



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*

2014 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 twelve 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
- **Online Media Campaigns**
Participants will be featured in customized online media campaigns, such as pay per click (PPC), check rates, and more. These campaigns will drive traffic to the hotel page and packages on HistoricHotelsWorldwide.com.

BOOK BY PHONE: +1 866 670 3764 | PRICE MATCH GUARANTEE
INTERNATIONAL
DESTINATIONS HOT DEALS EXPERIENCES MEETINGS & EVENTS

Check Availability Modify/Cancel Reservations WHERE ARE YOU GOING? Hotel, Location, Landmark, Etc. ARRIVAL DEPARTURE PROMO CODE [More Search Options](#)

CIRAGAN PALACE KEMPINSKI
Istanbul, Turkey, 1719 [VIEW HOT DEALS](#)

EXPERIENCE HISTORIC TREASURES

Cherry Blossoms in Yokohama, Japan
A short distance from Mount Fuji, the Hotel New Grand (1923) is the first western-style hotel in Japan. View the cherry blossoms in Yokohama's gardens from the Hotel New Grand, with its award-winning panoramic restaurant, unparalleled views of Yokohama Bay, and rates as low as \$126. [Learn More](#)

Paris to the Côte d'Azur
Stay at the Hotel Regina (1900) moments from the Louvre Museum. Enjoy views of the Eiffel Tower from Hotel Napoleon Paris (1928). Head south to Château Eza (1600) and bask in the sun on the Côte d'Azur. Discover the French art de vivre at these 3 historic hotels, with 10 special offers. [Learn More](#)

Recently Added Historic Hotels

- The State Hermitage Museum Official Hotel St. Petersburg, Russian Federation »
- The Peabody Memphis Memphis, Tennessee »
- The Fairmont Copley Plaza Boston, Massachusetts »

HISTORIC HOTELS of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

EXPERIENCE AMERICA'S MIGHTY RIVERS ON THE LARGEST STEAMBOAT EVER BUILT
[LEARN MORE](#)

PRICE MATCH GUARANTEE CONTACT US ABOUT US NOMINATE A HOTEL
HOTEL LOGIN PARTNERS WHY BOOK ON HISTORICHOTELSWORLDWIDE.COM



Historic
HOTELS WORLDWIDE™



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*

Social Media

To encourage conversations with fans, Historic Hotels Worldwide posts open-ended questions, surveys, enticing photos, videos, and fun facts on Facebook, Twitter, Pinterest, Instagram, and Google+. Share your hotel's events, packages, special offers, historic images, and trivia that we can use to interact with cultural and heritage travelers who are interested in historic hotels.



*Grand Hotel Vienna
Vienna, Austria
Established 1870*



E-Communications Opportunities

Targeted E-Blasts

Promote your hotel and special offers to a targeted number of heritage and cultural travelers from a database of more than 275,000 households.

The targeted e-communications program also allows members to reach over 4,000 qualified meeting planners and other Preservation friendly decision makers in the group sales database with information about function space, availability, and special offers.

Discover & Explore Enewsletter

Reach the full database of over 275,000 households by advertising in our monthly consumer newsletter with hotel specials, offers, and historical fun facts.



Employee Special Offers Enewsletter

Reach over 17,000 employees of Historic Hotels Worldwide and Historic Hotels of America member hotels; National Trust for Historic Preservation and designated affiliates; and other associates and participating hotels by promoting discounted rates in the featured placement or additional placements in the email.



*Fairmont Le Château Frontenac
Québec City, Canada
Established 1893*



*Fleischer's Hotel
Voss, Norway
Established 1864*



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

2014 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
MICHAEL BIRENZO AT +1 202 772 8337
MBIRENZO@HISTORICHOTELS.ORG

DATE	DAYS	TYPE	LOCATION / DESCRIPTION	PRICE
10-Apr-2014	1	CE	Chicago, IL, USA – Historic Hotels of America Client & Media Showcase	\$1,200 for two participants
7-May-2014	1	CE	New York, NY, USA – Historic Hotels of America Client & Media Showcase	\$1,950 for two participants
15-May-2014	1	TS	Washington, DC, USA – ASAE Springtime	TBA per participant
24-July-2014	3	CE	Atlanta, GA, USA – Historic Hotels of America Client & Media Showcase	\$1,250 for two participants
27-July-2014	1	TS	Los Angeles, CA, USA – GBTA	TBA per participant
3-Sept-2014	1	TS	Washington, DC, USA – Historic Hotels of America Client & Media Showcase	\$1,300 for two participants
4-Sept-2014	3	CE	Barcelona, Spain – EIBTM	€5,000 per participant
30-Sept-2014	3	CE	Hershey, PA, USA Historic Hotels of America Annual Conference	TBA per participant
19-Nov-2014	1	AC	San Francisco, CA, USA – Historic Hotels of America Client & Media Showcase	\$1,250 for two participants
1-Dec-2014	4	TS	Cannes, France – ILTM	\$11,000 per participant
16-Dec-2014	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.



Audience

Expanding beyond the traditional market of preservation leaders and members, Historic Hotels Worldwide taps into a wider group of consumers called Local Preservationists, named from a 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:

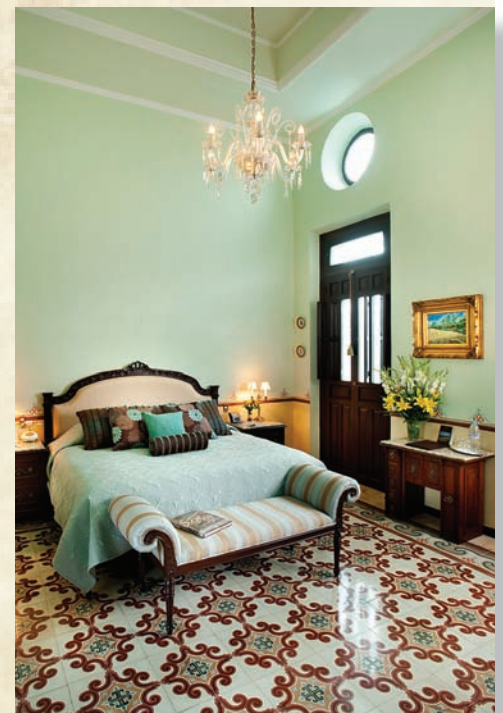
- Average age: 35
- Female/Male: 39%/61%
- Historic-Related Activities
 - Frequent museums to learn about history: 93%
 - Visit places to learn about American history: 79%
 - Travel to historic communities: 78%
 - Attend an “insider’s” tour of a historic place: 75%
 - Appreciate interesting architecture: 74%
 - Attend lectures on important historic sites: 73%
- College degree or higher: 54%
- Stayed in a historic hotel: 80%



*The State Hermitage Museum Official Hotel,
St. Petersburg, Russia
St. Petersburg, Russia
Established 1830*



*The Royal Horseguards
London, England
Established 1884*



*Casa Azul Hotel Monumento Historico
Mérida, Yucatán
Established 1900*



Cooperative Sales & Marketing Campaigns

	Opportunities	Marquee	Premiere	Showcase
CAMPAIGNS	Historic Hotels Worldwide Events* <i>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
	Featured Placement <i>Highlighted presence on HistoricHotelsWorldwide.com</i>	Three months of prominent placement of hotel photo on HistoricHotelsWorldwide.com homepage masthead with direct link to hotel's Hot Deals page	Two months 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
	Social Media Campaigns <i>Facebook, Twitter, and Instagram postings</i>	Two postings a month for three months	Two postings a month for two months	One posting for one month
	Online Media <i>Included in the campaign cost</i>	Included in the campaign cost	Included in the campaign cost	
	E-Blast to Meeting Planners <i>Qualified meeting planners from group sales database</i>	Three months	Two months	
	E-Blasts <i>Distributed to 20,000 households</i>	Two e-blasts	One e-blast	
	Hot Deals <i>Featured offers on the Hot Deals page</i>	Throughout the year		
	Meetings & Events <i>Showcased hotels on the Meetings & Events home page</i>	Throughout the year		
	Cost Advance Preview	€4,000 \$5,275	€1,900 \$2,500	€950 \$1,250
ADDITIONAL OPPORTUNITIES	Discover & Explore Newsletter <i>Sent to 275,000 households</i>	Placements: \$375		
	Employee Special Offers Newsletter <i>Distributed to over 17,000 applicable employees</i>	Featured Placement: \$500 Additional Placements: \$375		

* 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
E-Blast to Meeting Planners	Article of 100 words or less
E-Blasts	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.

HistoricHotelsWorldwide.com



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