

Marketing Highlights, Trends, and Initiatives: 2014-2018

Erin Ross

Director, Marketing and Partnerships

Thursday, October 2, 2014

2014 Annual Conference





HistoricHotels.org	2011	2012	2013	2014 Goal	2016 Goal	2018 Goal
Monthly Visitors	27,000	50,000	95,000	125,000	150,000	175,000
Monthly Page Views	150,000	185,000	350,000	550,000	675,000	800,000
Annual Revenue	\$372,800	\$506,622	\$2,351,047	\$5 Million	\$10 Million	\$15 Million

Strong Revenue Growth

- Load Year-Round Rates to HistoricHotels.org
 - Top producing hotels: average of 7 rates
 - Lowest producing hotels: 2 or 3 rates
- Submit new hi-res photography
- Update web content regularly

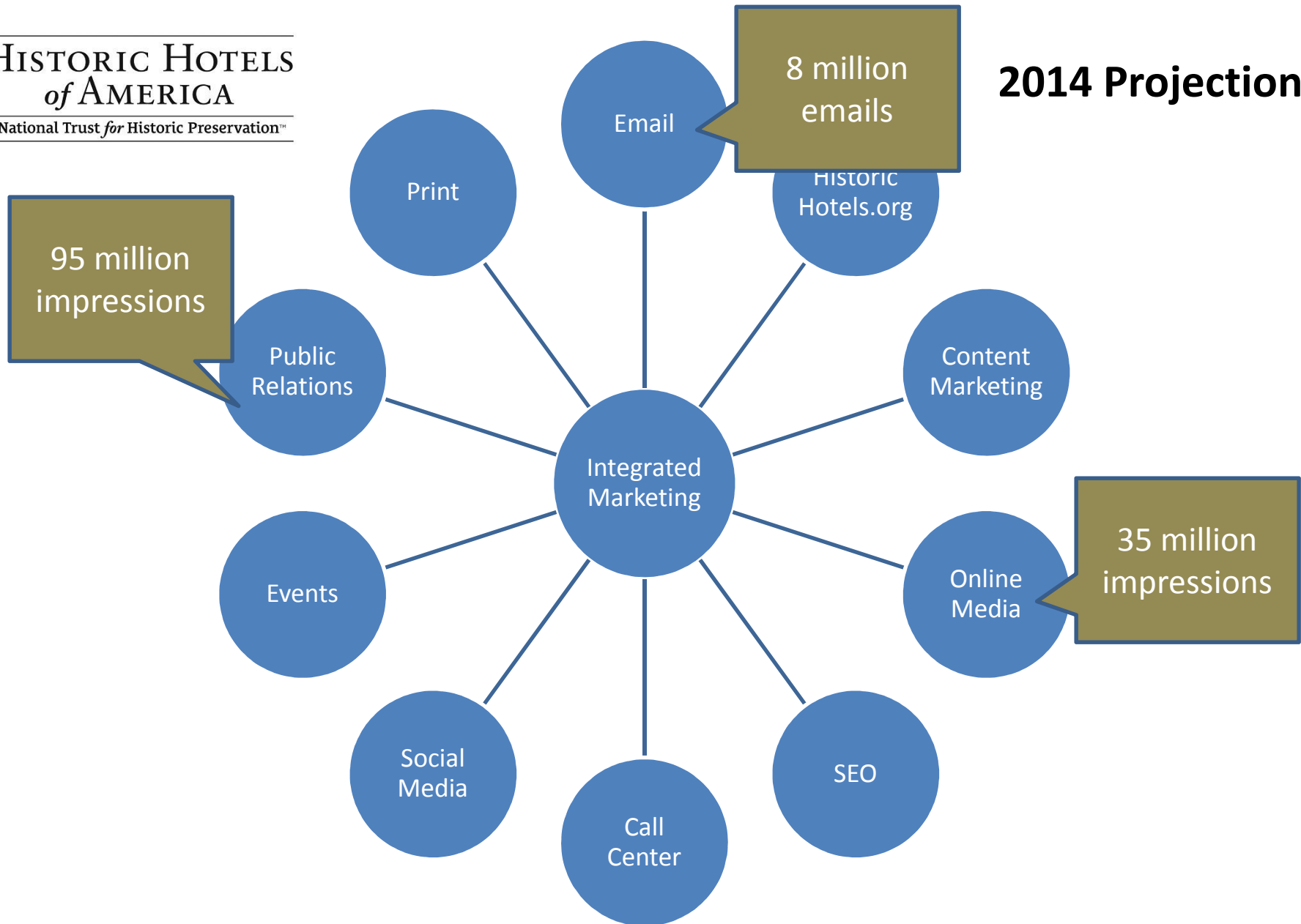
How to Grow Your Revenue

- **Load Rates to HistoricHotels.org and extend through December 2015**
 - National Trust for Historic Preservation member rate (20% off BAR recommended)
 - Historic Hotels Employee Rate (50% off BAR recommended)
 - Advance Purchase
 - AAA/AARP/Senior Discount
 - Credit card holder discounts
 - Two-night, three-night historic packages
 - Thematic packages (romance, dining, spa, golf, etc.)
- **Update Photography**
 - High resolution: 300 dpi
 - Media gallery: 40 photos/videos
- **Update Content**
 - Dining, Activities, Event Calendar
 - What's new at your hotel?

HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation™

2014 Projections



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Discover & Explore

HOTEL SPECIALS, OFFERS, AND HISTORICAL FUN FACTS

[VIEW ALL SPECIAL OFFERS](#)
AUGUST 2014



Portland Regency Hotel & Spa (1895)
Portland, Maine

The *Historic Bed & Breakfast Package* includes deluxe accommodations and breakfast for two for each day booked.

Rates from \$189
per night midweek in August

[Book Now](#)



ADVANCE PURCHASE DISCOUNTS

Book early and save up to 30% off the best available rate on [HistoricHotels.org](#).

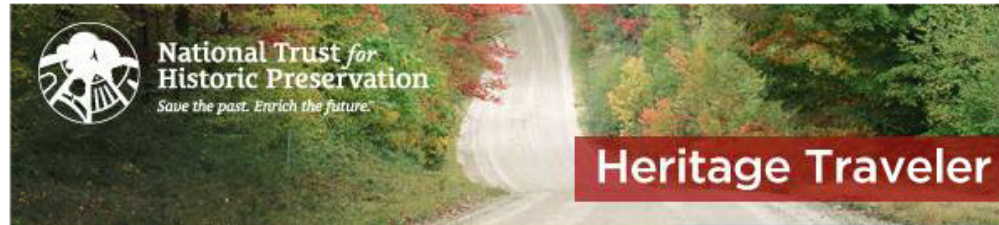
[See all discounted rates >](#)



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation™

Newsletters and Emails



Tuesday, June 10, 2014

Choose a Cruise



Monte Carlo, Monaco

From a chartered sail through the **French and Italian Rivas** to an additional opportunity to join a wildly-popular voyage from **Lisbon to Barcelona**. Don't miss out on a National Trust cruise! For full details, [click here](#).

Minnesota's Landmark Hotel



The Saint Paul Hotel, St. Paul, MN

Visit **The Saint Paul Hotel** (1901) in St. Paul, Minnesota, and experience superlative service and luxurious accommodations. The hotel has earned the AAA Four Diamond Award for 20 years and is known for their expansive English Garden and the daily tradition of afternoon tea in the lobby.

RENEW >

JOIN >

DONATE >

HISTORIC HOTELS of AMERICA

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Enewsletters and Emails





Historic
HOTELS WORLDWIDE™

EMPLOYEE
SPECIAL OFFERS

[VIEW ALL SPECIAL OFFERS](#)

JULY 2014

Jekyll Island Club Hotel
Jekyll Island, Georgia
Save up to 50% off BAR
\$99 per night in August



SPEND AUGUST IN GEORGIA

[BOOK NOW](#)

[VIEW ALL EMPLOYEE RATES](#)



MAKE MOVES TO MOBILE



WEEKDAYS IN SO-CAL



BOOK NOW, SAVE IN AUGUST

National Trust *for* Historic Preservation™

Print Advertising

Back cover ad: summer 2014


Preservation Magazine
Complimentary Distribution
Program:

Don't forget to sign up for 2015!

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation

DISCOVER & SAVE







Jekyll Island Club Hotel • 1886 | Jekyll Island, Georgia

Breathtaking views, legendary hospitality, tranquil spa treatments, delectable cuisine.

Escape with Historic Hotels of America and save more with member discounts from the National Trust for Historic Preservation.

Members of the National Trust for Historic Preservation SAVE UP TO 30%* OFF BEST AVAILABLE RATES at more than 200 participating Historic Hotels of America with offer code NHP.

 <p>The Bishop's Lodge Ranch Resort & Spa • 1918 Santa Fe, New Mexico</p>	 <p>Cranwell Resort, Spa and Golf Club • 1894 Lenox, Massachusetts</p>	 <p>Mountain View Grand Resort & Spa • 1865 Whitefield, New Hampshire</p>	 <p>The Whitcomb • 1916 San Francisco, California</p>
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Select from 3,000 dynamic hotel packages, extraordinary historic experiences, and exclusive Hot Deals.

HistoricHotels.org/NationalTrust

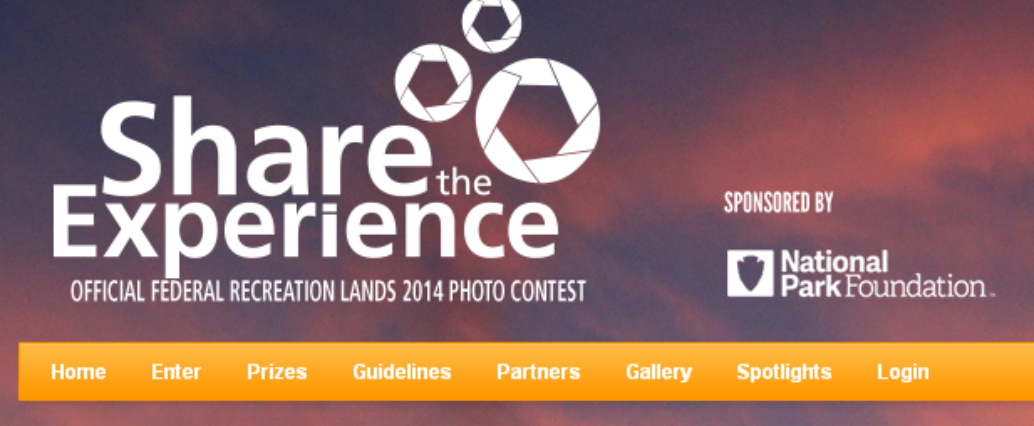
Partnerships

Combined Reach: 15 million heritage and cultural households

- National Trust for Historic Preservation
- Bank of America
- Recreation.gov
- National Park Foundation
- Organization of American Historians
- A&E/History.com
- Civil War Trust
- Adventure Travel Trade Association

Partnerships: Share the Experience

- Sponsored by the
National Park Foundation
- Featured in:
 - 2 million e-blasts
 - *GoParks* newsletter
 - 350,000 subscribers
 - 150,000 brochures
 - 25,000 postcards
 - 3,500 posters



Share the Experience
OFFICIAL FEDERAL RECREATION LANDS 2014 PHOTO CONTEST

SPONSORED BY
National Park Foundation.

[Home](#) [Enter](#) [Prizes](#) [Guidelines](#) [Partners](#) [Gallery](#) [Spotlights](#) [Login](#)

Adventure & Outdoor Recreation:

- Voucher for a two-night hotel stay provided by Historic Hotels of America at Historic Hotels of America at [Mayflower Park, Seattle, WA](#)
- A pair of [Celestron Trailseeker 10x42 Binoculars](#)
- An [Annual Federal Recreational Lands Pass](#)

Historical & Cultural:

- Voucher for a two-night hotel stay provided by Historic Hotels of America at [Gettysburg Hotel, Gettysburg, PA](#)
- A pair of [Celestron Trailseeker 10x42 Binoculars](#)
- An [Annual Federal Recreational Lands Pass](#)

Scenic, Seasons & Landscapes:

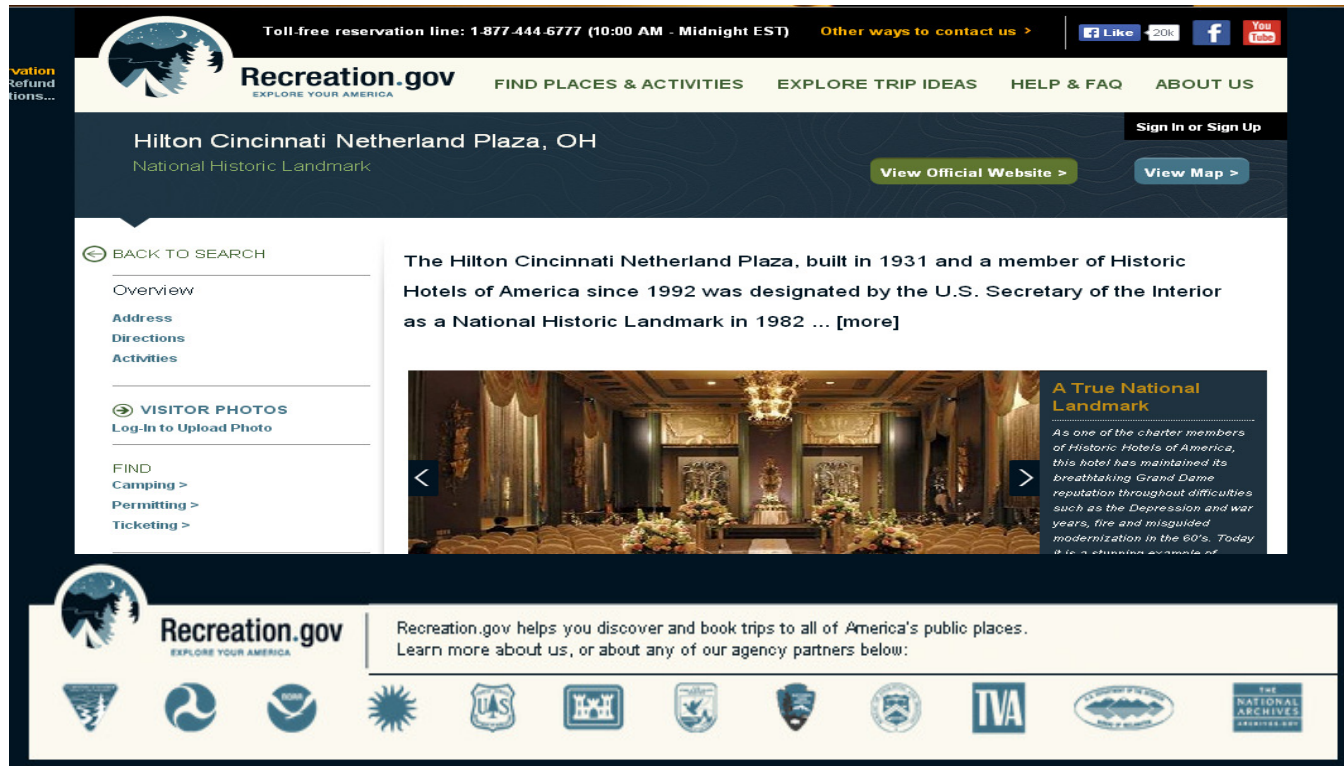
- Voucher for a two-night hotel stay provided by Historic Hotels of America at [The Wort Hotel, Jackson, WY](#)
- A pair of [Celestron Trailseeker 10x42 Binoculars](#)
- An [Annual Federal Recreational Lands Pass](#)

HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation™

Partnerships: Recreation.gov

- One-stop shop for trip planning, information sharing, and reservations
- Only non-federal partner
- Over 100 hotels: National Historic Landmark or National Register of Historic Places
- Over 12 million visitors per year



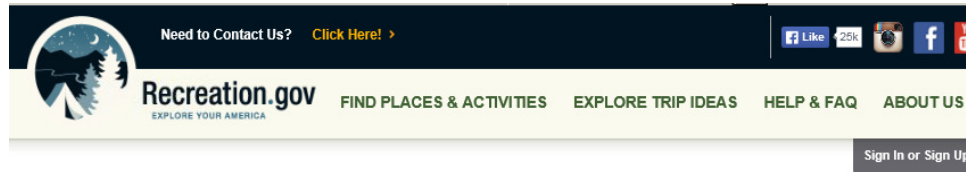
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Partnerships: Recreation.gov

August 2014 Cover Story:

Hotel Boulderado Boulder, Colorado



Explore Articles

Spotlight: The Hotel Boulderado in Boulder, Colorado

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A unique and historic, Victorian-style hotel in the Rocky Mountains

By Stephanie Calhoun
Historic Hotels of America

What You'll Find

The [Hotel Boulderado](#) opened its doors on New Year Day 1909. Over one hundred years later, guests continue to enjoy the elegance, comfort and charm of this historic hotel. Not only do its orange-red sandstone blocks reflect the beauty of the Rocky Mountains, but the hotel's Italianate and Spanish revival facade, the stained-glass canopy ceiling, cantilevered cherry wood staircase and original mosaic tile floor offer a luxurious contrast to the surrounding rugged landscape.



Nestled up against the Front Range the Boulderado has been a staple of Boulder, Colorado for more than a century.

Getting There

The Hotel Boulderado is located in the heart of Boulder's historic shopping and restaurant district, less than 50 miles from the Denver International Airport. Many Boulder attractions are close to the hotel—like the Pearl Street Pedestrian Mall, the University of Colorado or the [Boulder Creek Path](#).

Make Sure You

Plan a day trip to the mountains when you stay at Hotel Boulderado—Rocky Mountain National Park and the Arapaho National Forest are both within an hour's drive.

In the [Arapaho National Forest's Boulder Ranger District](#), you can enjoy outdoor activities from boating to winter sports. Plan a picnic, a scenic drive (try the Peak to Peak Scenic and Historic Byway), rock climbing in Boulder Canyon or even off-highway vehicle riding. Hiking is a popular activity in the scenic Indian Peaks Wilderness, and a variety of options are available for all levels of hikers. Choose an easier mile hike to Rainbow Lakes, a six mile hike to the Arapaho Glacier overlook or even an eight miler to the Fourth of July Mine. All distances are one-way and take you above 10,000 feet (3,048 m).

[Rocky Mountain National Park](#) is a one-hour drive from downtown Boulder, and offers day trippers endless opportunities to view wildlife (bighorn sheep and elk are visitor favorites), or to hike, picnic, join a ranger program and more. Visit the park's [Things to Do](#) page or stop at the [Beaver Meadows Visitor Center](#) on your way into the park for suggestions.

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Partnerships: History.com



Green Park Inn

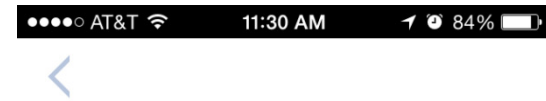
9239 Valley Blvd.

Blowing Rock, NC 28605

1.3mi

> Website

The last of the "Grand Manor Hotels" in Western North Carolina, Green Park Inn was built in the Queen Anne Victorian style and opened in 1891. It was one of the first in the High Country to provide electricity to its guestrooms and for many years the hotel contained the area's only U.S. Post Office, a part of which still exists today. Famous guests have stayed at the inn including Annie Oakley, who provided sharpshooting demonstrations and lectures, and Margaret Mitchell, who wrote a portion of "Gone With the Wind" while visiting.



- Go Reserve Online >
- Make a Reservation
- Deals
- on
- Gallery

What's Ahead



Current Objectives

- Increase **revenue** booked on HistoricHotels.org from \$5 million in 2014 to \$10 million in 2016 and \$15 million in 2018
- Increase customer email **database** from 275K households in 2014 to 425K households in 2018
- Increase annual **visitors** to HistoricHotels.org from 1.5 million visitors in 2014 to 1.8 million in 2016 and 2.1 million in 2018
- Increase **conversion rate** from 1.1% in 2014 to 1.8% in 2018

Updated 2014

2015 Key Marketing Strategies

- **Enhance digital marketing**
 - Online marketing - emails, online media
 - Annual Directory - electronic distribution
- **Increase partnerships**
- ***NEW* international marketing**
- **Expand domestic co-op opportunities**

2015 Key Marketing Strategies – International Marketing Campaigns



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2015 Key Marketing Strategies – Domestic Co-op Opportunities

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2015

MULTI-CHANNEL CO-OP PROGRAM

EXTEND YOUR REACH WITH HISTORIC HOTELS OF AMERICA MULTI-CHANNEL CO-OP PROGRAM.

Online, email and print components allow you to deliver your message to the heritage and cultural travelers we know best.

Cultural/Heritage travelers spend more than average.

130 Million
Americans who define themselves as cultural/heritage leisure travelers

\$171 Billion
Annual spending attributed to cultural/heritage leisure travelers

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

Source: *The Cultural and Heritage Traveler, 2013 Edition*. Alexandria: Mandala Research, LLC, 2013.

DIGITAL CAMPAIGN



Drive traffic to your personal profile on HistoricHotels.org through these online efforts:

- Featured Placement on HistoricHotels.org
 - Prominent placement of hotel photo on HistoricHotels.org homepage with direct link to hotel's Hot Deals page PLUS special placement of hotel photo on HistoricHotels.org mobile website homepage.
- Online Media Campaigns
 - Broad and targeted traffic to hotel's featured package using PPC, Check Rates, and more
- Social Media Campaigns
 - Spotlight Facebook and Twitter postings
- Additional Featured Placements on HistoricHotels.org

5
placements
1,000,000
impressions

MEDIA CAMPAIGN

Reach a list of influential national media who follows Historic Hotels of America with press releases, including packages and your stories.

PRESERVATION PRINT INSERT



Reach 5 million readers with each issue of *Preservation*, the magazine of the National Trust for Historic Preservation:

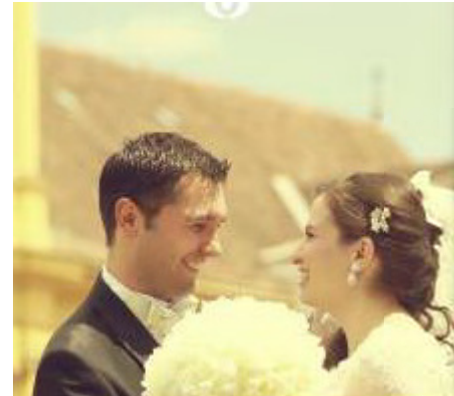
- 1/6 page ad which includes print and online Reader Services

EMAIL CAMPAIGN

450,000
impressions

Target heritage and cultural households and clients from several avenues:

- Dedicated eblasts distributed from a robust database of over 275,000 heritage and cultural households
- Discover & Explore, monthly newsletter sent to 275,000 heritage and cultural households
- Articles in *Heritage Traveler*, the monthly newsletter of the National Trust for Historic Preservation distributed to over 188,000 households
- Eblast to more than 4,000 meeting planners and other preservation friendly decision makers from this group sales database



Your Takeaway

- **Rates and Packages**
 - Add recommended rates and extend through December 2015
- **Photography**
 - Update and share
- **Content**
 - Regularly review for updates

HISTORIC HOTELS
of AMERICA

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Thank you

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