

2015 Partnership Marketing

EXPANDING OUR REACH AND OUR PARTNERS





definition of a partner

a person who takes part in an undertaking with another or others, especially in a business or company with shared risks and shared profits

WHO?

Destinations – CVBs/DMOs

Heritage/Cultural Attractions

Travel & Transportation Providers

National Heritage Brands

Member Hotels

WHY?

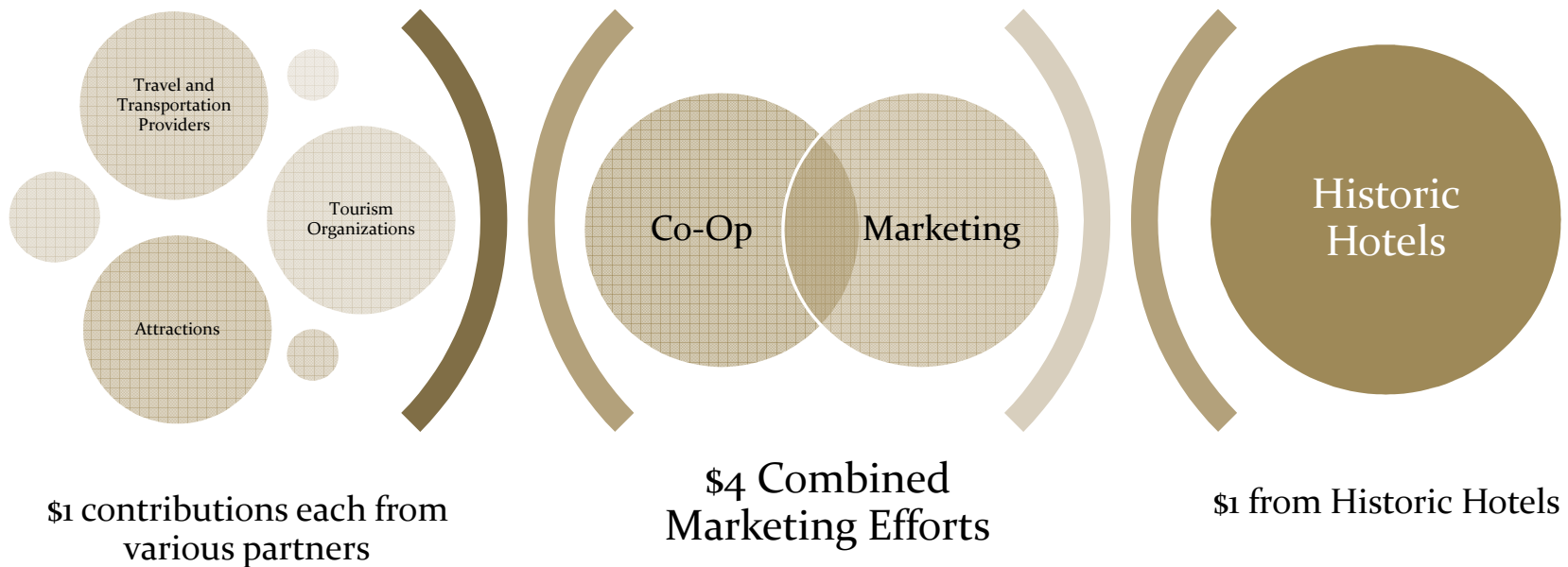
Heritage and cultural travelers

Brand exposure

Incremental revenue



why partner?



partnering = achieving common goals

heritage and cultural travel

130 million Americans define themselves as cultural heritage leisure travelers



heritage and cultural travel

\$171 billion in spending is attributed to cultural/heritage leisure travelers annually



heritage and cultural travel

Cultural/heritage travelers spend 60% more per trip than the average US leisure traveler



heritage and cultural travel

130 million is a

HUGE

audience



so here's the plan...

Segment the audience in a way that emphasizes the **unique marketing strengths** of Historic Hotels of America.

1. The most romantic hotels in America
2. The most hotels within 60 miles of a National Heritage Area, National Historic and Scenic Trail or National Park Service unit, including battlefields, historic sites, monuments and parks.
3. The most hotels offering a true 'American Dreams' experience including hotels with rich culinary heritage and architectural detail

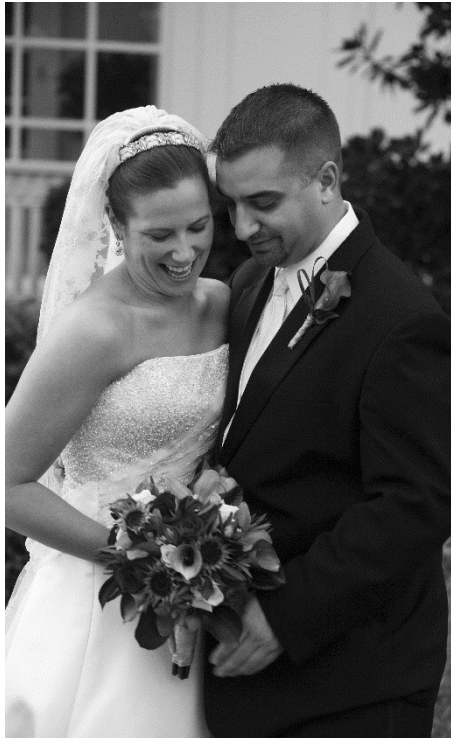
so here's the plan...

- Campaigns for each audience segment launch in 2015
- Focus on new content that aligns with keyword opportunities
- Work with media partners on unique promotions and paid campaigns

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Monthly	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Romance				Active	Active	Active	Active	Active	Active	Active	Active	Active	Active	Active
Natl Lands						Active	Active	Active	Active	Active	Active	Active	Active	Active
Road Trips							Active	Active	Active	Active	Active	Active	Active	Active



romance, weddings and celebrations



**2.4 million
weddings**

**78% intend to take a
celebration vacation**



5 days

12 people

12 months



national parks and lands

\$12.1 billion spent annually



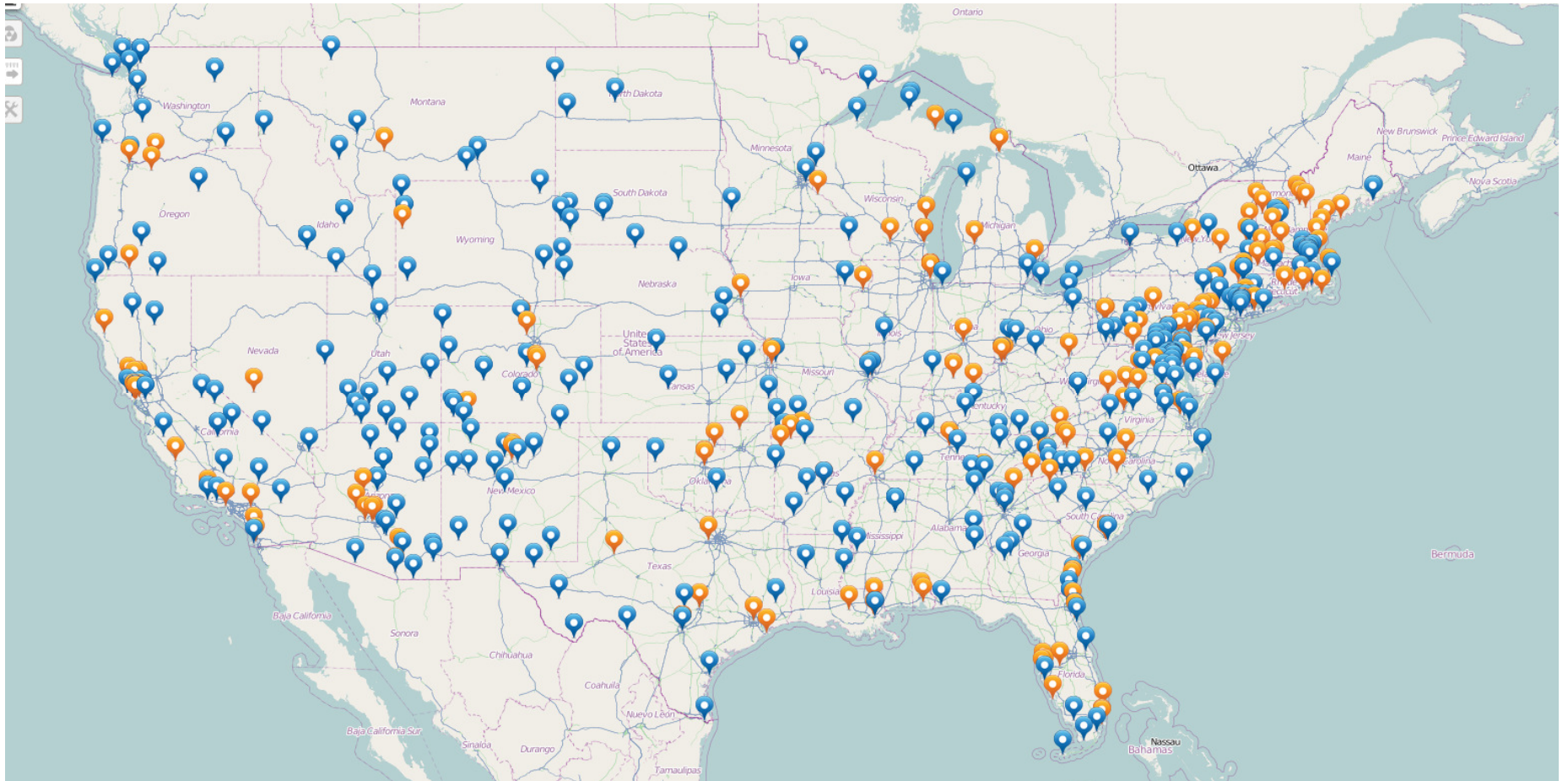
237 million travelers



HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation

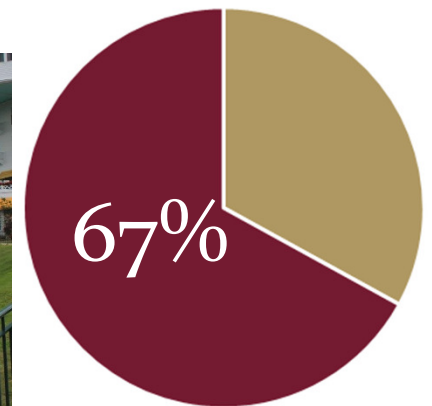
national parks and lands



american dreams: road trips



84.8 million trips
by car



common goals



More
heritage
and
cultural
travelers



More
brand
exposure



brand exposure

300 million paid
media impressions




common goals



More
heritage
and
cultural
travel

More brand
exposure

More
incremental
revenue



what's next?

- if you're interested in partnering, **come talk to us**
- meet and talk with your destination partners
- load your rates/offers
- update your photography

HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation

with partners...



HISTORIC HOTELS
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anything is possible



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