

HISTORIC HOTELS  
of AMERICA

National Trust for Historic Preservation™

PREFERRED ALLIANCE  
PARTNER PROGRAM<sup>SM</sup>

2015



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# WELCOME

## INCREASED REVENUE OPPORTUNITIES, COST SAVINGS, AND IMPROVED GUEST EXPERIENCES

Historic Hotels of America is delighted to present our **PREFERRED ALLIANCE PARTNER PROGRAM<sup>SM</sup>**. This program is designed to bring you the very best suppliers, products, and services to enhance your historic hotel and guest experiences while saving you money. Take a few minutes to read the summary description of each of these quality companies and feel free to contact them for additional information.

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## AMERICAN EXPRESS



### Credit card services

*Available Globally*

American Express® is a proud partner of Historic Hotels of America, launching successful programs such as American Express Free Nights and American Express Preferred Family offers that have grown the luxury, leisure, and meetings and events business. Through specialized marketing efforts, American Express is driving even more high-spending Card members to hotels every day.

- Member hotels receive a transaction discount rate
- Member hotels can also benefit from a three-day payment plan

## ACTIVE INTERNATIONAL



### Increase your revenues or cash liquidity when you purchase the goods you need

*Available Globally*

Active is the global leader in corporate trade with sales of over \$1.2 billion annually. We work with leading brands, owners, and management companies to generate hotel revenues (by putting 'heads in beds'), or to increase cash liquidity when they purchase their goods through us (at their normal pricing and specs), including Samsung brand TVs; turnkey LED retrofitting and lighting solutions; printed materials; media advertising; green solutions for food waste management; and LED digital displays (indoor and outdoor).

### Contact

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jhaggert@activeinternational.com  
+1 845 732 8665

## BCV



### Social media service provider

*Available Globally*

BCV is the premier social media provider in the hospitality industry partnering with 100+ luxury hotels and resorts in North America and Caribbean. By delivering comprehensive strategy, management & 24/7 monitoring services, BCV ensures rapid social audience growth, increased user engagement and strong ROI performance. Visit [www.bcvevolve.com](http://www.bcvevolve.com) to learn more. Special Discounted Pricing – Historic Hotels of America member hotels get 15% off standard rates.

### Contact

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## CHIC OUTLET SHOPPING®



### Luxury outlet shopping

*Available in select cities*

The Chic Outlet Shopping® Villages are a Collection of luxury outlet shopping destinations, defined by leading luxury brands, charming "village" settings, superior service, a calendar of events, and year-round savings of up to 60% or more on the RRP.

- Nine Villages located less than an hour from Europe's favorite gateway cities
- Suzhou Village in Suzhou, China, opened in May 2014
- Services include multilingual hosts, personal shoppers, VIP Lounges, Hands-free Shopping, and Valet Parking.
- Historic Hotels of America rates on shopping packages, chauffeur service, and the Shopping Express® luxury coach service.
- Local marketing support
- For more information, visit [ChicOutletShopping.com](http://ChicOutletShopping.com)

### Contact

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## CLEAN THE WORLD



### Recycling soap. Saving lives. *North America Only*

Every day, all around the world, 6,000 children under the age of 5 die from preventable diseases. Research shows that with soap intervention, Clean the World can cut that number in half. In the United States alone, 2 million bars of soap are thrown away each day, which fill the nation's landfills. To turn trash into treasure, Clean the World can recycle used guestroom soaps and bottled amenities.

Benefits:

- Brand Enhancement
- Increased Employee Morale
- Measurable Results Delivered on a Quarterly Basis
- Cost Savings
- Corporate Social Responsibility Program Establishment/Enrichment

#### Contact

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boconnell@cleantheworld.org  
+1 407 574 8353 ext.1021    Mobile: +1 407 433 4648

## COCA-COLA



### Beverages *USA Only*

Historic Hotels of America members can expand your beverage program and save with additional discounts on all of Coca-Cola's products, including low-calorie soft drinks, juices, sports drinks, energy drinks, water, and vitamin water beverages. Benefits include:

- Discount pricing on fountain syrup
- Fixed price ceilings on bottle and can beverages through 2016
- Free fountain equipment

#### Contact

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+1 312 505 5275

## CUISINART COFFEE



### In-room coffee *North America Only*

Cuisinart Coffee™, a division of American Coffee Services, has 60 years of tradition and superior customer service. We understand in-room coffee and the importance of branded-quality amenities.

Preferred benefits include:

- Discounted pricing
- Option for ELITE free brewer program
- Dedicated consultants for professional implementation of coffee program
- Add one of the world's most respected brands to guestrooms

#### Contact

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+1 800 678 2219

## DIGITAL ALCHEMY



### Digital Marketing, CRM, and Mobile Solutions *Available Globally*

As a pioneer and leader in eCRM since 1999, hotels, resorts, and spas worldwide look to Digital Alchemy when they need dynamic guest communications. Automated email marketing helps fill guestrooms, creates additional revenue opportunities, and more. Let us help create tailored guest emails with custom branding.

- CRM suite at up to 40% discount
- eCampaign at up to 50% discount when combined with core CRM suite
- Mobile solutions with expandable options
- Related Spa CRM and eSurvey services

#### Contact

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+1 817 204 0840

## FRESHENDS



### FRESHENDS

*Available Globally*

Freshends provides the utmost detail in bathroom luxury with biodegradable, flushable towelettes utilizing the highest quality ingredients in elegant individual packets. Discerning guests find Freshends to be an eco-friendly bidet alternative for ultimate cleanliness.

\*Introducing Freshstarts™ make-up remover towelettes suitable for hospitality.

See tangible savings on replacement costs of stained washcloths and linens.

- Reduced pricing on signature brands
- Custom designed private label options

### Contact

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+1 949 981 4780

**Jill Beck** | CEO  
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## GILCHRIST & SOAMES



GILCHRIST & SOAMES®  
EST. LONDON, ENGLAND

### Toiletries and amenities

*Available Globally*

Gilchrist & Soames specializes in creating luxury hospitality experiences. A leading provider of cosmetic-grade toiletry collections, our products can be found in over 6,000 discerning hotels worldwide.

Whether it's a classic estate, spa retreat, or urban statement hotel, we offer premium in-room amenities, bespoke development, retail, spa, and VIP gift solutions to impress guests.

Benefits:

- Special discounted pricing
- Exacting customer service, flexible ordering systems, and same-day domestic shipping

### Contact

**Devon Matthews** | VP Independent Sales  
dmatthews@gilchristsoames.com  
+1 317 781 7007

## HCAREERS



### Staffing and recruitment

*Available Globally*

Hcareers, the leader in hospitality recruitment, has more jobs and job seekers than any other industry job board. Discounts on Hcareers services include:

#### Individual Job Postings Packages

- Single job postings at a rate of \$340/each
- Premium job postings at a rate of \$375/each

#### 5 Premium Job Postings Package

- Rate of \$1,495

#### 10 Premium Job Postings Package

- Rate of \$2,495

### Contact

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+1 360 312 7899

## HYPERDISK MARKETING



### Emarketing consulting and strategy services

*Available Globally*

HyperDisk Marketing is an international digital marketing agency that focuses on web marketing, social and search engagement, and full-service consulting services. For 20 years, HyperDisk has been creating compelling digital strategies that drive revenue, market share, and brand value.

HyperDisk has strategic solutions that address website and mobile e-commerce, search engine marketing, social media, online campaigns, database marketing, and a full range of strategic consulting packages.

### Contact

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## IDEAS REVENUE SOLUTIONS



### Revenue optimization

*Available Globally*

As pioneers in the revenue management and price optimization field, IDEaS Revenue Solutions is one of the most respected leaders in the hospitality industry. As a SAS® Company, the leaders in business analytics software and service, IDEaS applies the most advanced science available, develops individualized yet practical strategies, and most importantly, gets measurable results. IDEaS delivers software, services, and consulting to improve total revenue performance for the global hospitality industry.

### Contact

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+1 952 698 4242

## KIWI COLLECTION



KIWI COLLECTION

### Global partner for exposure, marketing, and sales

*Available Globally*

Kiwi Collection is the world's largest and most diverse curated collection of luxury hotels. Affluent travellers, travel agencies, media, and private jet companies have learned to trust Kiwi Collection as the authority on the best places to stay.

Through a unique partnership with Visa, Kiwi Collection also powers and manages the Visa Luxury Hotel Collection, which is a subset of Kiwi Collection, and a targeted channel to reach Visa's premium cardholders globally.

Members can gain enhanced exposure within Kiwi Collection's network through the company's Enhanced Listing program. With preferred pricing, historic hotels will come up at the top of search listings, receive priority placements in marketing, and more.

### Contact

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## LAURENT-PERRIER



### Elegant champagnes

*Available Globally*

Founded in 1812, Laurent-Perrier is the largest family-owned Champagne house and has been creating elegant Champagnes for over two hundred years. It is one of the world's foremost brands in Champagne.

Based in the heart of Champagne in Tours-sur-Marne, France, the vineyard's success is the result of respect for nature and wines, a passion for quality, and strong, lasting relationships among the people who drive the company. Laurent-Perrier exports to more than 120 countries, and is available at luxury hotels, restaurants, and wine retailers throughout the world.

### Contact

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## LEONARDO



### The future of digital is visual storytelling

*Available Globally*

Leonardo is a technology company serving the global hospitality industry. Vizlly, Leonardo's Multi-Channel Digital Marketing System, allows hotel marketers to reach and engage travel shoppers with compelling stories about hotels on the channels and devices they're using to shop for travel, increasing conversions, and driving more bookings.

With Vizlly, you can easily create and publish:

- Hotel Websites
- Mobile Websites
- Social Media Apps
- Digital Brochures for Third Party Travel Websites

### Contact

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marketing@leonardo.com  
+1 877 593 6634  
www.vizlly.com

## MAJESTIC INTERNATIONAL



### Luxury bathrobes and slippers

*Available Globally*

Specifically designed to meet the needs of luxury hotels, Majestic International offers the finest bathrobe selection in the industry. With an array of classic designs, Majestic has a robe for any climate, from soft and supple waffle cotton, to tailored microfiber and elegant Turkish terry velour collections.

- Special member discount
- Green/sustainable options
- In-house design capability for custom property-exclusive robes
- Stock robe modifications to add distinctive detailing

### Contact

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majestichotelandsparobes.com

+1 949 487 0023

## MILES



### Full service marketing partner

*Available North America and Caribbean*

Miles has a proven track record of growing revenue for hotels and resorts. Our solution-oriented approach increases bookings for leisure and group segments. From marketing analysis with actionable recommendations, to full-service agency partner, Historic Hotels of America will benefit from Miles' expertise in:

- Branding
- Content development and distribution
- Online and mobile marketing
- Email
- Media creative and advertising

### Contact

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## NAVIS



### Reservation sales system

*North America Only*

The NAVIS Reservation Sales System helps resorts and hotels dramatically increase RevPAR, \$7 to \$10 on average. NAVIS clients enjoy a combination of data-centric technologies and professional services that increase reservation agent performance, convert guest and future guest reservations, and capture more data about staff, callers, leads, and the business.

- Accurately measure the performance of reservations staff
- Implement proven programs to increase conversion rates
- Accurately measure online and offline marketing campaigns
- Reallocate marketing spend to what works

### Contact

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+1 541 550 4525

## ORACLE | MICROS



### Interactive marketing and website design

*Available Globally*

Oracle | Micros is the world's premier provider of enterprise-wide integrated information technology, digital marketing, and e-commerce solutions for the hospitality industry. A one-stop shop for comprehensive property management tools and e-commerce strategies to increase the direct-to-supplier Internet channels.

- eCommerce Solutions include website design, search engine optimization, strategic content creation, paid advertising management, and online media buying
- Property management tools that include the most flexible and comprehensive solutions with multi-language and multi-currency support

### Contact

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Oracle Hospitality

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## ODWALLA



### Premium Juices

*USA Only*

Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for hotels, including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

### Contact

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## PRECOR



### Fitness Equipment

*Available Globally*

Precor is a celebrated top-tier brand preferred by fitness-minded travelers and discerning guests at the world's finest hotels and resorts. They offer a comprehensive range of cardio, strength, and entertainment equipment and service to provide an unsurpassed guest experience – one that can serve as a signature amenity for historic hotels.

Precor offers special preferred hospitality pricing for all Historic Hotels of America member hotels.

### Contact

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**Trevor Kori** | *National Account Manager*  
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## PROTECT-A-BED



### Luxury mattress protection products

*Available Globally*

Protect-A-Bed offers hoteliers a complete line of protective bedding products. Protect-A-Bed products are soft, silky, and luxurious to the touch, while creating a dry, hygienic, and anti-allergy sleep zone.

Protect-A-Bed's Value Proposition:

- Historic Hotels of America receive preferred discounted pricing on all Protect-A-Bed products
- Custom sizing is available for your property
- Extend the life of your mattress two to three years
- Minimize housekeeping labor, water, and chemical costs

### Contact

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linda.bill@protectabed.com  
+1 415 548 0123

## QUALITY TRACK INTERNATIONAL



### ALL TYPES OF MYSTERY SHOPPING

*Available Globally*

Quality Track International is the leading provider of mystery shopping and performance evaluations exclusively for hotels and resorts worldwide.

Operating in 60 countries and providing service in 14 languages, Quality Track delivers enterprise level services that ensure a consistent global customer experience.

Mystery shop types include: Group Sales, Electronic RFP, Catering, Reservation Sales, PBX, Spa and Restaurant Reservations, and GroupMetric Competitive Set Group Rate.

Shopping delivers critical market intelligence for any MICE hotel, providing unparalleled insight into competitors' group rates and pricing strategy.

### Contact

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Ben.weissmark@QualityTrack.com  
+1 954 432 2998 ext 240



## SABRE HOSPITALITY SOLUTIONS



### Hotel digital marketing & GDS media

*Available Globally*

Sabre Hospitality has a far-reaching, global perspective into the hospitality industry. Their Digital Marketing team has years of experience and has received more than 100 website and digital marketing awards in the last two years alone.

Sabre Hospitality provides:

- Web creative design and development
- SEM
- Digital media campaign planning
- GDS Media

Strategically positioned around the world, they provide the highest level of consultative support on digital marketing programs that drive more business directly to hotels.

#### Contact

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+1 877 520 3646

## SERTA® INTERNATIONAL



### Provider of luxury mattresses

*Available Globally*

Serta® is proud to be the manufacturer of the World's Best Mattress.™ Their commitment to quality has made them a leader in the hospitality industry. They can work with the hotel directly or with a design firm. Take advantage of factory direct preferred pricing on the exclusively designed "Preferred Hotel Sleepers."

- Innovative technology prevents sagging and rolling
- Revenue-sharing guest purchase programs
- Sustainable/green materials

#### Contact

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## SIXT



### Worldwide car rental service

*Available Globally*

Sixt has provided service to business and leisure travelers for more than 100 years, in 105 countries, and over 4,000 locations. Sixt offers Historic Hotels of America members a discount of up to 15%. Book a Sixt rental car on the special business section online, and business customer data will be instantly recognized upon login. Sixt is looking forward to extending a partnership to historic hotels through a local cooperation agreement, including:

- Special rates for hotel guests and employees
- Commission payments for every rental
- Event and convention support
- Joint local marketing activities
- Sixt location on property

#### Contact

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## STANDARD TEXTILE



### Innovative Textile and Decorative Products

*Available Globally*

Standard Textile Hospitality Division offers a complete line of textile products designed to increase guest satisfaction and lower operating costs. We are revolutionizing the hospitality industry with patented products that combine luxurious comfort with unsurpassed durability and superior cost management.

- Discounted national pricing
- Access to the new Todd-Avery Lenahan collection
- Room Ready For You® laundered with Tide® linen ready to use right out of the box

#### Contact

North America

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Europe/Middle East

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+33 (04) 72 47 1717

## USA TODAY



### **Newspapers and custom media solutions** *North America and Cancun only*

USA TODAY is America's #1 most circulated news source,\* and proud to remain the news source guests prefer and expect.\*\* Hotels are eligible through the Historic Hotels of America corporate program to receive a discounted rate of \$0.31 per copy, and advertising placements in the USA TODAY newspaper or USATODAY.com when hotels provide USA TODAY to guests.

\*Source: AAM report, period ending 9/31/14. Includes daily print, digital replica, and digital non-replica.

\*\*Source: Today's Connected Traveler Study 2014

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#### **Contact:**

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## USFI



### **Anything and Everything Hospitality. Covering branded collateral and operational needs.**

*Available Globally*

For more than 30 years, USFI has provided operational items, print, inventory management, and distribution solutions for hotels and resorts globally.

- USFI saves money on custom designed and branded RFID key cards, wristbands, and fobs
- Leading single source supplier of everything from pens to key cards to coasters
- Brand consistency solutions for every department throughout the hotel, assisting in guest satisfaction

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#### **Contact**

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*Hospitality Division*  
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## THE WALL STREET JOURNAL

### **THE WALL STREET JOURNAL.**

### **Newspapers and digital content** *Print in North America and Digital Worldwide*

*The Wall Street Journal* is the #1 selling newspaper in America, providing content solutions for all guest types – offering the print edition for purists, and The WSJ Digital editions for the younger/technologically savvy guests.

- **Business Travelers:** Align the hotel with the premier business news source
- **Younger Travelers:** Internet-savvy guests can receive their news via laptop, smartphone, or tablet
- **Leisure Travelers:** Vacationers can stay current  
*The Wall Street Journal* provides a special rate of US\$0.48 per copy for the WSJ Print Edition.

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#### **Contact**

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# 2015 Preferred Alliance Partners



THE WALL STREET JOURNAL.



# HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation™

By *[Signature]* Deputy

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