

2015 SALES PROGRAM

INTRODUCTION

Historic Hotels of America offers its member hotels valuable yet affordable supplemental sales opportunities to participate in various tradeshow, client and media showcases, consortia, and other programs, all of which serve to enhance and extend the member hotels' direct sales efforts.

Arriving at an estimate of the number of meetings/events represented by these various sales opportunities is determined by taking the number of clients listed in Historic Hotels of America's proprietary Preservation Client Database—4,000—and applying a multiplier of ten (for a conservative estimate of the number of meetings and events represented by each of the 4,000 clients), which translates to a total of 40,000 potential meetings/events, each averaging 50 room nights, totaling 2,000,000 room nights annually.

I. SELLING TO THE PRESERVATION VERTICAL MARKET

The preservation vertical meetings market is comprised of preservation-related, non-profit organizations, government entities, private foundations, associations, boards, and societies which have an affinity for conducting meetings and events in historic venues.

By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel brand which can stake a credible claim to having a genuine understanding and legitimate affiliation with the preservation meetings market.

SAMPLING OF PRESERVATION VERTICAL MARKET ORGANIZATIONS

- National Trust for Historic Preservation
- US Department of the Interior (*Maintains the National Register of Historic Places*)
- National Park Service
- Civil War Trust
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action (*Government Affairs & Lobbying*)
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Historic House Museums
- Art and History Museums
- Cultural, Heritage and Historical Societies

Reaching the Decision Makers in Preservation Vertical Market Organizations

- Participation in the National Trust's Annual Preservation Conference
- Participation in tradeshows and meetings sponsored by preservation partner organizations
- Print and online advertising in various preservation publications and websites including *Preservation*, the Magazine of the National Trust for Historic Preservation
- Editorial placements in key preservation publications
- Direct solicitation efforts targeted to meeting and event planners at preservation partner organizations thru the **Historic Hotels of America Preservation Client Database**, a proprietary database, exclusive to Historic Hotels of America, listing thousands of "preservation-friendly" national organizations which have been vetted and determined to have an affinity for conducting meetings and events in historic venues.

II. PRESERVATION CLIENT DATABASE PROGRAM

The Preservation Client Database is a listing of thousands of decision makers for preservation-friendly organizations, state historic preservation offices, non-profits, government entities, private foundations, associations, boards, and societies, which have an affinity for hosting meetings and events in historic venues.

Member hotels are encouraged to provide Historic Hotels of America with exclusive group meeting offers which are sent monthly via email to all the contacts in the Preservation Client Database. Meeting planner responses are routed to the Historic Hotels of America National Sales Office for review and forwarding to the appropriate member hotel(s) for a response.

Interested hotels may feature special group meeting offers in the monthly e-blast for a nominal fee. To reserve space in a future e-blast, please visit the Sales section of the Member Portal or contact Michael DiRienzo on +1 202 772 8337 or MDiRienzo@HistoricHotels.org

III. NATIONAL TRUST MEMBER GROUP RATE PROGRAM

Modeled on the popular National Trust Member Rate (FIT) Program, the National Trust for Historic Preservation Member Group Rate Program was developed to provide a new group business channel to Historic Hotels of America members, while promoting new memberships in the National Trust for Historic Preservation, and offering an additional tangible benefit to current National Trust members.

Whenever a member of the National Trust is interested in booking a group with a minimum of ten guestrooms into a member hotel, the National Trust member visits HistoricHotels.org to submit a simple online meeting RFP form, providing his/her National Trust member number. Alternatively, the RFP may be phoned in to the Historic Hotels of America National Sales Office for sourcing. The RFP will be reviewed by Historic Hotels of America's Director, Sales and forwarded to the appropriate member hotel(s) for follow-up. The participating hotel will have the option to accept or decline the referral. If accepted, the hotel will contract directly with the

National Trust member and pay an after-departure placement fee to Historic Hotels of America on consumed group room revenue.

In order to participate in the program, a hotel must:

- Be a member in good standing in Historic Hotels of America
- Be a current participant in the National Trust Member Rate (FIT) Program with a bookable National Trust Member (FIT) Rate loaded in the hotel's property management system and on the HHA website
- Agree to provide National Trust members with a group rate which is 5% below the hotel's **B**est **A**vailable **R**ate (BAR) or the prevailing group rate—whichever is lower
- Respond in a timely manner to all referrals resulting from participation in the program, copying HHA's Director, Sales on all correspondence and proposals sent to the client
- Agree not to list the placement fee payable to HHA in any verbal, written, or electronic communication with the client, inasmuch as the payment of the placement fee is an agreement between and exclusive to HHA and its member hotels.
- Agree not to increase the group rate offered to the National Trust member in order to compensate for the placement fee paid to HHA
- Agree to pay an after-departure placement fee to HHA on consumed group room revenue referred to the hotel as a result of the National Trust Member Group Rate Program

IV. SALES COMMITTEE

The primary role of the Historic Hotels of America Sales Committee is to serve in an advisory capacity to brand management. In addition, the committee acts as a focus group for vetting current and potential sales and marketing initiatives as well as to facilitate participation and communication between member hotels and management.

Reflecting the diversity of Historic Hotels of America's membership, the members of the Sales Committee are carefully selected to ensure a representative cross-section of property types and geographic regions. The Committee Chair serves a three-year term, during which time the Committee Chair also serves as a liaison to the Board of Advisors.

The Sales Committee meets during the year to conduct business. In addition, brand management conducts monthly conference calls with the committee's executive leadership.

HISTORIC HOTELS OF AMERICA SALES COMMITTEE MEMBERS

(Chair) Stephen Galvan, Director of Sales & Marketing, The Heathman Hotel, Portland, OR

(Vice-Chair) Craig Smith, Regional Dir. of Sales & Marketing, The Peabody Memphis, TN

Pamela Aber, Director of Sales, Historic Inns of Annapolis, Annapolis, MD

David Davis, Director of Sales, Portland Regency Hotel, Portland, ME

Kevin Hellmich, Vice President of Sales, The Battle House, A Renaissance Hotel, Mobile, AL and Grand Hotel Marriott Resort, Spa & Golf Club, Point Clear, AL

Patty Henning, Dir. of Sales & Marketing, Jekyll Island Club Hotel, Jekyll Island, GA

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Michelle Gilman Jasen, Regional Director of Sales & Marketing, Fairmont San Francisco, San Francisco, CA

Bob Louis, Director of Sales & Marketing, Hilton Cincinnati Netherland Plaza, Cincinnati, OH

Bud St. Pierre, Director of Sales & Marketing, King and Prince Beach & Golf Resort
St. Simons Island, GA

Dave Ritchie, Area Director of Sales & Marketing, Omni Parker House, Boston, MA

Suzanne Shogren, Area Dir. of Sales & Marketing, Willard InterContinental, Washington, DC

Linda Price Topp, Market Director – Sales & Marketing, The Pfister Hotel, Milwaukee, WI and Hilton
Milwaukee City Center, Milwaukee, WI

Pete Zellmer, Director of Sales & Marketing, The Saint Paul Hotel, St. Paul, MN

V. PEER GROUP PROGRAM

In order to assist brand management maintain regular contact with hotel sales representatives and to provide feedback on a variety of sales-related issues, a sales peer group program has been implemented. Each member of the Sales Committee is assigned a peer group consisting of other hotel sales representatives, primarily located within the committee members' geographic region.

On behalf of the Sales Committee, each peer leader maintains regular communication with his peer group on a variety of sales-related issues including tradeshow, client events, and other sales opportunities. The peer group program has proven to be an invaluable resource to management, effectively expanding the sales outreach effort while providing member feedback to brand management.

VI. TRADESHOWS

Each year, Historic Hotels of America exhibits at several national tradeshow. The tradeshow schedule, which follows, has been carefully developed with member hotel input to ensure the widest possible exposure in all market segments.

Historic Hotels of America contracts in advance with show management for select industry trade shows and then invites member hotels to participate in the Historic Hotels of America exhibit booth on a co-op basis for significantly less than it would cost for a hotel to exhibit on its own. Following each tradeshow, group business leads and prospects are shared with those hotels which participated in the Historic Hotels of America exhibit booth.

2015 TRADESHOW SCHEDULE

ASAE Springtime – April 9, 2015 – Washington, DC

GBTA – July 26-29, 2015 – Orlando

HSMIA's MEET National – September 9-10, 2015 – Washington, DC

National Preservation Conference – November 2-6, 2015 – Washington, DC

Please visit the Historic Hotels of America Member Portal for more information or to register online for any of these tradeshow or other events and meetings.

VII. CLIENT & MEDIA SHOWCASES / MEETING & MEDIA MATCHING EVENTS

Historic Hotels of America hosts Client Showcases & Media as well as Meeting & Media Matching Events in key business markets.

Client & Media Showcases are reception-style marketplaces hosted in member hotels, attracting 100-200 clients and 25-30 participating hotels. Client & Media Showcases are hosted in New York and Washington, DC.

Meeting & Media Matching Events also are hosted in member hotels; however, these events utilize a one-on-one appointment or “speed-dating format” and typically are preceded by a coffee reception and followed by a luncheon. Meeting & Media Matching Events are hosted in Atlanta, Boston, Chicago, and Los Angeles, attracting 50+ clients and 15-20 participating hotels.

Please visit the Historic Hotels of America Member Portal for more information or to register for any Client & Media Showcase or Meeting & Media Matching Event.

VIII. PROMOTIONAL MATERIALS

The Historic Hotels of America exhibit booth, trade show banner, and membership directory were designed to reflect the “look and feel” of the brand.

In addition, the *Historic Hotels of America Meeting Room Facilities Guide* is distributed at tradeshow and client events, and is updated on a quarterly basis.

IX. HISTORIC HOTELS OF AMERICA BRAND WEBSITE – HistoricHotels.org

The Meetings & Events section of HistoricHotels.org allows meeting professionals access to a variety of helpful tools, including the ability to search meeting sites; view a meeting facilities chart; search group value dates; submit an RFP; contact the National Sales Office, or join an e-planner list.

In addition, a member hotel may showcase its meeting and event-related amenities and services on HistoricHotels.org by ensuring the content and images featured on the hotel’s individual page and Meetings & Groups link are current and engaging.

X. ANNUAL CONSORTIA RFP PROCESS

As a benefit of membership, hotels with a Historic Experience “HE” Global Distribution System (GDS) Chain Code, who are interested in developing corporate transient and/or leisure travel relationships are strongly encouraged to enroll in the annual request for proposal (RFP) process. Not only will Historic Hotels of America assist in the submission of consortia requests for proposals, there’s even an option to select the iBid Concierge Service, in which Historic Hotels of America will complete and submit desired consortia RFPs on your behalf, so you would not have to spend time completing bids or worrying about missing RFP submission deadlines.

Key Features of iBid™ Online include:

- ✓ Centralized database to electronically submit RFP's (Lanyon)
- ✓ Centralized billing for the travel agency consortia, travel management companies, and hotels resulting in cost savings and increased program acceptance.
- ✓ Verification of property data prior to submission of specific contracts

Within the annual bidding process, hotels have access to major consortia program RFPs such as ABC, Radius, CCRA, and Thor.

For more information about the RFP Process and support via **iBid™**, please contact Michael DiRienzo on +1 202 772 8337 or MDiRienzo@HistoricHotels.org

XI. TRAVEL MANAGEMENT COMPANIES (TMC's)

In the same way that Historic Hotels of America assists HE GDS member hotels to navigate the consortia RFP process, we are also able to provide the same access and introductions to Travel Management Companies (TMC's). TMC's are wholly-owned corporations that own and operate a large number of travel agencies worldwide which specialize in corporate travel and travel consulting. Through Preferred Hotel Group, Historic Hotels of America has partnerships with four of the most recognized TMC's including, American Express Travel; BCD Travel; Carlson Wagonlit; and HRG, providing access to agents and assisting with the RFP submission process.

For more information about access to TMCs and the RFP submission process, please contact Michael DiRienzo on +1 202 772 8337 or MDiRienzo@HistoricHotels.org

XII. HISTORIC HOTELS OF AMERICA MEMBER PORTAL

Please visit the Historic Hotels of America Member Portal on HistoricHotels.org and click on the "Sales" link for the most current group sales information.