



*25 Years
and growing*

2014 ANNUAL CONFERENCE & AWARDS GALA

THE HOTEL HERSHEY®
ESTABLISHED 1933
HERSHEY, PENNSYLVANIA



HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation™

25 Years
and growing

Larry Horwitz

Executive Director

October 1, 2014

2014 Annual Conference



HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation™

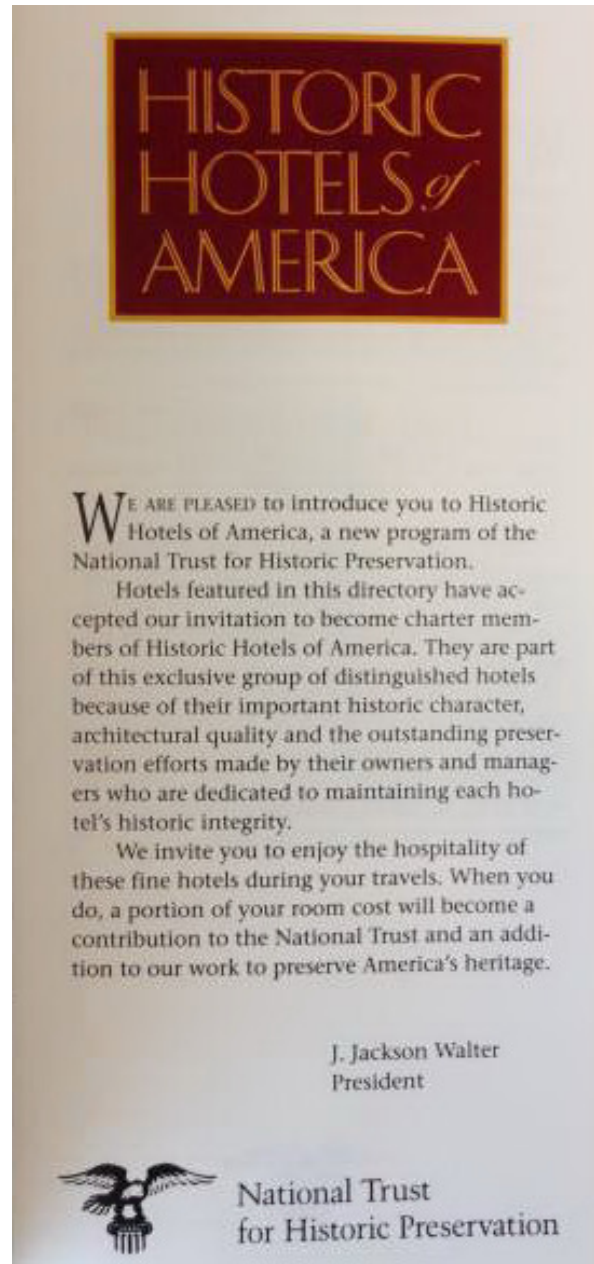
First Directory - 1989/1990

- 40 pages
- 3.5 x 9 inches

vs.

2015 Directory

- 300 pages
- 7.4 x 7.5 inches



Quarter-Century Retrospective

1989 - The Vision and Launch by the National Trust for Historic Preservation

- 32 Charter Member Hotels

Growth from 32 to 100 historic hotels

1990 -

- First Chairman of the Advisory Board (Ian Lloyd-Jones, Camberley Hotels)
- First Annual Conference (Washington, DC)
- First Directory printed (actually a pamphlet)
- First Historic Hotels of America Advertisement in a major national consumer magazine (*Gourmet*) 1990
- Toll-Free Reservations Number (800 678 8946)

1994

- 100 Hotel Members Milestone Attained

Quarter-Century Retrospective

1996

- First Reservations Service/Call Center Dallas, Texas

1999

- First Full-time Executive Director hired - Thierry Roch
- Ten Year Anniversary Celebration annual conference Newport, Rhode Island

2001-2002

- 2001/2002 - HistoricHotels.org launched
- HE (Historic Experience) GDS chain code launched
- 200 Hotel Members Milestone Attained

2007

- Preferred Hotel Group selected by the National Trust to enhance and grow the Historic Hotels of America program

2011

- NEW HistoricHotels.org website launched

Quarter-Century Retrospective

2012

- Call Center moved to St. Louis
- First \$500,000+ year through HistoricHotels.org
- HistoricHotelsWorldwide.com launched
- 225 Hotel Members Milestone Attained

2013

- First ever million dollars year through HistoricHotels.org (\$2.35 million)
- First ever \$500,000+ year through Call Center (\$623,000)

2014

- 250 Hotel Members Milestone Attained
- **25th Anniversary Celebration (264 hotels)**

Thank you for our growth

- Hotels in Historic Hotels of America for Longer than 10 Years
- Hotels in Historic Hotels of America for Longer than 15 Years
- Hotels in Historic Hotels of America for Longer than 20 years
- Original Founding Members from 1989
- Volunteer Leadership
- Former Chairs of Board of Advisors
- 2013 Annual Awards of Excellence Winners
- 2014 Annual Awards of Excellence Nominees
- Historic Hotels of America Team
- Michael DiRienzo celebrating 19 years!

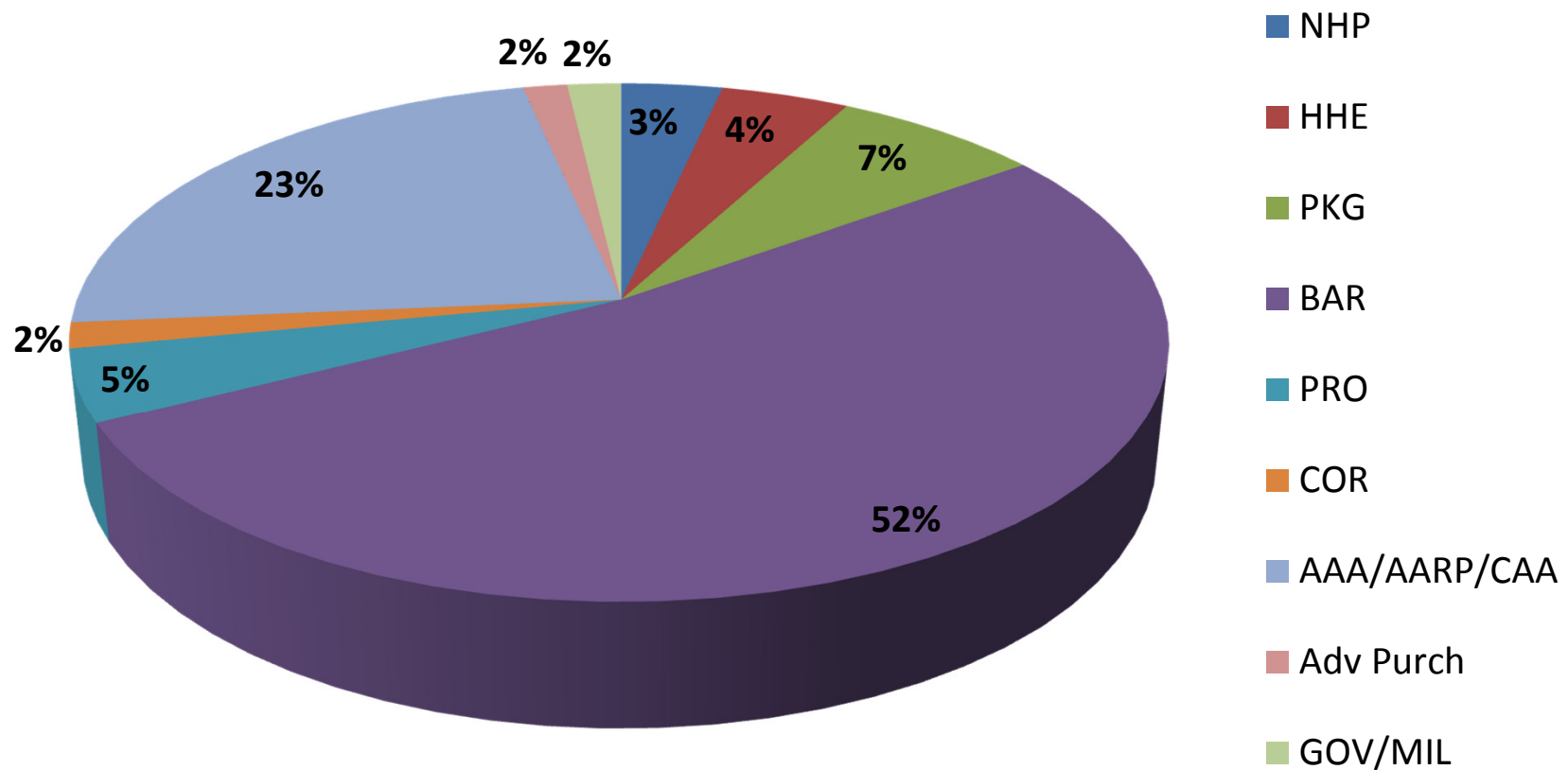
2014: A Year of Growth (2013)

265	Number of member hotels (244)
24	Number of new member hotels (21)
96%	Retention rate of members (94%)
\$36.5 million	All Channels All Hotel Revenue (\$31 million)
\$5 million	Revenue booked – HistoricHotels.org (\$2.35 million)
\$1.8 million	Revenue booked – Call Center (\$653,000)
1.5 million	Unique visitors to HistoricHotels.org (1 million)
21,000+	Room nights booked - HistoricHotels.org (12,000)
8 million +	Emails and E-newsletters sent (6 million)
160	Hotels available - Employee Rate Program (150)
95 million+	Media Impressions – digital & print (18 million)

HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation™

HistoricHotels.org YTD August 31, 2014 Bookings



ADR - August 2014 YTD

- ADR – HistoricHotels.org \$212
 - NHP \$226
 - PKG \$241
 - BAR \$214
 - PRO \$197
 - AAA \$172
 - AARP \$172
- ADR - Call Center \$274

Initiatives and Programs

- New format - Client & Media Showcases
- Brand USA Partnership
- Call Center
- National Trust for Historic Preservation Programs
- Expanded online and digital marketing
- Expanded PR and media events

HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation™

25 Years

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Because of You

