
**HISTORIC HOTELS
of AMERICA**

National Trust *for* Historic Preservation

2016 SALES PROGRAM

INTRODUCTION

Historic Hotels of America offers its member hotels valuable yet affordable supplemental sales opportunities to participate in various tradeshows, client and media events, consortia, and other programs, all of which serve to enhance and extend a member hotel's 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—approximately 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
- 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 an additional 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. TRADESHOWS

Each year, Historic Hotels of America exhibits at select 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 Calendar

ASAE Springtime – April 28, 2016 – Washington, DC

GBTA – July 17-20, 2016 – Denver

National Preservation Conference – November 15-18, 2016 – Houston, Texas

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.

V. CLIENT & MEDIA EVENTS

Historic Hotels of America hosts regional Client & Media Events in key business markets, utilizing a Meeting & Media Matching format (one-on-one appointments).

2016 Regional Client & Media Events Calendar

Mid-Atlantic/Southeast Roadshow: March 7-10, 2016 – Washington DC-Charlotte-Atlanta

Northeast Roadshow: June 6-9, 2016 – Philadelphia-New York-Boston

Midwest Roadshow: September 12-15, 2016 – St. Louis (Call Center)-Chicago-Milwaukee

West Roadshow: December 5-8, 2016 – San Diego-Los Angeles-San Francisco

Schedule

Monday: Arrive first city at your leisure

Tuesday: First city client & media event in the a.m. and travel to second city in the p.m.

Wednesday: Second city client & media event in the a.m. and travel to third city in the p.m.

Thursday: Third city client & media event in the a.m. and travel home in the p.m.

Format

09:00: Hoteliers set-up their individual display tables

10:00 – 10:30: Networking Coffee Reception for Hoteliers, Clients, and Media

10:30 – Noon: One-on-One Appointment Sessions with Clients and Media

Noon – 1:30 – Networking Luncheon for Hoteliers, Clients, and Media

Approximately 210 appointments over the course of each three-day regional roadshow with each event typically attracting 50-70 clients and media as well as 10-15 participating hotels.

For more information, please contact Michael DiRienzo, +1 202 772 8337 or MDiRienzo@HistoricHotels.org. Please visit the Historic Hotels of America Member Portal for more information or to register for any Client & Media Event.

VI. 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 Meetings, Events, & Wedding Facilities Guide* is distributed at tradeshow and client events, and is updated on a quarterly basis.

VII. HISTORIC HOTELS OF AMERICA BRAND WEBSITES – HistoricHotels.org and HistoricHotelsWorldwide.com

The Meetings & Events section of both HistoricHotels.org and HistoricHotelsWorldwide.com allow 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.

VIII. ANNUAL CONSORTIA RFP PROCESS

As a benefit of membership, those member 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

IX. 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

X. 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.