

HISTORIC HOTELS
of AMERICA
National Trust *for* Historic Preservation®



ANNUAL VENDOR GUIDE
2016-2017



2016 Annual Conference

The Royal Hawaiian, a Luxury Collection Resort
Honolulu, Hawaii | November 1-4, 2016



WELCOME

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The Annual Vendor Guide from Historic Hotels lists exhibitors and sponsors at the 2016 Annual Conference at The Royal Hawaiian, a Luxury Collection Resort in Honolulu, Hawaii. This guide is an easy reference to use when looking for a specific product or service throughout 2017. Each exhibitor lists special benefits exclusive to Historic Hotels of America and Historic Hotels Worldwide members.

All of these companies support Historic Hotels of America and Historic Hotels Worldwide by exhibiting at the Annual Conference or sponsoring a function. To thank them for their support, we encourage you to patronize them when making purchasing decisions.

HISTORIC HOTELS CONTACT

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ACFN

ACFN is the largest provider of ATM services to hotels in the US with more than 1,350 hotels in our network. Founded in 1996 and chosen by Historic Hotels of America as their Exclusive Endorsed ATM Provider, ACFN places a special emphasis on providing custom ATM programs and designs for the hospitality industry throughout North America. Currently servicing our clients through our 250 local branch offices, ACFN is the only national ATM provider that does not outsource any phase of our services to a 3rd party enabling us to ensure that each hotel ATM will be stocked and operational at all times including nights, weekends, and holidays. This dedication to service results in happier guests, more transactions, and ultimately higher profits!

Benefits to Members:

- Signing Bonus along with Generous Revenue Sharing
- Customized ATM Design and Placement
- Wireless ATM with High Speed Communication
- Ability to display your custom graphics on our ATM screen
- Service available on nights, weekends, and holidays for maximum ATM uptime



BCV
www.bcvevolve.com
+224 333 1255

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BCV

BCV Social is the leading provider of social media solutions to the hospitality industry, providing a full suite of tech-enabled solutions 24 hours a day, 7 days a week. BCV delivers comprehensive solutions that enhance our partners’ social media presence by creating original, high-quality content, providing real-time guest engagement, managing property reputation 24/7, and targeting content to grow and engage audiences based on you property’s guest profile.

Benefits to Members:

- Historic Hotels of America Members enjoy special discounted pricing - 15% off standard rates.



Biscayne Hospitality
www.biscaynehospitality.com
+1 858 699 6314

Representative:

Javed Bhaghani
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Biscayne Hospitality

Biscayne Hospitality is recognized as a trusted partner and leading provider of premium custom furniture to operators, purchasing agents, and designers in the hospitality industry. Biscayne’s reputation is built on collaborating with clients to understand their specific needs and objectives, and then managing the fabrication process from initial specifications through manufacturing to final delivery destination. Every process and every employee at Biscayne has one purpose – to earn and build trust with clients. This is accomplished by providing exceptional service, exceeding expectations, and reliably delivering top quality products.

- Benefits to Members:**
- 10% off first custom furniture order if placed by owner or operator
 - No minimum on any order



Custom Comfort Mattress
www.customcomfortmattress.com
+1 417 860 5913

Representative:

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Custom Comfort Mattress

Custom Comfort Mattress Presents the Private Label Custom Mattress Program Custom Designed ~ Hand Crafted ~ 100% Made in America. Custom Comfort Mattress has been handcrafting mattresses for over 30 years. Their mattresses are American made with American-made materials providing your guests with a luxurious, healthy, and comfortable sleep experience. They collaborate with you to create a mattress in any specification, any combination of materials, any size, shape, or luxury level to your budgetary requirements. Together, they can design a mattress as unique as your hotel. Be different; set yourself apart with your exclusive, private label Custom Comfort Mattress Program.

- Benefits to Members:**
- Bespoke Design Services: Create an exclusive private label mattress
 - Private Label Program: Custom hotel logo on each mattress
 - Concierge Delivery and Installation Service Available
 - Hotel Sample Program
 - Employee Purchase Program
 - Guest Purchase Program: They drop ship to their home
 - No Minimum Order
 - 10-year Warranty
 - Free Freight on Orders Placed Before 12/31/2016 (contiguous US/40+ sets)



Coca-Cola®
www.coca-cola.com
+1 773 251 9419

Representative:


Ashley Strobe
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Coca-Cola®

Members can expand their 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 to Members:

- Discount pricing on fountain syrup
- Fixed price ceilings on bottle and can beverages through 2017
- Free fountain equipment



Customer Direct
www.customerdirect.com
+ 1.800.332.3756

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Customer Direct

Customer Direct takes great pride in representing Historic Hotels of America and its Member Hotels. Providing voice, email and chat services, Customer Direct consistently delivers reservation experiences that lead to higher average daily rates and improved conversion, allowing you to focus on what you do best; providing guest experiences that build brand loyalty.

Benefits to Members:

- Exclusive Member Pricing: Customer Direct is proud to offer Historic Hotels of America Members negotiated Member Pricing.
- Hotel– Specific Sales Process: As unique as each of the hotels they serve, they customize reservation sales process enhances your hotel’s performance by increasing voice booking conversions and improving RevPAR.



Digital Alchemy
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Digital Alchemy

Digital Alchemy is the leader in digital marketing and guest communications. With unparalleled customer service and an all-encompassing CRM product suite, we boast a 98% retention rate and an average ROI of 400% on email marketing promotions for our clients. To know your guests' needs and expectations, you need to know who they are. Our solution works through real-time property management system (PMS) interfaces that gather and track guest data and behavior. Using that data, we are able to deploy everything from reservation confirmations and amenity upsell forms to digital surveys and email marketing with social media integration. These emails are targeted specifically to your guests' demographics, preferences, history and more. Our technologies help hoteliers provide the type of hospitality that's proven to increase revenue and guest satisfaction scores. As industry leaders in hospitality marketing, we are committed to your success and performance.

Benefits to Members:

- Complimentary email marketing campaign (must be executed by September 1, 2017)



GILCHRIST & SOAMES®
EST. LONDON, ENGLAND

Gilchrist & Soames®
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+1 317 781 7013

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Gilchrist & Soames®

Gilchrist & Soames stands as one of the most renowned and respected bath and body brands in the world. With a name that has echoed throughout the finest hotels, spas, resorts, and private residences worldwide for over thirty years, it is our passion for luxury and service that sets us apart.

Benefits to Members:

- The exclusive partnership with Historic Hotels of America gives hoteliers the ability to purchase any luxury collections at discounted pricing that is anywhere from 5%-20% lower than standard pricing
- In addition to the negotiated pricing that is always available, Gilchrist & Soames offers customers same day shipping and online ordering. Hoteliers may request complimentary samples at customer@gilchristsoames.com



GCommerce
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GCommerce

GCommerce is a hospitality focused digital marketing agency that achieves dramatic results by specifically tailoring their strategy based on their clients' needs and advantages. Their efforts start with detailed assessments of the client's current position and where that client ultimately wants to be. GCommerce's expertise includes website design, search marketing, SEO, display advertising, email marketing, social media and web analytics, and eCommerce tracking. At a broad stroke, GCommerce uses a combination of strategic thinking, programmatic ad buying, big data, and fundamentally sound marketing practices to influence consumers at all stages of their journey. Their services are designed to deliver a complete digital marketing presence to help their clients claim more market share and bottom line profits through driving online bookings at the lowest cost per acquisition.

Benefits to Members:

- Complimentary website and digital marketing sales assessment
- 10% off retail fees for website development and digital marketing services



Harney & Sons
www.harney.com
+1 518 789 2401

Representative:

Michael Harney
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Harney & Sons

Harney & Sons has been supplying delicious teas to great hotels for over 30 years. They offer many tea solutions from hot, iced teas, and ready to drink tea in bottles. Michael Harney will be happy to work with you to craft a tea program for your hotel.

Benefit to Members:

- Discount price on hot and ready-to-drink tea
- Discount on Iced Tea program, including equipment
- Assistance with Hotel's tea program, including program design and training



HBO®

www.hbo.com
+1 404 239 6632

Representative:

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HBO®

Home Box Office, America's #1 premium television service, provides the hospitality industry with an amenity that guests ask for by name. The top quality mix of programming includes the highest grossing blockbuster movies, sports, and award-winning original programming like Game of Thrones®, Ballers®, and Sesame Street®. With this kind of top quality entertainment, it's no wonder HBO is in more hotels nationwide than any other premium TV service.

Benefits to Members:

- Hotels that launch or renew HBO in 2016 will have the opportunity to receive a rebate of up to \$9 per room courtesy of HBO.
- See the HBO rep or www.homeboxoffice.com/bulkmarkets for more details



Miles

www.milespartnership.com
+1 941 342 2335

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Ursula Boll

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Miles

Miles is a proven, innovative, and collaborative Hospitality Marketing Partner. More than a vendor, they are a hands-on strategic partner who is vested in your success. Their team of hospitality thought leaders have worked in DMOs, Hotels, and Resorts and have the experience and expertise to create marketing and advertising solutions that balance art and science to maximize your revenues. Miles provides strategic consulting, branding & creative services, content creation & distribution, website & digital development, advertising & media buying, and revenue generation programs.

Benefit to Members:

- Historic Hotels of America members will receive a free website assessment, indicating how your hotel ranks organically against your closest competitors



IDeaS™ Revenue Solutions

www.ideas.com
+1 952 698 4200

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IDeaS™ Revenue Solutions

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and with more than 26 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about empowering hoteliers to build and maintain revenue management cultures—from single properties to world-renowned estate hotels—by focusing on a simple promise: Driving Better Revenue.

IDeaS delivers the expertise, maturity, and next-generation analytics for more insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

Benefit to Members:

- Members receive preferred pricing from IDeaS



Molton Brown

www.moltonbrown.com
+1 646 680 7223

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Maryilyn Gallo

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Molton Brown

Molton Brown, with over 40 years of experience in bath, body and fragrance is proud to support Historic Hotels Worldwide. Our rich history is based in England, with formulas blended on Molton Street by the Brown family.

A leading luxury brand with an irrepressible love of travel, Molton Brown has a global presence. Their meticulously crafted blends are found in the world finest hotels, retail locations and royal households, awarding them the Royal Warrant from Her Majesty Queen Elizabeth II.

Molton Brown offers a variety of luxury hotel collections with over 25 fragrances and formulations including Bespoke and Dual Label Collections.

Benefits to members:

- Preferential pricing for in-room amenities, public areas and Spa (20% off list)
- Preferential pricing for corporate gifting and access to retail programmes (40% off RRP)



Monarch Cypress
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Monarch Cypress

Monarch Cypress is one of the world’s premier suppliers of bathrobes, towels, and sheets. Besides many Historic Hotels of America members, they are suppliers to Four Seasons Hotels and Resorts, Omni®, Marriott®, Trump Hotel Collection™, Mandarin Oriental, and Westin® to name a few. The hotel division is headed up by Gene and Karen Faul, hospitality industry veterans.

Benefits to Members:

- No minimum order size for bathrobes unless it has hotel logo embroidered; then, the minimum order is 12 bathrobes



NAVIS
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NAVIS

NAVIS is the #1 reservation sales & marketing platform to empower your team’s performance and increase your revenue. Their Revenue Performance Platform® transforms hospitality teams into revenue makers, enabling them to drive, capture and convert more profitable direct bookings. They deliver actionable guest insights so your teams can seamlessly sell and market together. The result is always a dramatic increase in direct sales and profit. They guarantee it. Because they believe technology should make you money, not cost you money. NAVIS, founded in 1987, is a privately held company with headquarters in Bend, Oregon and satellite offices across the country. To learn more, visit www.thenavisway.com.

Benefits to Members:

- Negotiated member discount pricing
- Free registration to NAVIS exclusive annual User Conference
- Free access to NAVIS University for training, education, and Best Practices



National Trust for Historic Preservation
www.savingplaces.org
+1 202 588 6233

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National Trust for Historic Preservation

The National Trust for Historic Preservation protects significant places representing America’s diverse cultural experience by taking direct action and inspiring broad public support.

Preservation is the magazine for people who love historic places. Each issue spotlights sites that have shaped the American identity, and the people working tirelessly to protect them. Thought-provoking narratives and brilliant photography celebrate historic places of all kinds—from houses, train depots, and theaters to battlefields, national parks, and heritage travel destinations. *Preservation* is read by more than 300,000 history enthusiasts each quarter.

Benefits to Members:

- *Preservation* magazine to distribute in hotel guestrooms
- Dedicated Historic Hotels of America advertising section in each issue
- Discounted advertising rates for conference attendees



Northern Lights Restoration Inc.
www.northernlightsrestoration.com
+1 607 589 6090

Representatives:

Robert Stephens
President & Founder
NLC813@aol.com

Northern Lights Restoration Inc.

Since 1992, Northern Lights Restoration has been a national leader in providing quality On-Site Furniture Restoration and Historic Preservation for the commercial markets, including historic hotels.

From one-of-a-kind antiques to a 500-guestroom hotel, Northern Lights Restoration has the knowledge, skill set, and experience to restore and preserve any type of architectural woodwork and furniture on site at a minimal cost.

At Northern Lights Restoration, they have pioneered an on-site restoration program that is quick, clean, and cost effective. Their skilled staff can restore 12 to 24 sets of bedroom furniture in one day. All finishing products are Earth-friendly and hand applied, giving their customers the best service at a minimal cost. Their Historic Preservation program will bring new life to the faded, worn wood detail within the facility. From grand stairwells to hand carved trim, they can make it look like new, while keeping the originality and patina of the wood.

In the last year alone, Northern Lights Restoration has completed nine Historic Hotel Projects.

Benefits to Members:

- Northern Lights Restoration can assist in keeping the hotel's appearance up to date
- Northern Lights Restoration's services are very cost effective and extend the use of the hotel's furniture
- Northern Lights Restoration's on-site refinishing process is 100% GREEN



Q4Launch
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Diane Overton
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Q4Launch

Q4Launch is a web design and integrated marketing company that focuses on generating additional revenue for independently owned lodging properties across the country. The team at Q4Launch is able to accomplish this by increasing website traffic, turning those website visitors into leads, and converting those leads into bookings.

The process includes an expertise in:

- Responsive website design that converts
- SEO
- Blogging
- Email Marketing
- Social Media

Q4Launch customers typically see a 25-40% increase in website traffic and a 200-300% ROI in the first year.

Benefits to Members:

- Historic Hotels of America Members will receive a free Google Analytics Analysis at the conference and will receive their first month of service free if they partner with Q4Launch by November 30, 2016.



ROI Hospitality Strategies
www.roihospitalitystrategies.com
+1 503 847 9764

Representative:

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ROI Hospitality Strategies

ROI Hospitality Strategies is focused on driving revenue, improving operational efficiencies, guest service, and bottom line profits through consulting, coaching, and training. They take a comprehensive approach to assess hotel operations, the market, and key competitors to uncover obstacles and unrealized potential in people, systems, and facilities. Then, they work side-by-side with your team to develop and implement practical solutions to achieve peak performance.

Specializing in:

- Revenue Management Services
- Guest Services
- Hotel Operations
- Hotel Systems Evaluations (PMS, RMS, Sales, Maintenance, etc.)
- Training Development & Implementation
- Management Coaching & Development

Benefits to Members:

- Receive 10% off of your initial project (exclusive of travel or other third party costs)



Rubbermaid® Commercial Products
www.rubbermaidcommercial.com
+1 800 347 9800

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Rubbermaid® Commercial Products

Rubbermaid Commercial Products (RCP) is a manufacturer of innovative, solution-based products for commercial markets worldwide. Since 1968, RCP has pioneered technologies and system solutions for the Hospitality Industry. RCP is part of Newell Brand’s global portfolio of companies, including Sunbeam and the Waddington Group, which also strongly support hospitality.

Benefits to Members:

- Local Rubbermaid associates available for consult, surveys, and product demonstrations
- Products designed to:
 - Discreetly refresh guest rooms & public spaces
 - Quickly clean high traffic areas
 - Professionally maintain the property
 - Support Food & Beverage with complete line for front and back of house



S.M.R. Hospitality Resources
www.smrhospitalityresources.com
+1 503 754 1534

Representative:

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Founder/Principal
melissa@smrhospitalityresources.com

S.M.R. Hospitality Resources

At S.M.R. Hospitality Resources they are your sixth man, the clutch player. They bring inspired, experienced, and highly accomplished task force team members to hotels in transition. They are your ultimate freelance team member...a revenue driven task force solution.

Their areas of concentration include:

- Hotel Sales
- Catering Sales
- Marketing
- Revenue Management
- Remote Telemarketing / Lead Generation

Their high impact professionals hit the ground running. Whether launching a new hotel, rebranding, covering for leave, or just providing additional interim support to grow revenues, S.M.R. task force team members get the job done.

Benefit to Members:

- A two-day complimentary telemarketing campaign using a variety of tools designed to uncover new demand generators with your first signed 30 day scope of work



Serta®
www.serta.com
+1 312 399 7208

Representative:

Deanna Luzzo
dluzzo@sertanational.com

Serta®

Serta® Mattress is proud to be the #1 Mattress Compnay in the USA that is endorsed by more hotel chains than any other bedding manufacturer known as “The World’s Best Mattress™”. Serta is committed to quality, comfort, support, and durability that has made them the leader in the hospitality industry. Serta’s philosophy is to understand the hotel’s overall direction in design, comfort, and budgets to meet their long-term capital expenditure. Serta is the Official Mattress of the National Sleep Foundation. Take advantage of factory-direct special pricing on the “Preferred Hotel Sleepers.”

Benefit to Members:

- No minimum required to order
- Warranty of 10 year non-prorated against manufacture defect
- Product is locally produced with factory direct shipping

standardtextile 

Standard Textile
www.standardtextile.com
+1 513 761 9255 x2532

Representatives:

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Standard Textile

Standard Textile's legacy dates back to 1940, when Charles Heiman passed through Ellis Island to create a better life for his family. With a Singer sewing machine in the family's third-floor apartment, Charles and his family started what is today a global vertically-integrated textile manufacturing company. Standard Textile's hospitality division creates terry and sheeting with unsurpassed durability, longevity, and value, while creating an exceptional guest experience for those who use them. They are currently featuring a collection designed by NYC fashion designer Heidi Weisel, for the most beautiful, luxurious, and cost-effective solution to guest robes.

Benefits to Members:

- Discounted national pricing
- Patented Centium Core Technology for durability and strength
- Room Ready for You® Laundered With Tide®
- Elevations™ Terry - Performance where it counts

THE WALL STREET JOURNAL.

Wall Street Journal®
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Wall Street Journal®

The Wall Street Journal continues to be one of the most influential and respected news publications. Winner of over 30 Pulitzer Prize awards and considered the gold standard of journalism, The Wall Street Journal is the industry leader delivering the most crucial news of the day, insightful opinion and fair-minded analysis. Today's movers and shakers read *The Wall Street Journal*, including travelers staying at Historic Hotels.

With surprisingly affordable options, *The Wall Street Journal*, available in both print and digital editions, keeps guests up to date on everything from global news to sports, travel, fashion, and entertainment.

Benefit to Members:

- Special discounts for Members (over 80% off the print retail rate).

Digital Alchemy™

MAKING HOSPITALITY PERSONAL

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation®

Email Marketing to **INCREASE REVENUE** at every opportunity.



Utilizing our Pre-Stay email suite, communicate with your guests to confirm their bookings, help them plan itineraries relevant to their personal preferences and stays, and see an increase of **22%** on upsells!



Take advantage of a **55%** mobile open rate by communicating with your guests via texting and mobile messaging once they arrive by capturing sentiment, maintenance requests, promotional opportunities and more.



Reputation management is key. Utilize our Post-Stay suite to communicate with your guests by gaining their feedback, following up in real-time and understanding what they are saying about you to their social media networks.



Take advantage of our email and social campaigns to get your guest back in the door with targeted, tailored offers specifically for them. Expect a **400%** minimum ROI on every room promotion you send through our solution.

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 www.Digital-Alchemy.com

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from look to book.

24/7, overflow, and after-hours central reservations, for your guests.