighted hotels additional exposure to meeting professionals.

## V. SALES & MARKETING COMMITTEE

The primary role of the Historic Hotels of America Sales & Marketing Committee is to serve in an advisory capacity to brand management. In addition, the committee acts as a focus group for vetting current and potential sales and marketing initiatives as well as to facilitate participation and communication between member hotels and management.

Reflecting the diversity of Historic Hotels of America's membership, the members of the Sales & Marketing Committee are carefully selected to ensure a representative cross-section of property types and geographic regions. The Committee Chair serves a three-year term, during which time he/she also serves as a liaison to the Board of Advisors.

The Sales & Marketing Committee meets in session twice a year—in the spring in New York City, in conjunction with the New York Client & Media Showcase; and again in the fall during the Annual Conference. In addition, full committee conference calls are conducted during the first and third quarters of the year and brand management conducts monthly conference calls with the committee's officers.

### **Historic Hotels of America Sales & Marketing Committee Roster**

#### **Chair**

**Stephen Galvan**, Director of Sales & Marketing, The Heathman Hotel, Portland, OR

#### **Co-Vice Chair (East)**

**Craig Smith**, Regional Director of Sales & Marketing, The Peabody, Memphis, TN

#### **Co-Vice Chair (West)**

**Lisa Koester**, CMP, Director of Sales, Napa River Inn, Napa, CA

#### **Members**

**Pamela Aber**, Director of Sales, Historic Inns of Annapolis, Annapolis, MD

**Jane Davis**, CMP, Director of Sales & Marketing, Willard InterContinental, Washington, DC

**Kevin Hellmich**, Vice President of Sales, The Battle House, A Renaissance Hotel, Mobile, AL and Grand Hotel Marriott Resort, Spa & Golf Club, Point Clear, AL

**Patty Henning**, Dir. of Sales & Marketing, Jekyll Island Club Hotel, Jekyll Island, GA

**Michelle Gilman Jasen**, Regional Director of Sales & Marketing, Fairmont San Francisco, San Francisco, CA

**Bob Louis**, Director of Sales & Marketing, Hilton Cincinnati Netherland Plaza, Cincinnati, OH

**Bud St. Pierre**, Director of Sales & Marketing, King and Prince Beach & Golf Resort St. Simons Island, GA

**Dave Ritchie**, Area Director of Sales & Marketing, Omni Parker House, Boston, MA

**Jennifer Robinson**, Director of Sales & Marketing, Hotel Boulderado, Boulder, CO

**Linda Price Topp**, Market Director – Sales & Marketing, The Pfister Hotel, Milwaukee, WI and Hilton Milwaukee City Center, Milwaukee, WI  
**Pete Zellmer**, Director of Sales & Marketing, The Saint Paul Hotel, St. Paul, MN

## **VI. PEER GROUP PROGRAM**

In order to assist brand management maintain regular contact with hotel sales representatives and to provide feedback on a variety of sales-related issues, a sales peer group program has been implemented. Each member of the sales and marketing committee is assigned a peer group consisting of other hotel sales representatives, primarily located within the committee members' geographic region.

On behalf of the sales and marketing committee, each peer leader maintains regular communication with his peer group on a variety of sales-related issues including tradeshow, client showcases, and other sales opportunities. The peer group program has proven to be an invaluable resource to management, effectively expanding the sales outreach effort while providing member feedback to brand management.

## **VII. TRADESHOWS**

Each year, Historic Hotels of America exhibits at several national tradeshow. The tradeshow schedule, which follows, has been carefully developed with member hotel input to ensure the widest possible exposure in all market segments.

Historic Hotels of America contracts in advance with show management for select industry trade shows and then invites member hotels to participate in the Historic Hotels of America exhibit booth on a co-op basis for significantly less than it would cost for a hotel to exhibit on its own. Following each tradeshow, group business leads and prospects are shared with those hotels which participated in the Historic Hotels of America exhibit booth.

### **2014 Tradeshow Schedule**

ASAE Springtime – May 15, 2014 – Washington, DC

GBTA – July 27-30, 2014 – Los Angeles

HSMAI's MEET National – September 3-4, 2014 – Washington, DC

National Preservation Conference – November 11-15, 2014 – Savannah, Georgia

Association Forum Holiday Showcase – December 16, 2014 – Chicago

Please visit the Historic Hotels of America Member Portal for more information or to register online for any of these tradeshow or other events and meetings.

## **VIII. CLIENT & MEDIA SHOWCASES**

Historic Hotels of America hosts Client Showcases & Media in key business markets. Client & Media Showcases typically are planned in conjunction with a national tradeshow or other

industry event and are hosted in member hotels. These marketplace reception-style events attract 75-200 clients and 15-50 participating member hotel representatives.

The annual schedule of Client & Media Showcases includes events hosted in Chicago, New York, Atlanta, Washington, DC, and San Francisco.

Please visit the Historic Hotels of America Member Portal for more information or to register for any Client & Media Showcase.

## **IX. PROMOTIONAL MATERIALS**

The Historic Hotels of America exhibit booth, retractable trade show banner, and membership directory were designed to reflect the “look and feel” of the brand.

In addition, the *Historic Hotels of America Meeting Room Facilities Guide* is distributed at tradeshow, client events, and other sales venues, and is updated on a quarterly basis.

## **X. THE HYLAND GROUP**

With offices in Washington, DC and Chicago and a 5,000-account database, The Hyland Group, a nationally-recognized hotel sales representation firm, has been retained by Historic Hotels of America to generate group business leads for all member hotels. [www.HylandGroup.com](http://www.HylandGroup.com)

Member hotels pay an after-departure performance fee based on consumed group room revenue booked as a direct result of a referral from The Hyland Group.

Member hotels are encouraged to provide The Hyland Group with sales kits and to schedule presentations with The Hyland Group sales team whenever traveling to Washington, DC. Members should consider The Hyland Group sales team an extensions of their own in-house sales team.

For additional information about The Hyland Group, please contact: Pete Hyland, President, The Hyland Group on +1 866-813-7330 or [Pete@HylandGroup.com](mailto:Pete@HylandGroup.com)

## **XI. HISTORIC HOTELS OF AMERICA NATIONAL SALES NETWORK**

Historic Hotels of America is interested in establishing a national network of independent contractor sales representatives in key geographic markets, with responsibility for generating group business leads for all member hotels. To submit a candidate’s name for consideration, please contact Michael DiRienzo on +1 202 772 8337 or [MDiRienzo@HistoricHotels.org](mailto:MDiRienzo@HistoricHotels.org)

## **XII. HISTORIC HOTELS OF AMERICA BRAND WEBSITE – [HistoricHotels.org](http://HistoricHotels.org)**

The Meetings & Events section of [HistoricHotels.org](http://HistoricHotels.org) allows meeting professionals access to a variety of helpful tools, including the ability to search meeting sites; view a meeting facilities

chart; search group value dates; submit an RFP; contact the National Sales Office, or join an e-planner list.

In addition, a member hotel may showcase its meeting and event-related amenities and services on HistoricHotels.org by ensuring the content and images featured on the hotel's individual page and Meetings & Groups link are current and engaging.

### **XIII. ANNUAL CONSORTIA RFP PROCESS**

As a benefit of membership, hotels with a Historic Experience "HE" Global Distribution System (GDS) Chain Code, who are interested in developing corporate transient and/or leisure travel relationships are strongly encouraged to enroll in the annual request for proposal (RFP) process. Not only will Historic Hotels of America assist in the submission of consortia requests for proposals, there's even an option to select the iBid Concierge Service, in which Historic Hotels of America will complete and submit desired consortia RFPs on your behalf, so you would not have to spend time completing bids or worrying about missing RFP submission deadlines.

#### ***Key Features of iBid™ Online include:***

- ✓ Centralized database to electronically submit RFP's (Lanyon)
- ✓ Centralized billing for the travel agency consortia, travel management companies, and hotels resulting in cost savings and increased program acceptance.
- ✓ Verification of property data prior to submission of specific contracts

Within the annual bidding process, hotels have access to major consortia program RFPs such as ABC, Radius, CCRA, and Thor.

For more information about the RFP Process and support via **iBid™**, please contact Michael DiRienzo on +1 202 772 8337 or [MDiRienzo@HistoricHotels.org](mailto:MDiRienzo@HistoricHotels.org)

### **XIV. TRAVEL MANAGEMENT COMPANIES (TMC's)**

In the same way that Historic Hotels of America assists HE GDS member hotels to navigate the consortia RFP process, we are also able to provide the same access and introductions to Travel Management Companies (TMC's). TMC's are wholly-owned corporations that own and operate a large number of travel agencies worldwide which specialize in corporate travel and travel consulting. Through Preferred Hotel Group, Historic Hotels of America has partnerships with four of the most recognized TMC's including, American Express Travel; BCD Travel; Carlson Wagonlit; and HRG, providing access to agents and assisting with the RFP submission process.

For more information about access to TMCs and the RFP submission process, please contact Michael DiRienzo on +1 202 772 8337 or [MDiRienzo@HistoricHotels.org](mailto:MDiRienzo@HistoricHotels.org)

## **XV. HISTORIC HOTELS OF AMERICA MEMBER PORTAL**

Please visit the Historic Hotels of America Member Portal on [HistoricHotels.org](http://HistoricHotels.org) and click on the “*Sales*” link for the most current sales and marketing information.