

HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation®



Historic
HOTELS WORLDWIDE®

Michael Di Rienzo

Director of Sales and Development

Historic Hotels of America

Historic Hotels Worldwide

Event Filter: ▾

[Show Past Events](#) • [Registration Reports](#)

Event Types: CE Client Event M Meeting TS Tradeshows

Date	Days	Type	Location	Price	Segment	Contact	Registration
15-Jul-17	5	TS	Boston - GBTA	\$4100	All	Michael DiRienzo	Register
09-Aug-17	1	CE	Boston - Regional Media Lunch	\$500	Media	Heather Taylor	Register
31-Aug-17	1	CE	Chicago - Regional Media Lunch	\$500	Media	Heather Taylor	Register
26-Sep-17	4	M	Hot Springs, West Virginia - Historic Hotels Annual Conference	\$1250	All	Danielle Murray*	Register
02-Oct-17	1	CE	NEW! Washington, D.C. - Client & Media Showcase	\$1500	All	Michael DiRienzo	Register
03-Oct-17	1	CE	NEW! New York - Client & Media Showcase	\$2500	All	Michael DiRienzo	Register
01-Nov-17	1	CE	Washington, DC - Media Lunch *Tentative Date	\$500	Media	Heather Taylor	Register
06-Dec-17	1	CE	NEW! San Francisco - Client & Media Showcase	\$1500	All	Michael DiRienzo	Register
14-Dec-17	1	CE	New York - Media Lunch	\$750	Media	Heather Taylor	Register

HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation*

Preservation Client Database Monthly E-Blast (Delivered to 2,500 Meeting and Event Planners)



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



January 2017

[Click to Submit a Meeting/Event RFP Now](#)

Looking to book a meeting?

Check out these offers from Historic Hotels

Featured Offers:



HILTON MILWAUKEE CITY CENTER (1928)

Milwaukee, Wisconsin

Number of Guestrooms: 729
Total Meeting Space: 28,596 SF
Number of Meeting Rooms: 20

SPECIAL OFFER:

One Million Reasons to Love Milwaukee...[Learn More](#)

Submit
RFP



THE SKIRVIN HILTON OKLAHOMA CITY (1911)

Oklahoma City, Oklahoma

Number of Guestrooms: 225
Total Meeting Space: 16,982 SF
Number of Meeting Rooms: 19

SPECIAL OFFER:

From the moment it opened in 1911, Oklahoma fell in love with the Skirvin...[Learn More](#)

Submit
RFP

Group Value Dates

(Featured on HistoricHotels.org)



- MEETINGS & EVENTS OVERVIEW
- SMALL GROUPS
- GROUP VALUE DATES**
- CONFERENCES & RETREATS
- WEDDINGS

 Like Us

*Why book on
HistoricHotels.org*

- Free 1-year family membership to the National Trust for Historic Preservation
- Best Rate Guarantee
- Exclusive deals and discounts

[Learn More](#)

FREE 1-Year Family Membership* to the National Trust for Historic Preservation.

[Learn More](#)

*Terms and conditions apply.

Group Value Dates

[Meetings & Events](#) | [Group Value Dates](#)

Take advantage of special group discounts and benefits at Historic Hotels of America. Our current Group Value Dates are listed below, and to learn more about our historic hotels and booking a group reservation, [submit a Meeting/Event RFP](#). Value dates are subject to change and availability. Other hotel restrictions may apply.

Jekyll Island Club Hotel

Jekyll Island, Georgia

- September 4, 5, 6, 7, 14, 17, 18, 19, 24, 25, 26, 2017
- October 1, 4, 5, 9-12, 17, 18, 19, 22-26, 29-31
- November 5, 6, 7, 12-16, 19, 20, 21, 26, 27
- December 5, 10-14 and 17-21

River Street Inn

Savannah, Georgia

- Sunday through Thursday, year round
- January, February, July, August, September, and December

The DeSoto

Savannah, Georgia

- October 29 - November 3, 2017

Will Steele

Revenue Account Manager
Fully Branded Hotels

Historic Hotels of America

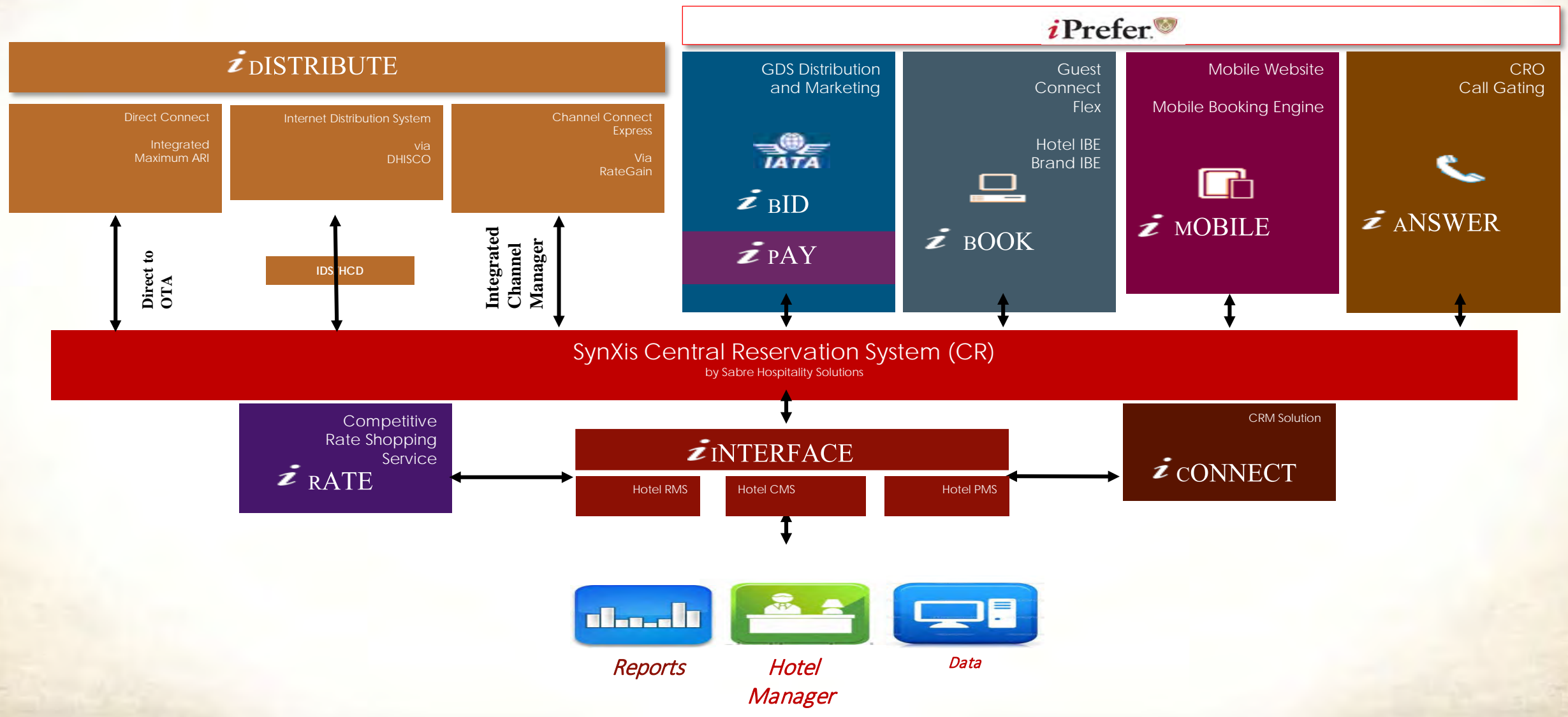
Introduction - Revenue Account Management

Historic Hotels of America supports each member hotel to maximize the effectiveness and revenue production of the Historic Hotels of America distribution network, products, and services.

This is done through certified Revenue Account Managers (“RAM”). Historic Hotels of America & Preferred Hotels & Resorts has more than 20 managers in 12 offices globally represents a diverse range of talent with more than 200 years of combined industry experience.

The service includes, but is not limited to:

- Strategic support for our distribution network, central reservations system, and iTools, Revenue Management Toolbox. RAMs help hotels to determine the best way to use our products, services, and systems to generate profitable bookings
- New and existing hotel systems implementation, and reservations and general process training.
- Annual Business Review Reporting with consultative recommendations for improved revenue production for each hotel (You receive a personal phone call once per quarter including a Business Review webinar)
- Communication of important Best Practices for revenue optimization



Revenue Account Management: Business Review

Business Review includes:

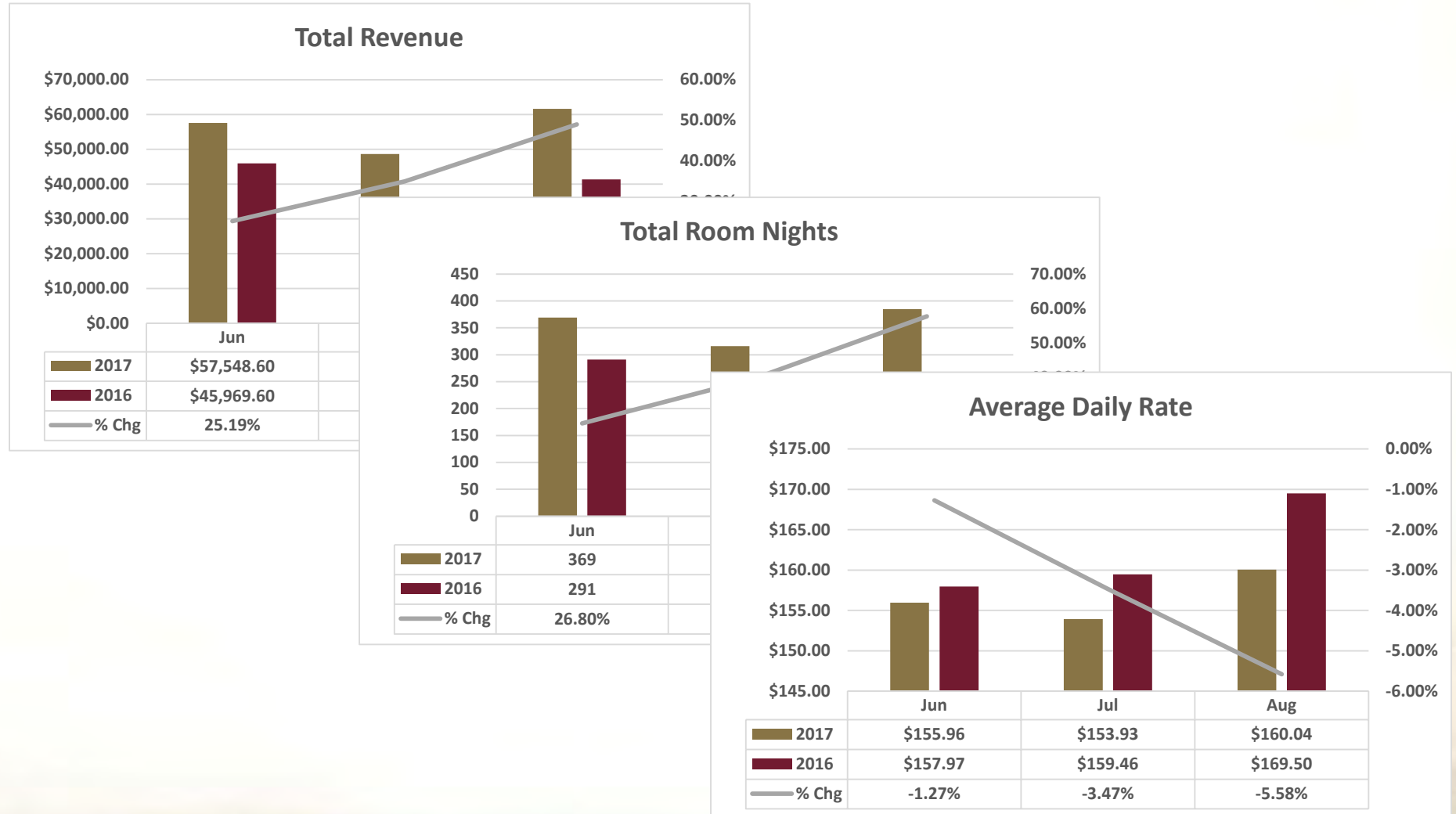
- Executive Summary
- Channel Performance
- Rate Plan Performance
- Arrivals – Day of Week Trends
- Hotel Rate Audit
- Pace Report
- HHA Marketing Program Audit
- Rate Parity Audit
- GDS Best Practice Audit
- Booking Engine Best Practice Audit
- Lanyon Best Practice Audit
- Sabre Hospitality University



Revenue Account Management: Business Review

Business Review

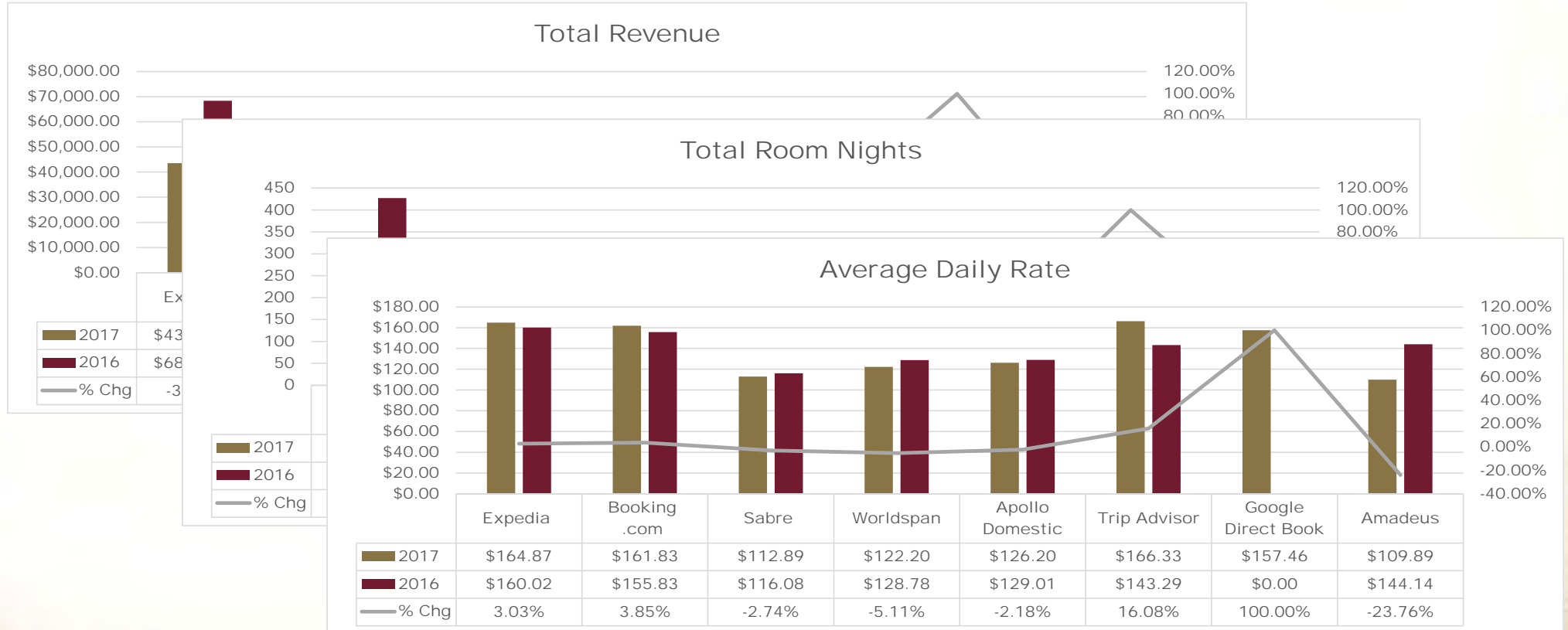
- Executive Summary



Revenue Account Management: Business Review

Business Review

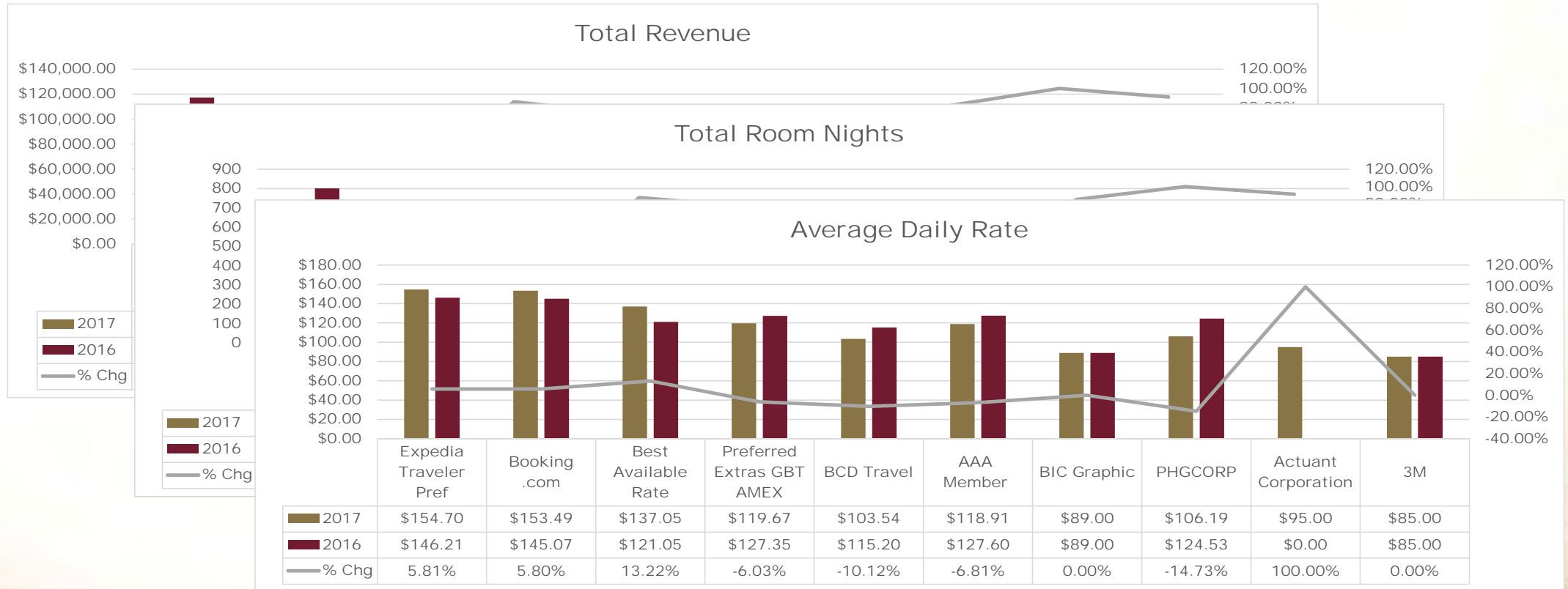
- Channel Performance



Revenue Account Management: Business Review

Business Review

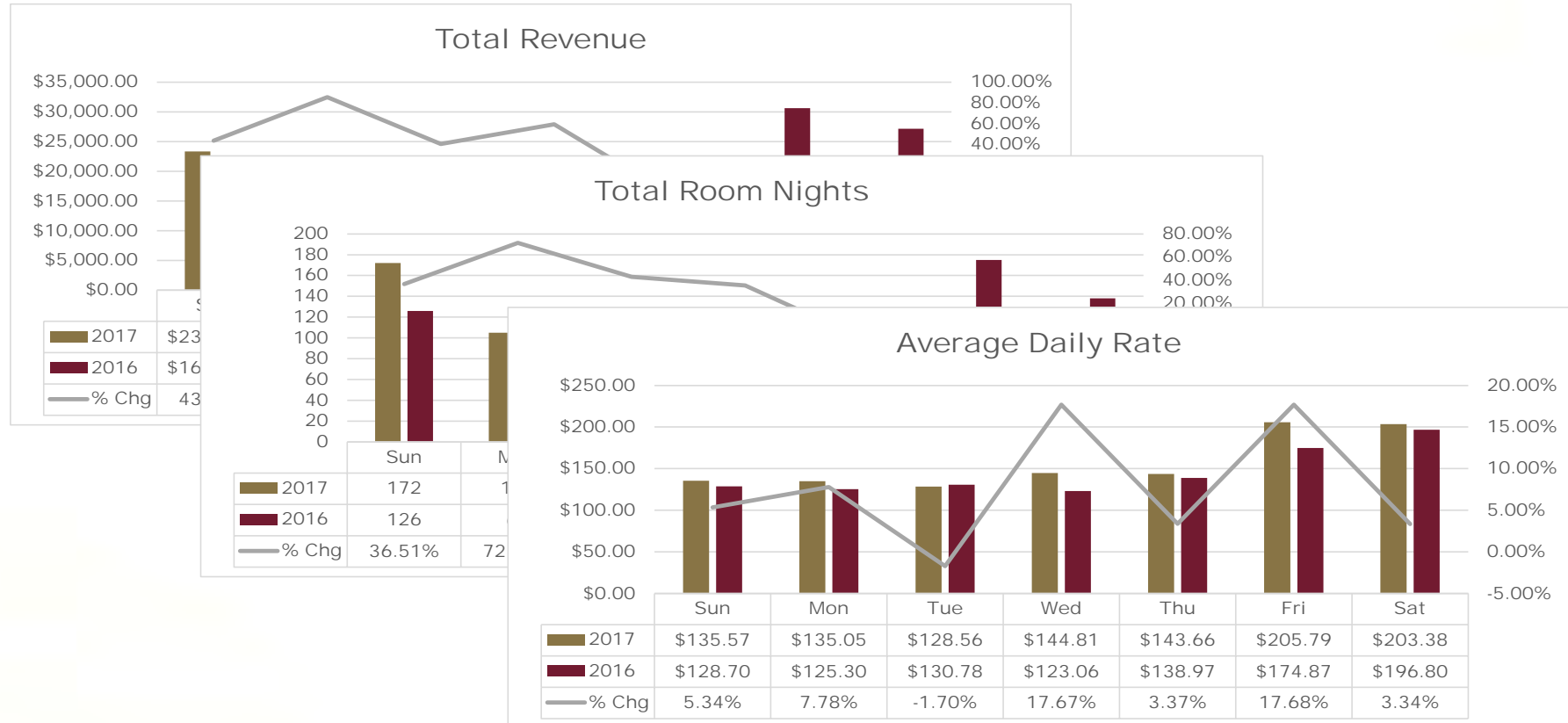
- Rate Plan Performance



Revenue Account Management: Business Review

Business Review

- Arrivals – Day of Week Trends



Production Workbook & Dashboard

Production Workbooks and Production Dashboards

- High-level (GM) Report
- Three Year Rolling Report
- Channel Production Report
- Rate Category Report
- Rate Plan Report
- Day of Week Report
- Top Travel Agency Report
- Room Code Report
- Consortia Rate Report



SAMPLE HISTORIC HOTEL August 2017

Date	Total Room Nights			Total Reservations		Total Revenue In USD	Average Daily Rate	AVG LOS	AVG Lead Time
	TY	LY	% Chg	TY	LY				
YTD	6,521	6,503	0.28%	3,136					
12M	10,251	9,482	8.11%	4,936					
Aug-17	766	680	10.76%	351					
Jul-17	1,522	926	12.11%	395					
Jun-17	1,160	938	23.67%	535					

Click Links Below To View Reports

[Sheet 2 - Instructions](#)

[Sheet 3 - Three Year Rolling](#)

[Sheet 4 - Channel](#)

[Sheet 5 - Rate Category](#)

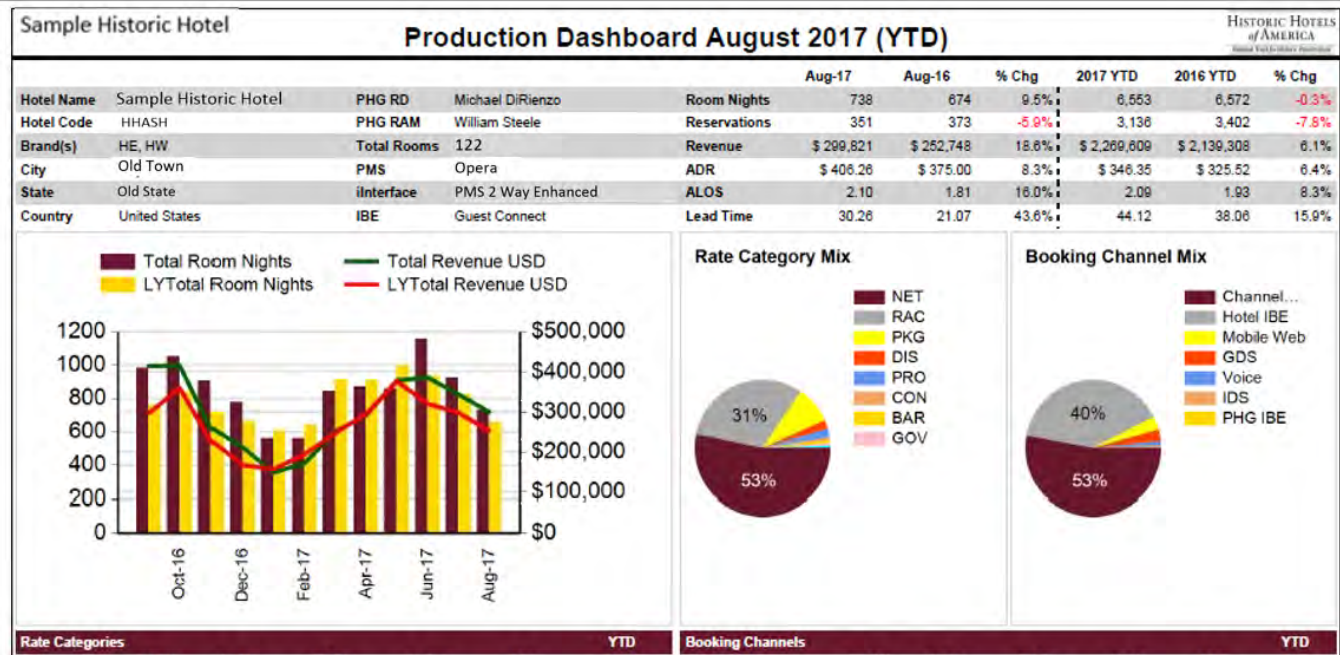
[Sheet 6 - Rate Plan](#)

[Sheet 7 - Day of Week Arrivals](#)

[Sheet 8 - Travel Agency](#)

[Sheet 9 - Room Code](#)

[Sheet 10 - Consortia Rate](#)

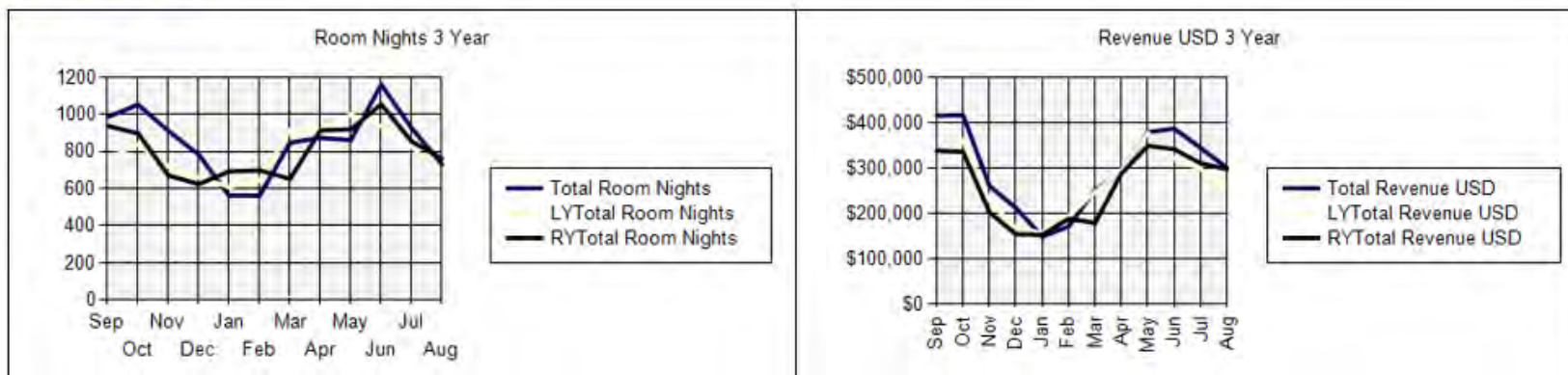


Production Workbook

Production Workbooks - Data analysis is knowledge and knowledge is power!

- Three Year Rolling Report

Sheet 1 - Cover Page



Rolling Three Year Report																					
Date	Total Room Nights				Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time		
	TY	% of Avg	LY	% Chg	TY	% of Avg	LY	% Chg	TY	% of Avg	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
YTD	6,521		6,503	0.28%	3,136		3,402	-7.82%	\$2,269,608.91		\$2,139,307.96	6.09%	\$348.03	\$328.97	5.80%	2.08	1.91	8.90%	44.12	38.06	15.92%
12M	10,251		9,482	8.11%	4,936		4,780	3.26%	\$3,572,248.97		\$3,190,458.86	11.97%	\$348.48	\$336.48	3.57%	2.08	1.98	5.05%	41.26	41.10	0.39%
Aug-17	731	-10.502%	680	10.76%	351	-11.957%	373	-5.90%	\$299,820.90	9.109%	\$252,748.03	18.62%	\$410.15	\$382.95	7.10%	2.08	1.77	17.51%	30.28	21.07	43.62%
Jul-17	926	13.372%	826	12.11%	395	-0.92%	420	-5.95%	\$343,848.09	25.131%	\$297,979.00	15.39%	\$371.33	\$380.75	2.93%	2.34	1.97	18.78%	51.01	32.28	58.02%
Jun-17	1,160	42.021%	938	23.87%	535	34.197%	460	16.30%	\$388,529.47	40.684%	\$320,582.30	20.67%	\$333.22	\$341.77	-2.50%	2.17	2.04	6.37%	48.81	60.04	-22.04%
May-17	881	5.414%	1,000	-13.90%	390	-2.174%	489	-18.84%	\$378,585.98	37.773%	\$376,846.00	0.46%	\$439.70	\$376.85	16.68%	2.21	2.13	3.76%	77.53	57.89	34.39%
Apr-17	873	6.883%	912	-4.28%	408	2.341%	490	-15.00%	\$290,988.49	5.887%	\$294,385.59	-1.15%	\$333.23	\$322.77	3.28%	2.14	1.90	12.63%	42.00	37.20	12.90%
Mar-17	847	3.70%	915	-7.43%	429	7.809%	460	-8.74%	\$250,888.10	-8.699%	\$246,727.32	1.69%	\$296.2	\$289.66	9.85%	1.97	1.99	-1.01%	31.48	32.15	-2.08%
Feb-17	582	-31.193%	644	-12.73%	295	-28.003%	377	-21.75%	\$170,638.11	-37.902%	\$193,503.88	-11.82%	\$303.63	\$300.47	1.05%	1.91	1.71	11.70%	34.62	20.34	70.21%
Jan-17	581	-31.315%	608	-7.73%	333	-18.472%	383	-3.28%	\$148,333.77	-48.019%	\$156,555.78	-5.25%	\$284.4	\$257.49	2.89%	1.88	1.87	0.80%	34.43	38.01	-4.39%
Dec-16	782	-4.258%	681	18.31%	408	2.341%	413	-1.21%	\$211,382.79	-23.082%	\$186,933.44	28.62%	\$270.28	\$252.55	7.02%	1.92	1.80	20.00%	35.82	37.71	-5.64%

Production Workbook

Production Workbooks - Data analysis is knowledge and knowledge is power!

- Three Year Rolling Report

Channel - August 2017																						
Channel	Total Room Nights				Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time			
	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	
Galileo																						
Apollo Domestic	166	43.117%	105	58.10%	77	41.176%	51	50.98%	\$25,156.80	40.829%	\$15,965.68	57.57%	\$151.55	\$152.05	-0.33%	2.16	2.06	4.85%	16.00	21.00	-23.81%	
Galileo Total	166	43.117%	105	58.095%	77	41.176%	51	50.98%	\$25,156.80	40.829%	\$15,965.68	57.568%	\$151.55	\$152.05	-0.333%	2.16	2.06	4.712%	16.87	21.16	-20.262%	
Sabre																						
Sabre	145	37.662%	85	70.59%	81	43.316%	56	44.64%	\$22,707.25	36.853%	\$15,610.98	45.46%	\$156.60	\$183.66	-14.73%	1.79	1.52	17.76%	29.00	22.00	31.82%	
Sabre Total	145	37.662%	85	70.588%	81	43.316%	56	44.643%	\$22,707.25	36.853%	\$15,610.98	45.457%	\$156.60	\$183.66	-14.732%	1.79	1.52	17.938%	29.07	22.13	31.408%	
Amadeus																						
Amadeus	55	14.286%	16	243.75%	16	8.556%	10	60.00%	\$10,367.45	16.826%	\$2,937.48	252.94%	\$188.50	\$183.59	2.67%	3.44	1.60	115.00%	13.00	25.00	-48.00%	
Amadeus Total	55	14.286%	16	243.75%	16	8.556%	10	60.00%	\$10,367.45	16.826%	\$2,937.48	252.94%	\$188.50	\$183.59	2.674%	3.44	1.60	114.844%	13.75	25.70	-46.498%	
Worldspan																						
Worldspan	10	2.597%	5	100.00%	5	2.674%	3	66.67%	\$1,600.15	2.597%	\$883.20	81.18%	\$160.02	\$176.64	-9.41%	2.00	1.67	19.76%	43.00	10.00	330.00%	
Worldspan Total	10	2.597%	5	100.00%	5	2.674%	3	66.667%	\$1,600.15	2.597%	\$883.20	81.176%	\$160.02	\$176.64	-9.412%	2.00	1.67	20.00%	43.80	10.67	310.625%	
Booking Engine																						
www.historichotels.org	4	1.039%			4	2.139%			\$763.20	1.239%			\$190.80			1.00			57.00			
Booking Engine Total	4	1.039%		#NUM!	4	2.139%		#NUM!	\$763.20	1.239%		#VALUE!	\$190.80	#NUM!	#NUM!	1.00	#NUM!	#NUM!	57.25	#NUM!	#NUM!	
Google Direct Book																						
Hotel Booking Engine	3	0.779%	4	-25.00%	2	1.07%	3	-33.33%	\$617.00	1.001%	\$898.00	-31.29%	\$205.67	\$224.50	-8.39%	1.50	1.33	12.78%	10.00	82.00	-87.80%	
Google Direct Book Total	3	0.779%	4	-25.00%	2	1.07%	3	-33.333%	\$617.00	1.001%	\$898.00	-31.292%	\$205.67	\$224.50	-8.389%	1.50	1.33	12.50%	10.00	82.00	-87.805%	

Production Workbook

Production Workbooks - Data analysis is knowledge and knowledge is power!

- Rate Plan Report

Rate Plan - August 2017																						
Code	Total Room Nights			Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time				
	TY	% Tot	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg		
NEG																						
NEGGUA	49	18.932%	285	72.98%	271	19.165%	126	115.08%	\$66,122.00	16.145%	\$37,455.00	76.54%	\$134.12	\$131.42	2.05%	1.82	2.26	-19.47%	13.67	16.94	-19.30%	
NEGOLY	32	12.404%	235	37.45%	129	9.123%	95	35.79%	\$41,435.00	10.117%	\$28,242.00	46.71%	\$128.28	\$120.18	6.74%	2.50	2.47	1.21%	15.78	12.87	22.61%	
NEGDUK	11	4.301%	0	100.00%	68	4.809%	0	100.00%	\$17,808.00	4.348%	\$0.00	100.00%	\$159.00	\$0.00	100.00%	1.65	0	100.00%	11.43	0	100.00%	
NEGT3E	6	2.65%	87	-20.69%	22	1.556%	35	-37.14%	\$10,361.00	2.53%	\$12,963.00	-20.07%	\$150.16	\$149.00	0.78%	3.14	2.49	26.10%	10.50	12.17	-13.72%	
NEGFLS	6	2.458%	109	-41.28%	18	1.273%	36	-50.00%	\$10,176.00	2.485%	\$17,013.00	-40.19%	\$159.00	\$156.08	1.87%	3.56	3.03	17.49%	13.17	24.44	-46.11%	
NEGRS6	3	1.267%	0	100.00%	15	1.061%	0	100.00%	\$5,082.00	1.241%	\$0.00	100.00%	\$0.00	\$0.00	100.00%	2.20	0	100.00%	36.40	0	100.00%	
NEGV17	3	1.19%	11	181.82%	27	1.909%	11	145.45%	\$4,899.00	1.196%	\$2,199.00	122.78%	\$159.00	\$199.91	-20.95%	1.15	1.00	15.00%	14.41	5.82	147.59%	
NEGTL7	2	0.998%	30	-13.33%	20	1.414%	24	-16.67%	\$3,944.05	0.963%	\$4,390.95	-10.18%	\$159.00	\$146.37	3.63%	1.30	1.25	4.00%	29.85	24.96	19.59%	
NEGTII	2	0.845%	5	340.00%	14	0.99%	3	366.67%	\$3,718.00	0.908%	\$745.00	399.06%	\$169.00	\$9.00	13.42%	1.57	1.67	-5.99%	13.29	11.67	13.88%	
NEGS1A	1	0.73%	17	11.76%	9	0.636%	10	-10.00%	\$2,831.00	0.691%	\$2,414.00	17.27%	\$149.00	\$149.00	4.93%	2.11	1.70	24.12%	6.78	9.10	-25.49%	
NEGUDG	1	0.653%	29	-41.38%	7	0.495%	10	-30.00%	\$2,618.00	0.639%	\$4,161.00	-37.08%	\$154.00	\$154.00	7.33%	2.43	2.90	-16.21%	8.00	24.80	-67.74%	
NEGVLV	1	0.614%	19	-15.79%	8	0.566%	7	14.29%	\$2,516.00	0.614%	\$2,755.00	-8.68%	\$157.25	\$157.25	1.5%	2.00	2.71	-26.20%	21.88	17.00	28.71%	
NEG4DI	1	0.614%	9	77.78%	15	1.061%	9	66.67%	\$2,704.00	0.66%	\$1,451.00	86.35%	\$169.00	\$169.00	0.0%	1.07	1.00	7.00%	75.00	15.78	375.29%	

Review Declining Production
Adjust your plan!

Production Workbook

Production Workbooks - Data analysis is knowledge and knowledge is power!

- Day of Week Report

Day of Week Arrivals - August 2017																						
Day	Total Room Nights				Total Reservations				Total Revenue In USD				Average Daily Rate			AVG LOS			AVG Lead Time			
	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	
Sun	240	22.43%	208	15.38%	78	14.717%	81	-3.70%	\$36,557.50	21.786%	\$32,071.60	13.99%	\$152.32	\$154.19	-1.21%	3.08	2.57	19.84%	21.90	21.35	2.58%	
Mon	462	43.178%	216	113.89%	194	36.604%	100	94.00%	\$69,688.55	41.529%	\$34,606.80	101.37%	\$150.84	\$160.22	-5.85%	2.38	2.16	10.19%	20.72	23.00	-9.91%	
Tue	142	13.271%	153	-7.19%	98	18.491%	102	-3.92%	\$23,332.05	13.904%	\$25,470.40	-8.40%	\$164.31	\$166.47	-1.30%	1.45	1.50	-3.33%	25.31	22.28	13.60%	
Wed	123	11.495%	120	2.50%	97	18.302%	90	7.78%	\$19,596.30	11.678%	\$19,861.20	-1.33%	\$159.32	\$165.51	-3.74%	1.27	1.33	-4.51%	18.08	17.14	5.48%	
Thu	75	7.009%	19	294.74%	51	9.623%	17	200.00%	\$13,276.50	7.912%	\$2,994.75	343.33%	\$157.02	\$157.62	12.31%	1.47	1.12	31.25%	16.96	31.82	-46.70%	
Fri	17	1.589%	36	-52.78%	9	1.698%	27	-66.67%	\$3,555.50	2.119%	\$6,663.40	-46.64%	\$185.09	\$185.09	13.00%	1.89	1.33	42.11%	30.89	52.28	-40.89%	
Sat	11	1.028%	9	22.22%	3	0.566%	3	0.00%	\$1,799.00	1.072%	\$1,697.90	5.95%	\$163.55	\$188.66	-13.31%	3.67	3.00	22.33%	53.67	37.00	45.05%	
Total	1,070	100.00%	761	40.604%	530	100.00%	420	26.19%	\$167,805.40	100.00%	\$123,366.05	36.022%	\$156.8	\$163.11	-3.259%	2.02	1.81	11.422%	21.25	23.59	-9.901%	

Review Declining Production
Call to Action!

Business Review Case Study – RESULTS - 50 Room Beach Hotel -

Hotel description:

- Over 50 Rooms Hotel
- Beach Location
- Primarily Leisure Business
- June, July, and August are the hotel's need periods

Opportunity:

- Hotelligence360®
- Business Review – outline performance trends and opportunities
- Production workbook – “analytics” – measure performance results

Implementation:

- Responsive Internet Booking Engine
- Rate Plans added
 - ✓ Packaged Rate (breakfast, parking, spa credit)
 - ✓ Advance Purchase
 - ✓ 3 nights Minimum Stay Rate
- Distribution to all channels
- Participation in Historic Summer Sale

Total Revenue Results:

- June 84% chg
- July 30% chg
- August 45% chg



Business Review Case Study – RESULTS

100 Room Resort

Hotel description:

- Over 100 Rooms Hotel
- Resort Property
- Primarily leisure business
- Q1 hotel's need periods (primarily January & February)

Opportunity:

- Hotelligence360®
- Agency 360
- Business Review – outline performance trends and opportunities
- Production workbook – “analytics” – measure performance results

Implementation:

- Responsive Internet Booking Engine
- Rate Plans added
 - ✓ Romance Package (targeted empty nest)
 - ✓ Hotel Themed Package including cocktail recipe book
 - ✓ Museum Package including Breakfast
- Distribution to most channels

Total Revenue Results:

- January 53% chg
- February 32% chg
- March 5% chg



FUNDAMENTALS OF SYNXIS CR COURSE

The Distribution Landscape:

Use SynXis CR to connect your hotel to the outside world

Rooms:

How to build and optimize your room types for distribution channels

Policies:

Learn how to build various policies based on your business needs

Rates:

Discover how to build various rate plans, including descriptions, assignments, pricing, offsets, etc.

Managing Availability:

Explore the world of restrictions and how they can be used to maximize revenue for your hotel

Promotions:

Learn how to configure Promotions and Pricing Rules to help create special offers for your customers

Managing Hotel Content:

Understand the importance of hotel content and where this information is distributed.

Reports:

Ascertain how to use reports within the SynXis CR to help support decision making for your business needs

**Save the Date – Chicago, Monday, November 13th &
Tuesday, November 14th**

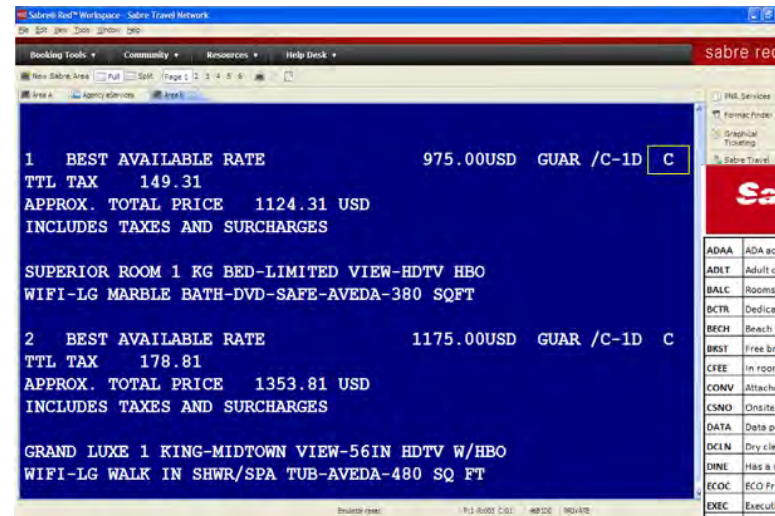
**The total cost of each workshop
is US\$395.00* per person**
(Excludes Travel and Accommodations).

**Workshops are scheduled
throughout the year in regional
locations.**

FUNDAMENTALS OF SYNXIS CR COURSE

In addition, we have provided some tools reviewed in the class to assist you in optimizing SynXis CR

1. Room Type & Rate Descriptions Tool
2. Room Descriptions Optimizer
3. Northstar Travel Media
4. HTML Text Translator
5. GDS Searchable Amenities



Sabre Hospitality Solutions.			
ADAA	ADA accessible	GOLF	Golf course onsite or within reasonable proximity
ADLT	Adult only hotel	HSPD	High Speed Internet access in room
BALC	Rooms with balcony	HYPD	Hypoallergenic rooms
BCTR	Dedicated onsite business center	INPL	Property has indoor pool
BECH	Beach front property	INTR	Interior corridor access to rooms
BKST	Free breakfast for all guests	JACZ	Jacuzzi in some rooms at property
CFEE	In room Coffee/Tea	KIDS	Children's program, video arcade or playground
CONV	Attached to convention center	KTCN	Property has some rooms with kitchen facilities
CSNO	Onsite gambling facilities	LCAL	Free local calls for all guests
DATA	Data port in room	MEET	Meeting room and/or conference facilities
DCLN	Dry cleaning and laundry services	MINI	Mini-Bar in room
DINE	Has a restaurant onsite	NATV	No Adult Channels offered on television system
ECOC	ECO Friendly Certified indicator	NSMK	Nonsmoking rooms available
EXEC	Executive level with separate services, lounge	OUPJ	Property has outdoor pool
FITN	Fitness center onsite or within walking distance	PARK	Free parking for all guests
FSPA	Full service spa on property	PBTR	Public transportation adjacent
		PETS	Accepts pets
		POOL	Has a pool
		RFRG	Refrigerator in room
		RMSF	In Room Safe
		RMSV	Room Service offered
		RS24	24 hour room service
		RSTR	Restricted room access
		SMTL	Free airport shuttle
		SMKO	Ski-in/ski-out property
		SMFR	Smoke-free property
		SMOK	Smoking rooms available
		TENS	Tennis court onsite/walking distance
		WATR	Property has a water purification system
		WCHR	Wheelchair accessible rooms
		WIFM	Free WiFi in meeting rooms
		WIPS	Free WiFi in public spaces
		WIRM	Free WiFi in room



FUNDAMENTALS OF SYNXIS CR COURSE

Previously Held Classes for 2017:

Miami, FL: September 20-21
Paris, France: September 14-15
Warsaw, Poland: June 26 - 27, 2017
Newport Beach, CA: April 26 - 27, 2017
Chicago, IL: April 10 - 11, 2017
New York, NY: April 6 - 7, 2017
Boston, MA: April 3 - 4, 2017
Lucerne, Switzerland: April 3 - 4, 2017

Previously Held Classes for 2016:

Milan, Italy: October 20 - 21, 2016
Bogota, Columbia: September 27 - 29, 2016
Paris, France: September 15 - 16, 2016
Beijing, China: August 10 - 12, 2016
San Francisco, CA: August 9 - 10, 2016
Chicago, IL: August 8 - 9, 2016
Mexico City, Mexico: June 21 - 24, 2016
London, England: April 28 - 29, 2016
Newport Beach, CA: April 26 - 28, 2016
London, England: April 25 - 26, 2016

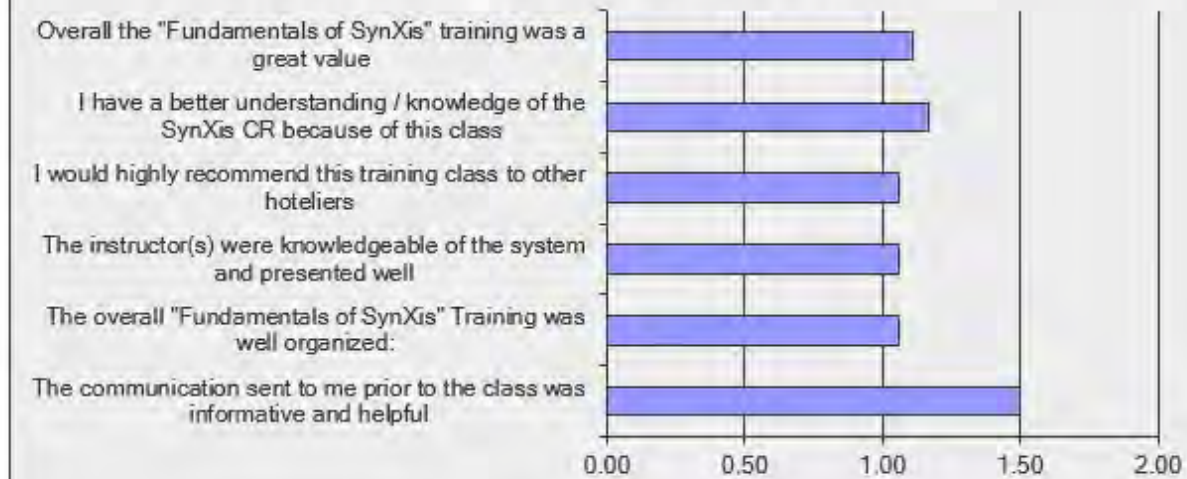


Fundamentals Of SynXis: Post Survey

Please tell us about the overall "Fundamentals of SynXis" Training Class:

AnswerOptions	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	RatingAverage	ResponseCount
The communication sent to me prior to the class was	11	5	2	0	0	1.50	18
The overall "Fundamentals of SynXis" Training was	17	1	0	0	0	1.06	18
The instructor(s) were knowledgeable of the system	17	1	0	0	0	1.06	18
I would highly recommend this training class to other	17	1	0	0	0	1.06	18
I have a better understanding / knowledge of the	16	1	1	0	0	1.17	18
Overall the "Fundamentals of SynXis" training was a	16	2	0	0	0	1.11	18
Additional Comments:							9
AnsweredQuestion							18
SkippedQuestion							0

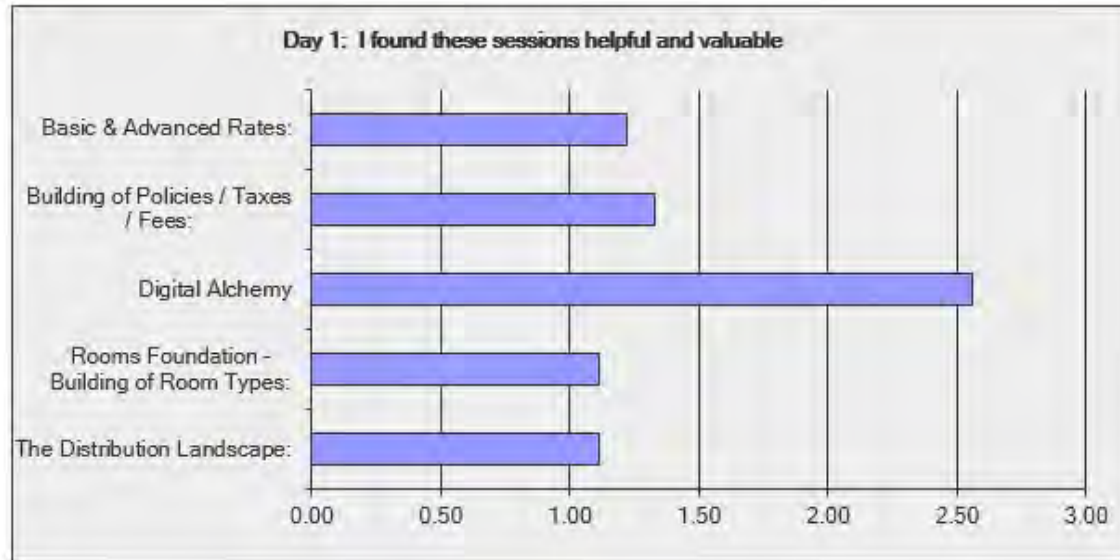
Please tell us about the overall "Fundamentals of SynXis" Training Class:



Fundamentals Of SynXis: Post Survey

Day 1: I found these sessions helpful and valuable

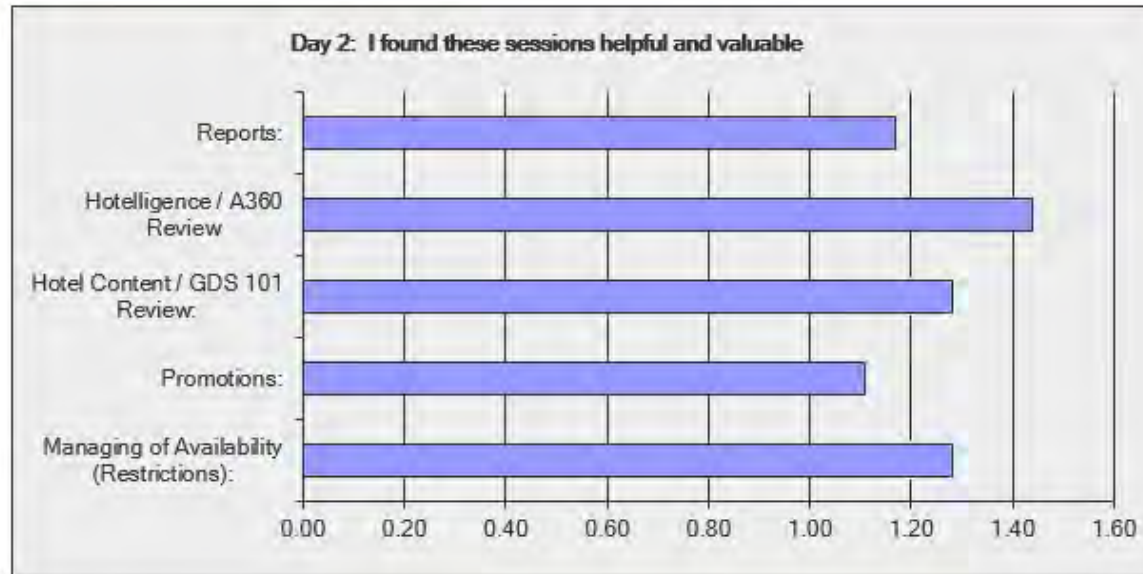
AnswerOptions	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	RatingAverage	ResponseCount
The Distribution Landscape:	16	2	0	0	0	1.11	18
Rooms Foundation - Building of Room Types:	16	2	0	0	0	1.11	18
Digital Alchemy	4	3	9	1	1	2.56	18
Building of Policies / Taxes / Fees:	13	4	1	0	0	1.33	18
Basic & Advanced Rates:	15	2	1	0	0	1.22	18
Please provide any additional comments							4
AnsweredQuestion							18
SkippedQuestion							0



Fundamentals Of SynXis: Post Survey

Day 2: I found these sessions helpful and valuable

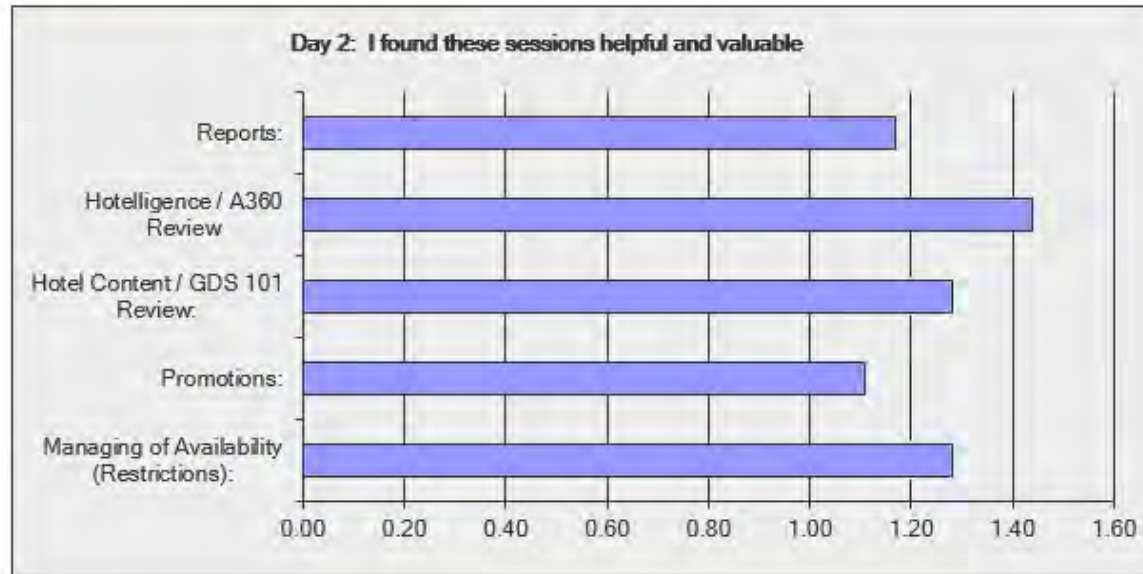
AnswerOptions	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	RatingAverage	ResponseCount	
Managing of Availability (Restrictions):	15	2	0	1	0	1.28	18	
Promotions:	16	2	0	0	0	1.11	18	
Hotel Content / GDS 101 Review:	15	2	0	1	0	1.28	18	
Hotelligence / A360 Review	13	3	1	1	0	1.44	18	
Reports:	15	3	0	0	0	1.17	18	
Please provide any additional comments							7	
							AnsweredQuestion	18
							SkippedQuestion	0



Fundamentals Of SynXis: Post Survey

Day 2: I found these sessions helpful and valuable

AnswerOptions	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	RatingAverage	ResponseCount	
Managing of Availability (Restrictions):	15	2	0	1	0	1.28	18	
Promotions:	16	2	0	0	0	1.11	18	
Hotel Content / GDS 101 Review:	15	2	0	1	0	1.28	18	
Hotelligence / A360 Review	13	3	1	1	0	1.44	18	
Reports:	15	3	0	0	0	1.17	18	
Please provide any additional comments							7	
							AnsweredQuestion	18
							SkippedQuestion	0



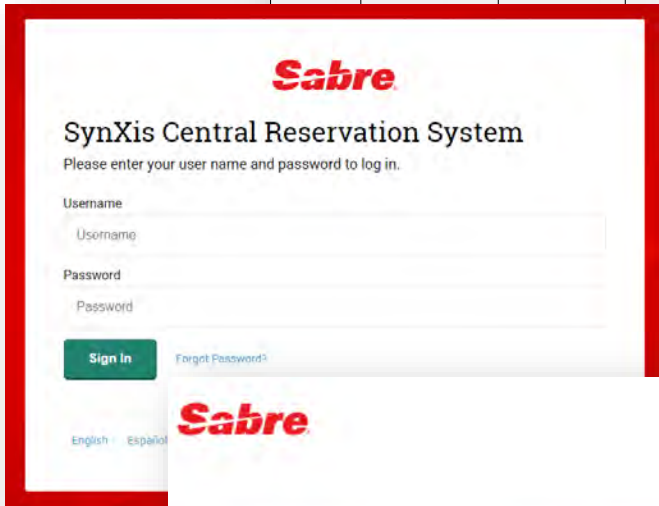
SynXis CR & Sabre Hospitality University SHU Access Procedures

- Please fill out the information for each employee of the hotel(s) you are requesting a SynXis Central Reservation Systems (CR) and Sabre Portal & Sabre Hospitality University Logins
- Logins should never be shared amongst hotel associates.
- For security purposes logins expires after 90 days of inactive usage.

Please fill out the following information for each employee of the hotel(s) you are requesting a SynXis Central Reservation Systems (CR) and Sabre Portal & Sabre Hospitality University Logins for. All information on this page is required and must be entered for a login to be created.

Hotel ID - Enter the hotel SynXis CR PID of the property this person will be assigned to
Name - Enter the last name and first name in the separate columns for each. Please verify spelling of the name before requesting the login.
E-mail - Enter a valid e-mail address that the employee has access to. **All new login information will be e-mailed to this address in a Welcome E-CRS Training Plan** - Select the SynXis CRS User role that is currently assigned to this employee for their curriculum. If the role is not known, under the Curriculums tab you can find out which topics are covered under each role. Select the best role that fits the training need for this employee.

Hotel SynXis CR PID	Last Name	First Name	Email Address	Phone Number	Title (JOB POSITION)	CRS Training Plan (see Curriculums tab) - This Assigns training built around your CRS role	SynXis CRS (Y/N)	Sabre Portal & SHU (Y/N)



Sabre

SynXis Central Reservation System

Please enter your user name and password to log in.

Username:

Password:

Sign In [Forgot Password?](#)

English · Español

Secure Customer Login

Please enter your User Name.

User Name:

Password:

[Forgot your password?](#) **Login**

Don't have an account? Enter your email address to register.

Email:

Submit

	Super User - Property Administrator	High - Reservations Manager	Medium - Front Office Manager	Low - Front Office Agent	Property Administrator - Super User	Property Administrator - Super User	Front Office Manager	Front Office Agent
Accessing & Navigating the CRS	X	X	X	X	X	X	X	X
Reservations & Credit Cards	X	X	X	X	X	X	X	X
Reporting	X	X	X	X	X	X	X	X
Availability & Pricing Management	X	X	X	X*	X	X	X	X
Rate Configuration & Management	X	X	X	X	X	X	X	X
Room Configuration & Management	X	X	X	X	X	X	X	X
Child Age Pricing	X	X	X	X	X	X	X	X
Promotion Setup & Management	X	X	X	X	X	X	X	X
Group Configurations	X	X	X	X	X	X	X	X
Policy Configuration & Management	X	X	X	X	X	X	X	X
Data Management	X	X	X	X	X	X	X	X
CRS User Setup & Management	X	X	X	X	X	X	X	X
Revenue Management	X	X	X	X	X	X	X	X
Chain Management Essentials	X	X	X	X	X	X	X	X
New Build Training	X	X	X	X	X	X	X	X
Guest Connect Essentials	X*	X*	X*	X*	X*	X*	X*	X*
Voicemail Agent Essentials	X*	X*	X*	X*	X*	X*	X*	X*
Channel Connect Essentials	X*	X*	X*	X*	X*	X*	X*	X*
Property Connect Essentials	X*	X*	X*	X*	X*	X*	X*	X*
Build Environment Essentials	X*	X*	X*	X*	X*	X*	X*	X*

* Assigned Based On Accessible Channels

Super User - Property Administrator	Highest level of access includes: update/add property information, update/add property users, rates, reservations, availability/inventory, booking engine, all reports, update/add items in lower access levels
High - Reservations Manager	Standard level of access includes same access as Super User without update/add property users, booking engine and voice setup (<i>most common access level</i>)
Medium - Front Office Manager*	Moderate level of access includes same access as Reservations Manager *without rate update capabilities
Low - Front Office Agent*	View only access to availability restrictions, express view, inventory, rates, reservations and all reports

Revenue Management News & Updates

LATEST NEWS & UPDATES

- **New Opportunities & Developments**

USING LATE CANCEL TO HELP RECONCILE YOUR INVOICE

Reservations that are booked by a third party (i.e., OTA, travel agent) can only be modified or canceled by that third party; Preferred Hotels & Resorts cannot justifiably perform such a cancellation on behalf of a hotelier as that would be considered manipulation of guest data. The modification should be performed by that third party agent.

In some instances, a hotelier may have a late cancel policy. This exception is only applicable if the hotel is on SynXis, the hotelier can

While this does not change the policy, it is up to the hotel to charge the late cancel fee. The change will be assessed.

The path to do this in SynXis is:

Setup > Property > Policies

The "Late Cancel Policy" is located on the screen.

If hotels choose to allow a late cancel fee, transaction fees associated with the booking will be processed once the system is back online.

For more about Preferred Hotels & Resorts' [Reconciliation](#) document.

NOTICE: SYNXIS CR MAINTENANCE SEPT 16, 2017; SYSTEM UNAVAILABLE 6:00 - 9:00 AM EDT

(Posted 8/31/17)

A hardware upgrade to the SynXis/Oracle system is scheduled for **16th between 6:00 AM and 9:00 AM EDT**. We will be **offline during this time**. We apologize for the change and test.

This upgrade supports Sabre plans for the system.

During the maintenance window the SynXis/Oracle system will be offline and Direct Connect bookings will be affected.

Hotels can continue to book directly for reservations and Direct Connect bookings will be processed once the system is back online.

If you need to contact SHS Customer Support, please contact us via the following ways.

No-Toll United States: 877-367-2269
Direct: +1-682-605-6344

TRIVAGO EXPRESS BOOKING (TEB) IS OFFICIALLY LIVE WITH DIRECT CONNECT

Overview: trivago Express Booking (tEB) is a facilitated booking funnel hosted by trivago allowing guests to book on the hotels' booking engine without being redirected away from trivago. Brand.com is prominently displayed. **NOTE:** Hotels must have an active CPC campaign with trivago and should reach out to their trivago Account Manager to complete an agreement for tEB.

- **Business Model:** B2C
- **Rate:** Booking engine rates, publicly available, retail rates.
- **Target Hotel Market(s):** Global
- **Booking Audience Market(s):** Global (**NOTE:** Express Booking is currently available on the following markets – AT, AU, BR, CA, CH, DE, ES, FR, GR, IE, IT, MX, NZ, PL, PT, RU, TR, UK, US).
- **List of websites on which hotel will display:** trivago.com and its affiliate sites such as trivago.de, trivago.es, trivago.fr, trivago.it, trivago.rs, trivago.pl, trivago.ru, trivago.co.uk, trivago.br, trivago.com.mx, and trivago.gr.

Getting Started:

First, make sure the commercial agreements are in place:

- Have you considered the MetaConnect program via the Sabre Hospitality Digital Experience team? Ask your Preferred Revenue Account Manager to refer you to Sabre for enrollment details.

- Have you enrolled in the CPC program with trivago? Contact trivago at hotelier@trivago.com or info@trivago.com for more information.

- Have you enrolled in the Express Booking program with trivago? Contact your trivago Account Manager for more information.

- Does your hotel utilize Sabre Hospitality's GuestConnect website booking engine tool or a custom booking engine using the Channel Connect API? If not, contact your Preferred Revenue Account Manager for more information.

Contact: directconnect@preferredhotels.com once the agreements are in place.

Revenue Management: TOP 10 RATE LOADING BEST PRACTICES

10. Be Dynamic

If not in place, consider restructuring to a dynamic pricing model (Best Available Rate (BAR), Absolute BAR, and Floating BAR with auto-updates to derived rates based on a single update to just one rate code, e.g., amount ON/OFF, percent ON/OFF for packages and discounts). Dynamic pricing models are easily managed in the SynXis CRS and greatly enhance rate parity strategies.

9. Distribute to Full Potential in GDS

Global Distribution Systems distribute rates up to 330 days in advance – but only if they are loaded in the SynXis CRS. Set up automated inventory roll-in values to simplify it.

8. Load Continuously

Once a month, add one more month of rates on an ongoing basis – by doing so, you can use the experience of the month you just finished to apply appropriate strategies for the same time period next year. In short, keep a rolling 13 months of inventory deployed.

Revenue Management: TOP 10 RATE LOADING BEST PRACTICES

7. Be Complete

When building new rates be thorough and complete all pertinent fields, channels, and features within SynXis CRS including channel-specific descriptions, images, product assignment, etc.

6. Create a Checklist

For extending existing rate plans to be bookable you must remember to do three things:

Add rates and seasons/dates for each room type and rate plan

Make sure there is inventory for the specific rate plan

Test, test, test

5. Think One Season Ahead

Use pre-built promotion and package codes to quickly get seasonal/holiday packages out in a timely manner ahead of typical booking cycles. Just update descriptions on a “shell” SRP that you've pre-set for future use and reuse. For instance, U.S. families often create holiday/winter plans and start shopping hotels over the Thanksgiving weekend. It is advised that all special programs for Christmas and New Year's Eve, all the way through Valentine's Day and President's Day weekend, be loaded prior to Thanksgiving.

Revenue Management: TOP 10 RATE LOADING BEST PRACTICES

4. Extend Your Rates Now

Extend this year's locally negotiated rates now into next year at least through the first quarter to avoid fourth quarter lost business. Once new agreements are reached, simply update to the new price point.

3. Communicate!

Make certain that Director of Sales/IT Managers and Revenue/Reservation Managers are communicating regarding consortia rates. Once accepted into a consortia program, any rate plan must still be loaded into the SynXis CRS. Furthermore, if your consortia rates for this year are set equal to, or a percent off, a best available rate – just extend the rates periods now well into future years.

2. Preview Your Work

Use the SynXis CR Express View to ensure accurate deployment.

1. Test, Test, Test

You may use the IBE links within SynXis CR to test availability, sorting, and image displays for the brand booking engine. Testing the brand booking engine is a great way to view what is available on all channels if rate parity has been the basis for your rate set-up in SynXis CRS. Use the SynXis CRS rate and inventory calendar to ensure accurate deployment. An easy-to-review user manual with video demos is available in the user guide section of this member portal.

Consortia and TMC *Opportunities and Optimization*



What is a Consortia?

- Consortia are a conglomerate of travel agency members or ‘mega agencies’ that have joined an organization and by doing this can now increase marketing to their customers by offering competitive rates at hotels worldwide.
- A Consortia Rate is a preferred rate negotiated between a the property and a travel management company “TMC”.
- Viewership of these rates in the GDS by a travel agent or other GDS user is restricted and the rate may be booked only after entry of either the Agents or the Client authorization code.



Consortia and TMC *Requirements to participate*

Standard Requirements:

- A minimum of 10% off the lowest single published rate (Rack or Corporate)
- Rate Parity
- Last room availability guarantee
- 10% commission to the Agent
- All rates quoted are to be guaranteed for the entire year starting from Jan 1 – Dec 31, unless otherwise noted.



Benefits of Participation

- **Increased visibility** – Your hotel will be listed in each program directory, website and special rate access in GDS
- **Increased Revenue** via increased distribution and exposure
- **Relationships with Travel Agents** these programs give you opportunities to form your own relationship with consortia agencies.
- **Marketing Opportunities** – Each program has a number of opportunities for upgraded listing.

Americas Corporate Hotel:

- AMEX PEHP
- BCD
- Carlson Wagonlit
- ABC
- Radius
- Travel & Transport
- Thor
- CCRA
- Hickory
- HRG
- Tzell TravelLeaders
- Flight Centre
- Free: Capita, eHotel, GTA

Americas Resort Hotel:

- CCRA
- Thor
- Travelsavers
- AMEX PEHP
- ABC
- BCD
- Carlson Wagonlit
- Travel & Transport
- Hickory
- Tzell TravelLeaders
- Free: Capita, eHotel, GTA

Recommended Consortia Programs

What is Lanyon?

iBid, Lanyon is the annual registration process to enroll hotel with a LANYON web-based electronic submission tool to locate leads and send rate proposals to partner with global hotel travel programs.

Registration includes a dedicated Lanyon team at PH&R who will train your sales associates on how to use and to successfully complete RFP bid offers

Corporate & Consortia Sales



Consortia

Frequently Asked Questions



Are Consortia Sales for my hotel?

Global TMC (Travel Management Companies) brand partnerships include American Express Global Business Travel, BCD Global Travel, CWT (Carlson Wagonlit), Flight Centre Corporate Travel, HRG (Hogg Robinson). These companies specialize in both consortia and corporate travel, giving your property exposure to thousands of corporate travel managers and independent agency networks.

How can I determine which Consortia programs will provide the best ROI to my hotel?

Our members are coached how to identify the best opportunities using client resources that include participation costs, marketing opportunities, city production volume and company office locations.

For those using iBid - how to make the most of iBid

Our Lanyon administrators at PH&R partner with your team on training and best practices to help you make the best RFP offers to receive program acceptance .

How to find opportunities in my region?

We've identified our consortia partnerships and how they best perform in markets around the globe.



STR and Agency360

Historic Hotels of America

September 2017

Rhett Hirko

VP, Distribution & Revenue Management

Agenda

About STR

Case Study

Exclusive Historic Hotels of America Offer

About A360

Case Study

Exclusive Historic Hotels of America Offer



STAR Benchmark Report



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No strategic advice or marketing recommendation is intended or implied.

Benchmarking
↑ your world

About STR

- Located in Hendersonville, TN
- Founded in 1985
- Global leader in hotel market performance and pipeline research
- In 2008, purchased Deloitte UK and HotelBenchmark for global reach
- Annual *Hotel Data Conference* attracts over 500 hoteliers



Case Studies – Competitors Gaining

	2016												2017						Year To Date			Running 3 Month			2015
Occupancy (%)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2015	2016	2017	2015	2016	2017	2015
My Property	63.0	74.8	79.8	83.2	82.2	82.3	72.3	81.8	80.4	79.6	80.4	73.9	66.0	64.2	79.5	77.2	75.4	85.9	77.3	77.5	74.8	80.8	82.5	79.5	76.8
Competitive Set	48.6	57.1	68.0	68.2	71.4	82.3	73.3	69.1	74.1	70.0	68.9	51.9	45.5	54.6	65.3	70.5	74.9	83.2	63.5	66.0	65.8	74.0	73.9	76.2	63.4
Index (MPI)	129.8	131.1	117.3	122.0	115.2	99.9	98.7	118.4	108.5	113.6	116.7	142.4	145.1	117.5	121.7	109.5	100.6	103.2	121.7	117.5	113.8	109.2	111.6	104.3	121.1
Rank	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	3 of 6	5 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	3 of 6	4 of 6	2 of 6	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6
% Chg																									
My Property	-2.8	-3.0	0.4	8.1	1.0	-2.3	-5.5	4.9	2.1	-8.4	10.9	17.3	4.8	-14.3	-0.4	-7.2	-8.3	4.5	1.2	0.3	-3.5	1.3	2.1	-3.7	-0.1
Competitive Set	7.9	2.9	16.3	3.9	-7.9	4.5	6.0	8.1	1.6	-4.4	1.6	-0.8	-6.3	-4.3	-3.9	3.4	5.0	1.1	-3.6	3.9	-0.3	2.7	-0.1	3.1	-0.8
Index (MPI)	-9.9	-5.7	-13.7	4.1	9.6	-6.5	-10.8	-2.9	0.5	-4.2	9.1	18.3	11.8	-10.4	3.7	-10.2	-12.6	3.3	5.0	-3.4	-3.2	-1.3	2.2	-6.6	0.7
Rank	6 of 6	4 of 6	5 of 6	2 of 6	3 of 6	5 of 6	6 of 6	4 of 6	3 of 6	6 of 6	1 of 6	1 of 6	1 of 6	5 of 6	1 of 6	6 of 6	6 of 6	2 of 6	2 of 6	5 of 6	5 of 6	3 of 6	2 of 6	5 of 6	3 of 6
ADR																									
My Property	137.77	139.91	142.29	143.36	155.60	153.64	153.05	144.84	145.78	150.56	146.03	144.01	136.70	136.37	143.33	148.87	154.04	155.75	139.52	146.94	146.57	148.06	152.88	152.99	138.99
Competitive Set	119.09	117.56	121.00	122.78	130.32	132.94	137.26	126.78	126.73	127.59	124.44	117.22	115.83	119.49	117.32	114.01	127.89	128.76	125.93	124.80	121.30	129.05	128.99	123.97	124.32
Index (ARI)	115.7	119.0	117.6	121.6	119.4	115.6	111.5	114.2	115.0	118.0	117.3	122.9	118.0	114.1	122.2	130.6	120.4	121.0	110.8	117.7	120.8	114.7	118.5	123.4	111.8
Rank	2 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	2 of 6
% Chg																									
My Property	8.9	8.0	6.7	3.7	2.8	3.5	4.5	0.7	-2.7	-0.5	-0.8	-3.2	-0.8	-2.5	0.7	-0.3	-1.0	1.4	2.9	5.3	-0.3	4.4	3.3	0.1	3.6
Competitive Set	2.2	-4.8	-2.1	-3.3	-1.3	4.0	13.9	3.7	-10.5	-0.3	0.9	0.1	-2.7	1.6	-3.0	-7.1	-1.9	-3.1	0.2	-0.9	-2.8	1.6	-0.1	-3.9	0.7
Index (ARI)	6.6	13.4	9.0	7.3	4.1	-0.5	-8.3	-2.9	8.8	-0.2	-1.7	-3.3	2.0	-4.1	3.9	7.3	0.9	4.7	2.8	6.3	2.6	2.8	3.3	4.1	2.9
Rank	1 of 6	1 of 6	2 of 6	2 of 6	2 of 6	4 of 6	6 of 6	3 of 6	2 of 6	4 of 6	5 of 6	5 of 6	3 of 6	6 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	3 of 6	1 of 6	1 of 6
RevPAR																									
My Property	86.83	104.69	113.55	124.21	127.93	126.37	110.72	118.50	117.17	119.78	117.43	106.44	90.29	87.48	113.97	114.94	116.15	133.82	107.84	113.91	109.64	119.69	126.19	121.58	106.76
Competitive Set	57.85	67.09	82.30	83.71	93.04	109.43	100.62	87.63	93.89	89.33	85.78	60.85	52.72	65.24	76.65	80.38	95.84	107.19	79.98	82.33	79.75	95.50	95.37	94.49	78.87
Index (RGI)	150.1	156.1	138.0	148.4	137.5	115.5	110.0	135.2	124.8	134.1	136.9	174.9	171.2	134.1	148.7	143.0	121.2	124.8	134.8	138.4	137.5	125.3	132.3	128.7	135.4
Rank	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	2 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6	1 of 6
% Chg																									
My Property	5.8	4.7	7.2	12.2	3.8	1.1	-1.3	5.7	-0.6	-8.8	10.0	13.5	4.0	-16.4	0.4	-7.5	-9.2	5.9	4.2	5.6	-3.7	5.8	5.4	-3.7	3.5
Competitive Set	10.2	-2.0	13.8	0.4	-9.0	8.7	20.7	12.1	-9.1	-4.7	2.5	-0.7	-8.9	-2.8	-6.9	-4.0	3.0	-2.0	-3.5	2.9	-3.1	1.3	-0.1	-0.9	-0.1
Index (RGI)	-4.0	6.9	-5.8	11.7	14.1	-7.0	-18.2	-5.7	9.3	-4.3	7.3	14.3	14.1	-14.1	7.8	-3.6	-11.9	8.1	7.9	2.6	-0.6	1.4	5.6	-2.8	3.6
Rank	2 of 6	2 of 6	5 of 6	1 of 6	2 of 6	4 of 6	6 of 6	4 of 6	2 of 6	5 of 6	2 of 6	1 of 6	1 of 6	6 of 6	1 of 6	4 of 6	6 of 6	1 of 6	1 of 6	1 of 6	4 of 6	2 of 6	1 of 6	4 of 6	3 of 6

Case Studies – Competitors Gaining



Case Studies – Competitors Gaining

- *Historic Hotel*
 - Hotel is outperforming market place
 - *At first glance they are performing very well*
 - Competitors are gaining much faster than hotel
 - *What is hotel's plan to reverse the trend?*
 - *Is there an expectation this will stop?*
 - *What would ownership think if they found out hotel may be outperformed soon?*
 - Look at specific day of week to isolate potential problem area
 - *Find an account or promotion to improve that day?*
 - *Would LOS Pricing help?*

Exclusive Discount for Historic Hotels of America

- \$650 for primary comp set
- Includes Monthly and Weekly reports
- Billed centrally from Historic Hotels
- Subscription from March 1 – February 28, prorated
- Auto renewal

- Additional products also available directly from STR with an HHA discount
- Contact: str@historichotels.org



TravelClick[®]

Agency360[®]

BUSINESS INTELLIGENCE SOLUTIONS

About TravelClick

- Located in Schaumburg, IL
- Operating over 30 years
- Legacy access to GDS data unique in travel
- 14 global offices, over 1,000 employees
- *Quarterly Webinar* on market performance is an industry leader



Bookings - Revenue & Revenue Penetration (vs. Last Week)
As of: September 16, 2017

	Sep 2017	Oct 2017	Nov 2017
Booked Revenue			
Current	\$152,871	\$32,179	\$10,347
Week Ago	\$128,975	\$19,809	\$9,143
Revenue Pickup	\$25,896	\$12,570	\$1,204
Growth	20.4%	64.1%	13.2%
Revenue Penetration			
Penetration	108	82	87
Week Ago	104	56	72
Variance	4	6	(5)
Rank	4	4	4
Week Ago Rank	4	4	4

Export



Legend

Booked Revenue - Last Week

Booked Revenue - Current

Revenue Penetration

Fair Share Baseline

Bookings - Revenue & Revenue Penetration (vs. Same Period Last Year)
As of: September 16, 2017

	Sep 2017	Oct 2017	Nov 2017
Booked Revenue			
Current	\$152,871.48	\$32,178.83	\$10,347.35
Year Ago	\$120,180	\$15,715	\$8,380
Growth	27.2%	104.8%	92.3%
Revenue Penetration			
Penetration	108	82	87
Year Ago	74	28	54
Variance	34	34	13
Rank	4	4	4
Year Ago Rank	4	6	5

Export



Legend

Booked Revenue - Last Year

Booked Revenue - This Year

Revenue Penetration

Fair Share Baseline

Case Studies – Maintaining Pace

- *Atlanta Hotel*
- Initial concern for next several weeks
- Further evaluation shows at fair share – but still only 4th in set
- How do we penetrate?
 - Look at ADR performance vs competition – correct pricing?
 - Offset due to in house business – is this the strategy?
 - GDS Advertising may help
 - Target specific accounts that are underperforming next 13 weeks

Case Studies – Agency Targeting

Top 25 Agencies By Revenue Opportunity for Corporate Rate Types (17 Sep17 - 16 Dec17)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 Direct Travel (15J31V)													
2 AEGBT (V899)													
3 Carlson Wagonlit Travel (K32F)													
4 Travel Acquisition Group (B050)													
5 BCD EA REGIONS FINANCIAL GROUP													
6 Carlson Wagonlit (JO91V)													
7 BCD MWDT DELOITTE TOUCHE (4DT1)													
8 BCD Ea Fannie Mae (3QIF)													
9 BCD Ea Reed Elsevier (MO2C)													
10 Carlson Wagonlit Travel (R60F)													
11 Clg Carlson Wagonlit Travel (Y191165758)													
12 Shorts Federal Reserve Bank (1N471V)													
13 AMERICAN EXPRESS (K0AF)													
14 AAA Cincinnati (Y193894568)													
15 AEGBT (FW0A)													
16 Direct Travel (1S7D1V)													
17 Unknown Office (TRCL923685)													
18 AMEXGBT (2V0N1V)													
19 Williamsburg Travel (R701179764)													
20 AMEXGBT Void Concur (BRUAP28CB)													
21 BCD We Bod Travel Toyota (8IHB)													
22 Pra International (2E8T1V)													
23 AEGBT (A9KF)													
24 AEGBT (AH87)													
25 AEGBT (7UVF)													

Top 25 Agencies By Revenue Opportunity for Non-Neg / Other Rate Types (17 Sep17 - 16 Dec17)

*A maximum of 150 Agencies will be retrieved.

Agency	Penetration			Subscriber					Comp Set				
	Surplus / (Opportunity)	Revenue Penetration	Variance	Revenue	Variance	Room Nights	Variance	ADR	Revenue	Variance	Room Nights	Variance	ADR
1 Obelix Group (9UAC)	(\$3,468)	0		\$0	\$0	0	0		\$17,022	\$17,022	61	61	\$279
2 BCD Travel Incyte (1D7V1V)	(\$2,830)	0		\$0	\$0	0	0		\$13,896	\$13,896	24	24	\$579
3 AEGBT (99TB)	(\$2,548)	0		\$0	\$0	0	0		\$12,515	\$12,515	32	32	\$391
4 NEXION LLC (P48C)	(\$2,459)	0		\$0	\$0	0	0		\$12,075	\$12,075	63	63	\$192
5 FCM Travel Solutions (T3PI)	(\$2,412)	0		\$0	\$0	0	0		\$11,844	\$11,844	21	21	\$564
6 Noels A M Travel (CLL1S2100)	(\$1,877)	0		\$0	\$0	0	0		\$9,216	\$9,216	24	24	\$384
7 Egencia Llc (E5Q1159476)	(\$1,874)	0		\$0	\$0	0	0		\$9,202	\$4,598	41	20	\$224
8 AEGBT (PF72)	(\$1,502)	0		\$0	\$0	0	0		\$7,375	\$7,375	59	59	\$125
9 BCD MWDT DELOITTE TOUCHE (4DT1V)	(\$1,137)	0		\$0	\$0	0	0		\$5,582	\$2,118	37	13	\$151
10 Publicis (18Y9)	(\$1,101)	0		\$0	\$0	0	0		\$5,408	\$5,408	32	32	\$169
11 EGENCIA EUROPE PROD (JTS1159476)	(\$1,071)	0		\$0	\$0	0	0		\$5,262	\$4,310	22	15	\$239
12 AEGBT (TX57)	(\$1,034)	0		\$0	\$0	0	0		\$5,080	(\$1,641)	40	(13)	\$127
13 Ian Allan Travel (LONPV313L)	(\$1,024)	0		\$0	\$0	0	0		\$5,028	\$5,028	12	12	\$419
14 Jet Propulsion Laboratory (GR51V)	(\$1,014)	0		\$0	\$0	0	0		\$4,980	\$3,057	28	21	\$178
15 American Express (UH72)	(\$929)	0		\$0	\$0	0	0		\$4,560	\$3,882	15	13	\$304
16 CARLSON WAGONLIT TRAVEL (2F5A1V)	(\$894)	0		\$0	\$0	0	0		\$4,390	\$3,932	10	8	\$439
17 Satotravel Multiple (Y6BA)	(\$851)	0		\$0	\$0	0	0		\$4,180	\$3,904	27	25	\$155
18 Colpitts World Travel (TM05)	(\$809)	0		\$0	\$0	0	0		\$3,973	(\$4,561)	22	(18)	\$181
19 BCD NTESS (WU7I)	(\$780)	0		\$0	\$0	0	0		\$3,829	\$3,829	26	26	\$147
20 Carlson Wagonlit Travel (2W0U1V)	(\$731)	0		\$0	\$0	0	0		\$3,588	\$3,588	12	12	\$299
21 Clg Carlson Wagonlit Travel (Y191165758)	(\$658)	0		\$0	\$0	0	0		\$3,230	\$1,727	12	7	\$269
22 HRG US (4KBC)	(\$649)	0		\$0	\$0	0	0		\$3,188	\$2,603	18	13	\$177
23 Williamsburg Travel (R701179764)	(\$640)	0		\$0	\$0	0	0		\$3,143	(\$3,165)	13	(17)	\$242
24 Bmo Us (2E7C1V)	(\$640)	0		\$0	\$0	0	0		\$3,141	\$3,141	9	9	\$349
25 GANT TRAVEL (WH81V)	(\$636)	0	(182)	\$0	(\$1,116)	0	(4)		\$3,121	\$1,226	9	4	\$347

Case Studies – Agency Targeting

- *Atlanta Hotel*
- Numerous accounts with opportunity in the market
- Not any one “large” account
- Sales or Marketing tactics
 - Are sales (local or national) planning on targeting any of these accounts? Are any sufficiently local to have the hotel attack?
 - Do we have any marketing planned to attract any of these agencies for BAR business?
 - Sufficient ROI on any activities?
 - What is the current hotel strategy? Are they key group or non GDS during this period?

Exclusive Offer for Historic Hotels of America

- 10% off annual subscription for consecutive years
 - *Go here to request a subscription: www.surveymonkey.com/r/Agency360*
- Price based on GDS revenue
- Will offer a “teaser” report of potential for you and your market
 - *Ask Willie Steele*

Susan Logan

Director Reservations, Distribution,
Reservations

Historic Hotels of America
Historic Hotels Worldwide

Revenue and Distribution Department: *Optimizing for booking conversion*

Located in downtown Chicago, our role is to:

- Annual Business Review
- Quarterly Engagement Calls
- Member Support
- **Produce five seasonal promotions**
- **Fine tune rate plans and packages that work best with our customer base**
- **Check availability and rates for parity across all channels**
- **Train and Optimize at our Call Center to maximize conversion**
- **Help optimize your booking engine page on HistoricHotels.org and Historic Hotels Worldwide to increase conversion**



Best Practices Seasonal Campaigns



Historic Hotels Campaign Calendar

2017

March 1 - 31

Sale: *Spring*

May 1 - 31

Promotion: *Preservation Month*

June 1 - 30

Promotion: *Summer*

August 1 - 31

Sale: *Last Days of Summer*

November 23 - 27

Sale: *Black Friday/Cyber Monday*

November 28 - December 15

Sale: *Give the Gift of Travel*

Mark your calendar!

Find Campaign Calendars:

www.historichotels.org/member-login.php

Best Practices Seasonal Campaigns



HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation®

Last Days of Summer Sale



It is **Fall Travel** season!! Promote your unique travel experiences with Historic Hotels of America and reach a consumer uniquely interested in your Historic Hotel.

There is no charge to participate. Send us a description of your FALL or history themed package or promotional rate and we will promote it during our Last Days of Summer Sale. You may create a package or we will use your existing fall package.

Best Practices – When developing your package for this promotion, include features that are unique and interesting for your fall travelers. You may utilize an existing package or create a new one. Feel free to submit more than one package and/or rate. Romantic Getaways and Honeymoons are popular in the Fall. The more unique and interesting, the better we can highlight it in our social media and PR campaigns. Value is always welcome to travelers and be sure to inform us when and how the package offers value and detail the % or \$ off your normal rates.

Last Days of Summer Fall 2017 Package: The promotional landing page for the sale will be up from August 1 – 31, 2017. We recommend travel dates through October 31st.

Hotel Name:

History themed or Fall theme package rate name: (example: “Fall Foliage package” including breakfast, hotel history tour, fall foliage tour tickets or city tour..etc.)

Package or Promotional Fall Rate:

Best Practices Seasonal Campaigns

How to Participate:

- Participation invitation delivered by email one month in advance with 2-3 reminders prior to the start of the promotion.
- Hotels can be added to the promotion anytime prior to the end of the promotion
- The longer a hotel is listed, the greater amount of exposure
- We will verify the rate is available on our booking engine prior to listing it on the landing page.
- Fill out the offer completely within the email and email back by reply. A confirmation email will be sent that your offer was received.

Last Days of Summer Fall 2017 Package: The promotional landing page for the sale will be up from August 1 – 31, 2017. We recommend travel dates through October 31st.

Hotel Name:

History themed or Fall theme package rate name: (example: "Fall Foliage package" including breakfast, hotel history tour, fall foliage tour tickets or city tour..etc.)

Package or Promotional Fall Rate:

Package/Rate inclusions:

Does the package provide added-value? (If so, please describe in detail)

Package/Rate Sell dates: (We recommend Aug 1 – 31, 2017)

Package/Rate Stay Dates: (We recommend through October 31, 2017 - optional)

Restrictions:

There are no rate loading instructions because this rate should be public and will not be tied to a promotional code. Simply load the package and let us know what the package or rate name is so we can reference it on the dedicated landing page.

Please send your offer before July 31, 2017. If you need extra time, please contact me.

Package ideas and examples: Utilize the interesting sights and sounds around you to make your package unique and compelling. Museums, festivals, fairs, walking tours, boardwalks, art walks, guided nature trails and train rides are only a few of the attractions our hotels offer or mention in their themed packages which are successful in attracting customers. The Grand Hotel offers **Autumn Weekend Getaway** including dinner for two in their signature restaurant, complimentary wine, cheese, and crackers on arrival, continental breakfast each morning in the atrium, unlimited use of hotel movies, health club privileges, Or, check the wonderful **Pillows and Pancakes** by the Lenox Hotel in Boston. Be creative with your package and increase your exposure!

Fill out and REPLY to: Susan Logan, slogan@historichotels.org

HISTORIC HOTELS of AMERICA

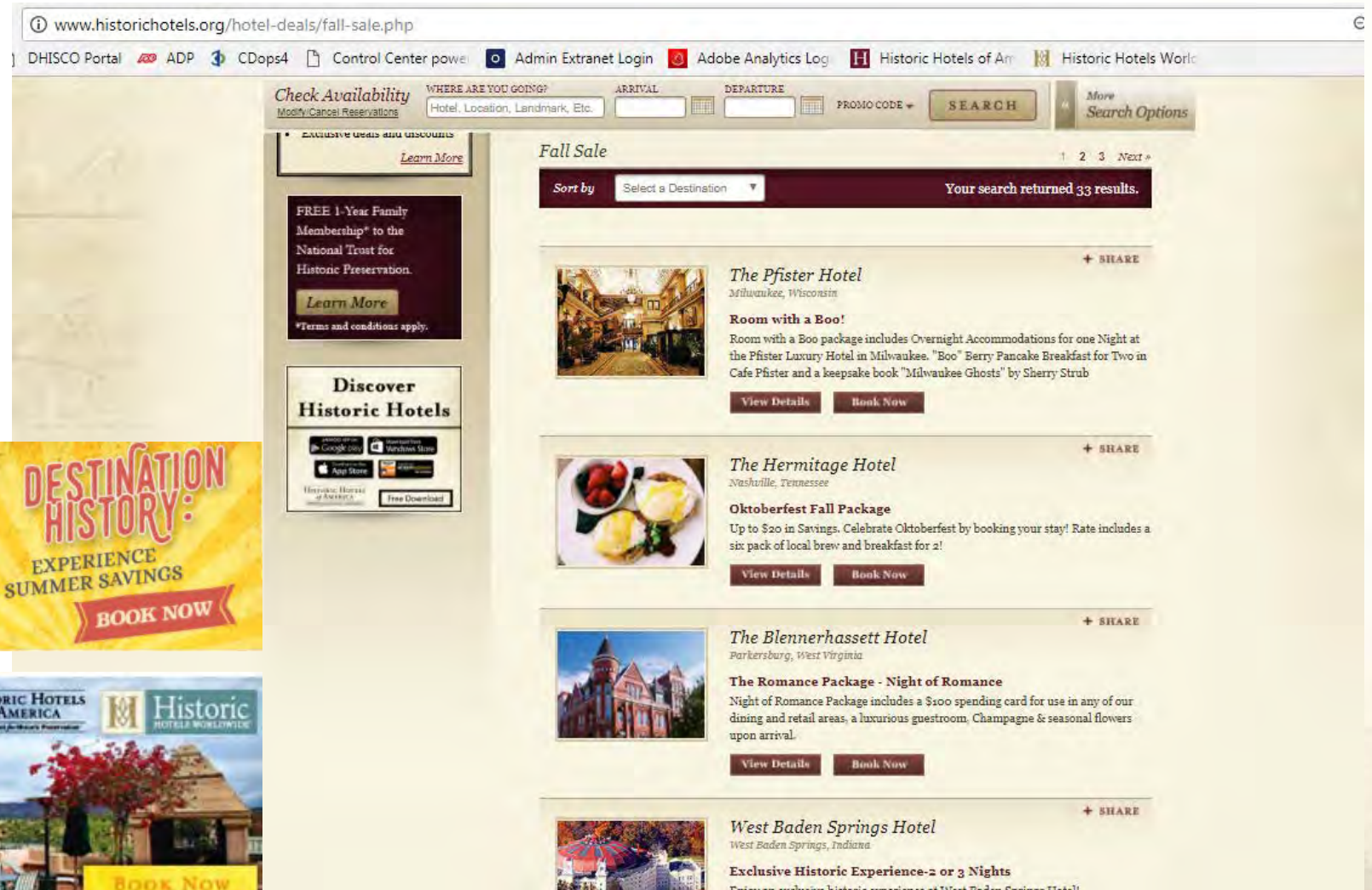
National Trust for Historic Preservation®



Best Practices Seasonal Campaigns

Media Launch per campaign

- Dedicated Landing page
- Banners
- Newsletters
- National Trust Media Distribution
- Social Media
- eBlasts



Best Practices Seasonal Campaigns



The screenshot displays a website banner for an autumn campaign. The banner features a photograph of a historic building with a portico, the text 'Autumn... A SEASON TO EXPLORE HISTORIC HOTELS', and the Historic Hotels of America logo. Below the banner is a search bar with fields for 'WHERE ARE YOU GOING?' (with a dropdown for 'Landmark, Etc.'), 'ARRIVAL', 'DEPARTURE', and 'PROMO CODE', along with a 'SEARCH' button and a link to 'More Search Options'. The main content area is titled 'Fall Sale' and shows search results for 'Your search returned 33 results.' A sidebar on the left lists various package categories: MEMBER PACKAGES, CITY SPOTLIGHT PACKAGES, DESTINATION PACKAGES, CIVIL WAR PACKAGES, ROMANCE PACKAGES, SPA PACKAGES, FAMILY PACKAGES, DINING PACKAGES, GOLF PACKAGES, and RECREATION PACKAGES. Below the sidebar is a Facebook 'Like Us' button showing 32K likes and a 'Why book on HistoricHotels.org' section with bullet points: 'Free 1-year family membership to the National Trust for Historic Preservation', 'Best Rate Guarantee', and 'Exclusive deals and discounts'. The main content area lists three hotel offers: 'The Pfister Hotel' in Milwaukee, Wisconsin, with a 'Room with a Boo!' package; 'The Hermitage Hotel' in Nashville, Tennessee, with an 'Oktoberfest Fall Package'; and 'The Blennerhassett Hotel' in Parkersburg, West Virginia, with a 'The Romance Package - Night of Romance'. A fourth offer for 'West Baden Springs Hotel' is partially visible at the bottom.

Best Practices Seasonal Campaigns

Website Footer

- Website Banners
- Social Media Channel Links
- Website Menu



Best Practices Seasonal Campaigns

Social Media Channel Posts throughout Seasonal Campaigns



HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®



Best Practices Seasonal Campaigns

A screenshot of the Twitter profile for Historic Hotels of America (@HistoricHotelAm). The profile banner features a photograph of a grand historic building with a portico, partially obscured by autumn foliage. The text 'Autumn' is written in a large, elegant script, with 'AUTUMN SEASONAL SAVINGS' below it. The Historic Hotels of America logo is visible in the bottom right of the banner. The profile bio reads: 'Historic Hotels of America Historic Hotels of America National Trust for Historic Preservation #HistoricHotels. HistoricHotels.org'. The profile statistics are: 6,093 Tweets, 563 Following, 3,708 Followers, 896 Likes, and 2 Lists. A tweet from Ojai Valley Inn is visible, mentioning National Cheeseburger Day.



historichotels [Follow](#)

1,270 posts 2,765 followers

Historic Hotels of America Historic Hotels of America National Trust for Historic Preservation #HistoricHotels. HistoricHotels.org

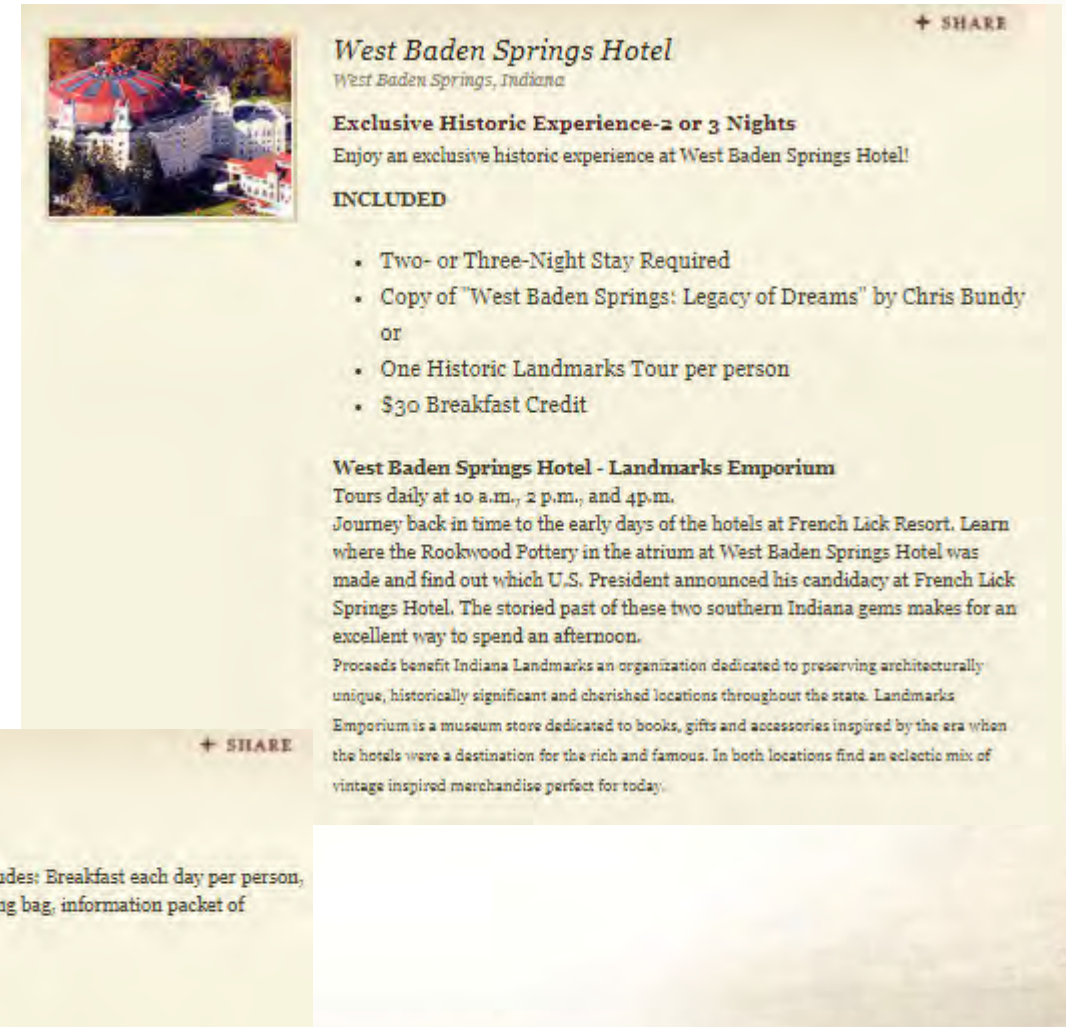


Twitter &
Instagram

Best Practices Seasonal Campaigns



- **Detail value**
When your offer is a package, detail the value or convenience to the potential customers
- **Convenience Value**
Detail why the package is convenient to pre-purchase
- **Unique to your hotel**
Detail why this package is unique to your hotel



West Baden Springs Hotel
West Baden Springs, Indiana

Exclusive Historic Experience-2 or 3 Nights
Enjoy an exclusive historic experience at West Baden Springs Hotel!

INCLUDED

- Two- or Three-Night Stay Required
- Copy of "West Baden Springs: Legacy of Dreams" by Chris Bundy OR
- One Historic Landmarks Tour per person
- \$30 Breakfast Credit

West Baden Springs Hotel - Landmarks Emporium
Tours daily at 10 a.m., 2 p.m., and 4p.m.
Journey back in time to the early days of the hotels at French Lick Resort. Learn where the Rookwood Pottery in the atrium at West Baden Springs Hotel was made and find out which U.S. President announced his candidacy at French Lick Springs Hotel. The storied past of these two southern Indiana gems makes for an excellent way to spend an afternoon.
Proceeds benefit Indiana Landmarks an organization dedicated to preserving architecturally unique, historically significant and cherished locations throughout the state. Landmarks Emporium is a museum store dedicated to books, gifts and accessories inspired by the era when the hotels were a destination for the rich and famous. In both locations find an eclectic mix of vintage inspired merchandise perfect for today.

Hanover Inn Dartmouth
Hanover, New Hampshire

Covered Bridges Touring Package
More than \$50 USD in savings! Package includes: Breakfast each day per person, Welcome amenity, snacks and water in a string bag, information packet of covered bridges and historic attractions.

[View Details](#) [Book Now](#)

Best Practices

Optimize for Call Center Bookings

Call Center Source of Information

Historic Hotels of America and Historic Hotels Worldwide Websites:

Review Content

- Occupancy information including ages
- Location in relation to landmarks and conference centers
- Deposit and cancel policy in detail

A screenshot of the Portland Regency Hotel & Spa website. The header is dark red with the 'Historic Hotels of America' logo and 'National Trust for Historic Preservation' text. Navigation links include 'HOTELS & TOURS', 'HOT DEALS', 'EXPERIENCES', and 'TIMELINE'. A search bar is present with fields for 'WHERE ARE YOU GOING?' (filled with 'Portland Regency Hotel & Spa'), 'ARRIVAL', 'DEPARTURE', and 'PROMO CODE'. Below the search bar is a sidebar with the hotel's logo and 'AWARDS of EXCELLENCE' and '2014 WINNER' badges. The main content area features a large photo of the hotel exterior and an interior view, with the title 'Portland Regency Hotel & Spa' and a 'Book Now' button. Text below describes the hotel's location and amenities, and includes a link to a video about the hotel.

Best Practices

Optimize for Call Center Bookings

- Overview

- Hotel Amenities and Policies:

- Located on home page under your marquee and photo
 - Icons quick reference
 - Detailed information below

- FAQ's

- Pet Policy
 - Parking
 - Adjoining rooms
 - Transportation/location



Location
3255 W. Village Drive
Teton Village, Wyoming 83025

Check-in time: 3:00 p.m.
Check-out time: 11:00 a.m.

Amenities: Dining, Bar, Business Meetings Center, WiFi, Live Music, Pool(s), Spa, Winter Activities, Family Friendly, Eco-Friendly, Pet Friendly, Ghosts

Hotel Amenities & Policies

Adjoining Rooms: Adjoining rooms are available. Please notify request at time of booking.

Age Requirements: Guests are required to be 21 years or older with photo identification to reserve a room and check-in.

Ca Pet Policy: Service animals: Welcome. Pets allowed: Yes, \$30 fee per night. Pets are allowed in the Dolomite and Bavarian rooms. **NON:** Cancellations within 30 days of stay are subject to loss of deposit.

Cribs and Pack-in-Plays: Available upon request.

Early Check-In/Late Check-Out: Not available.

Extra Person Fees: \$30 per person per night.

Parking: On-site parking is available on a complimentary basis.

Payment: All forms of payment are accepted. Payment is required at time of booking. Visa, MasterCard, Amex, and Discover are accepted.

Pet Policy: Service animals: Welcome. Pets allowed: Yes, \$30 fee per night. Pets are allowed in the Dolomite and Bavarian rooms.

Rollaways: Available upon request.

Transportation: Transportation, including an airport shuttle, may be arranged through the concierge; rates apply.

The above list may not be comprehensive and information is subject to change without notice. Fees and deposits may not include tax. Taxes, fees, deposits, and policies are subject to change without notice.

Image Credit: ©Rashad Ashurov/Shutterstock

Best Practices

Optimize for Call Center Bookings

Overview

- FAQ's
 - **Pet Policy**
 - Service animals or all pets?
 - Size restriction?
 - Advance reservation?

Hotel Amenities & Policies

Adjoining Rooms: Adjoining rooms are available. Please notify request at time of booking.

Age Requirements: Guests are required to be 21 years or older with photo identification to reserve a room and check-in.

Cancellation Policy: Summer Season: Cancellations within 10 days of stay are subject to loss of deposit. Winter Season: Cancellations within 30 days of stay are subject to loss of deposit.

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Rollaways: Available upon request.

Best Practices

Optimize for Call Center Bookings

Overview

- FAQ's
 - Fees
 - Adjoining rooms?
 - Which categories
 - Transportation/location
 - The more detail, the better: *\$30 per night for adults over 12 years old, children stay fee in existing bedding. Rollways additional \$15 per night.*

Hotel Amenities & Policies

Adjoining Rooms: Adjoining rooms are available. Please notify request at time of booking.

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Payment: All forms of payment are accepted. Payment is required at time of booking. Visa, MasterCard, Amex, and Discover are accepted.

Pet Policy: Service animals: Welcome. Pets allowed: Yes, \$30 fee per night. Pets are allowed in the Dolomite and Bavarian rooms.

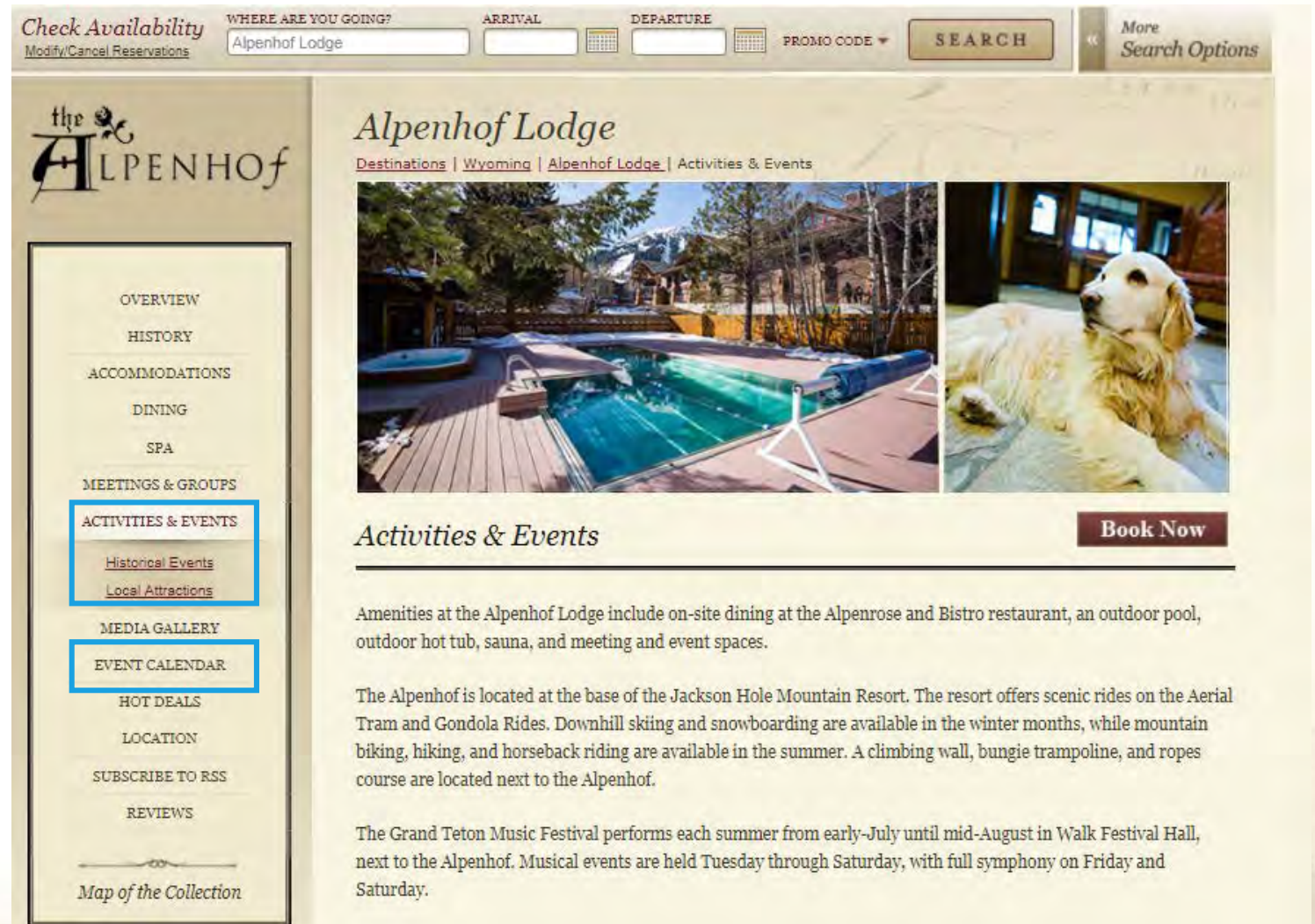
Rollaways: Available upon request.

Best Practices

Optimize for Call Center Bookings

Activities and Events

- Include Activities and Events both in and out of the hotel.
 - *City events and festivals*
 - *Concerts and Plays*
 - *Conferences & Trade Events*



Check Availability
Modify/Cancel Reservations

WHERE ARE YOU GOING?
Alpenhof Lodge

ARRIVAL

DEPARTURE

PROMO CODE

SEARCH

More Search Options

the ALPENHOF

[Destinations](#) | [Wyoming](#) | [Alpenhof Lodge](#) | [Activities & Events](#)

OVERVIEW
HISTORY
ACCOMMODATIONS
DINING
SPA
MEETINGS & GROUPS
ACTIVITIES & EVENTS
[Historical Events](#)
[Local Attractions](#)
MEDIA GALLERY
EVENT CALENDAR
HOT DEALS
LOCATION
SUBSCRIBE TO RSS
REVIEWS

Map of the Collection

Alpenhof Lodge

[Book Now](#)

Activities & Events

Amenities at the Alpenhof Lodge include on-site dining at the Alpenrose and Bistro restaurant, an outdoor pool, outdoor hot tub, sauna, and meeting and event spaces.

The Alpenhof is located at the base of the Jackson Hole Mountain Resort. The resort offers scenic rides on the Aerial Tram and Gondola Rides. Downhill skiing and snowboarding are available in the winter months, while mountain biking, hiking, and horseback riding are available in the summer. A climbing wall, bungee trampoline, and ropes course are located next to the Alpenhof.

The Grand Teton Music Festival performs each summer from early-July until mid-August in Walk Festival Hall, next to the Alpenhof. Musical events are held Tuesday through Saturday, with full symphony on Friday and Saturday.

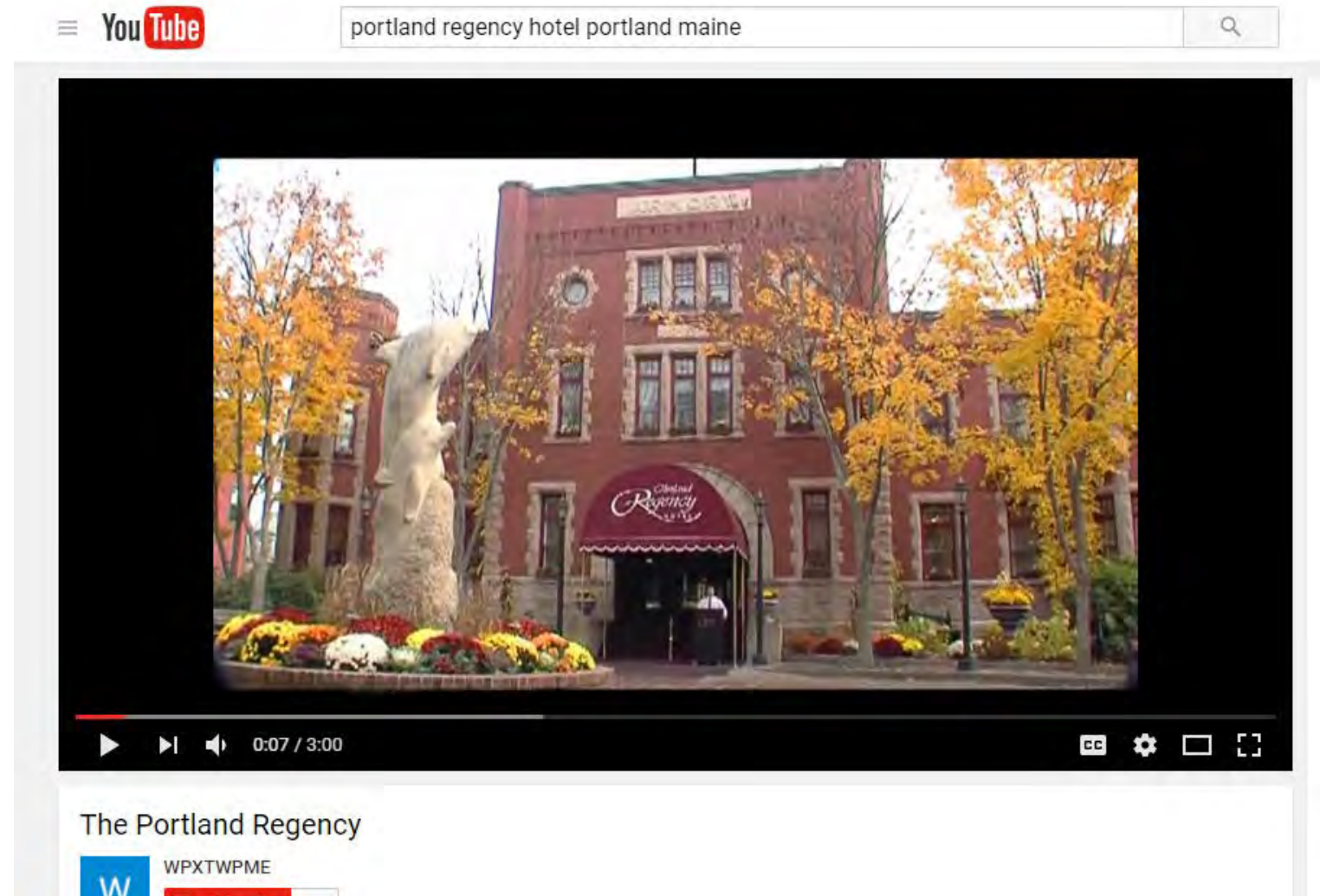
Best Practices

Optimize for Call Center Bookings



Call Center Agent Training:

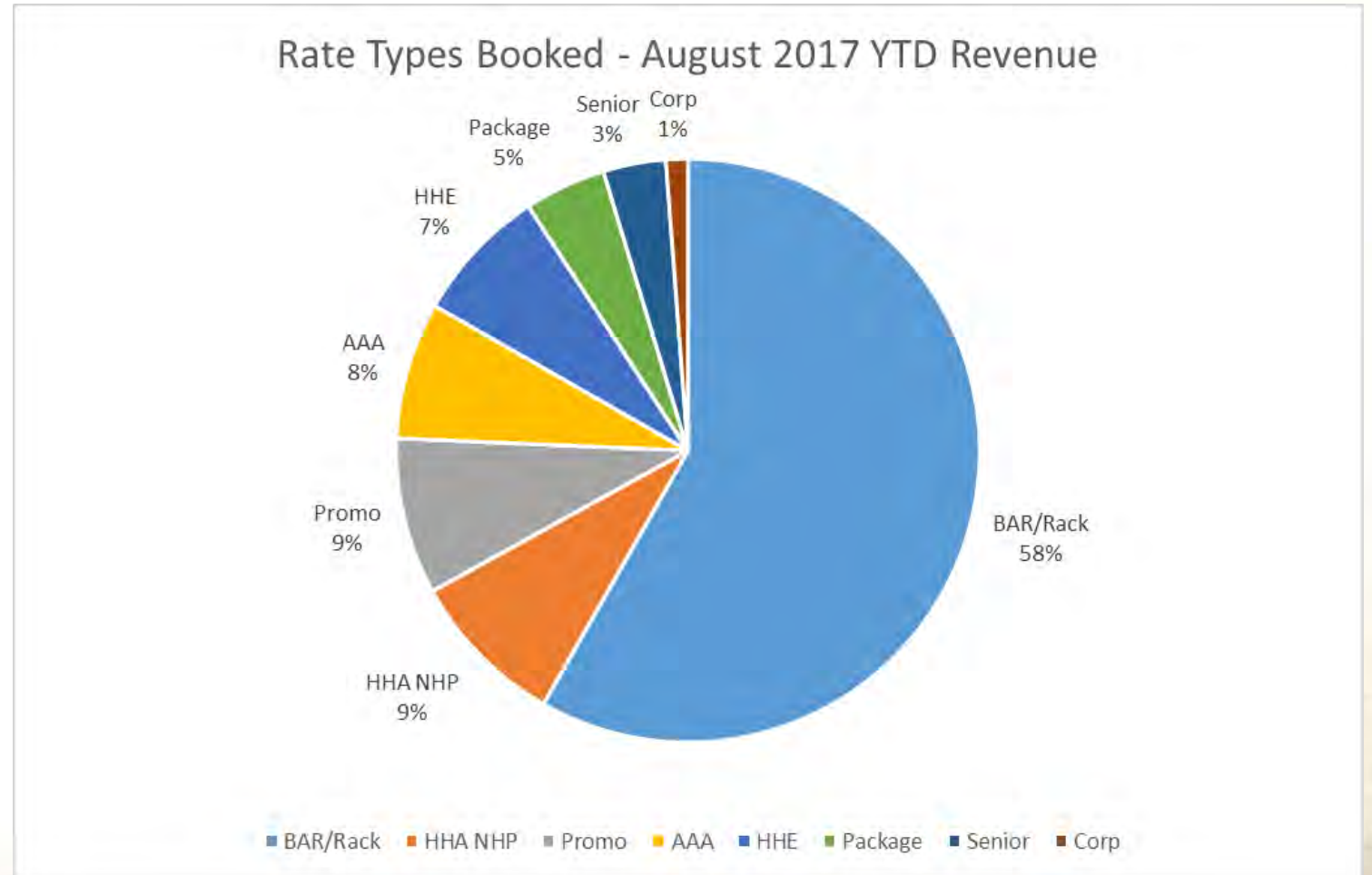
- Live webinar recorded and repeated for all agents
- Hotel Video
Agents can be trained using your most recent video on YouTube or video file
- Daily monitoring and in-person training of call center agents 6 times per year



Optimize for conversion on www.HistoricHotels.org

Top selling rate types include:

- BAR
- AAA
- NHP National Trust Rate
- Promotions
- Historic Employee Program



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®

National Trust for Historic Preservation Member Rate Program



- Non profit organization headquartered in Washington DC with a loyal group of over 1 million members and supporters. 300 employees, 13 field offices, 27 historic sites, \$55 million annual budget, 120 statewide and local partners.
- Brings together people to protect, enhance and enjoy the places where history happened and that connect us to our diverse pasts and cultural experience.
- Loyal, high value leisure customers who are experience driven rather than rate driven.
- Valuable distribution of the Historic Hotels of America program through www.savingplaces.org website and beyond
 - Preservation Magazine quarterly
 - eBlasts
 - Newsletters
 - Member mailings
- National Trust members receive a 10% off your best published rate
- Average rate for the NHP rate type averages 10% off rack which is a benefit widely promoted to members.



National Trust *for*
Historic Preservation®



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®

National Trust for Historic Preservation Member Rate Program

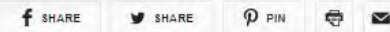


<https://savingplaces.org/historic-hotels-of-america#.WcAJ69VSzIV>

ADP CDops4 Control Center power Admin Extranet Login Adobe Analytics Log Historic Hotels of Am



Stories Places Our Work Support



Founded in 1989 to promote heritage tourism, Historic Hotels of America is the official program of the National Trust for Historic Preservation for recognizing and celebrating the finest Historic Hotels. Historic Hotels of America has identified 285 quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be nominated and selected for membership into this prestigious program, a hotel must be at least 50 years old; has been designated by the U.S. Secretary of the Interior as a National Historic Landmark or listed in or eligible for listing in the National Register of Historic Places; and recognized as having historic significance.

Special Member Rates

As a member of the National Trust for Historic Preservation, you receive up to 30% off best available rates at the participating hotels listed below for your convenience. Book your rooms through HistoricHotels.org to receive this special Member rate. Subject to availability. [Book Now](#)

Explore Nationwide, and Worldwide

The map below provides links to all of the Historic Hotels of America. But, if you are looking for something a little further afield then may we recommend Historic Hotels Worldwide?

Historic Package Offers

Sometimes members of the Historic Hotels of America offer unique historic packages that include elegant accommodations along with a unique tour or event. National Trust members are offered an additional 10% off this special package opportunity. To secure this additional discount, enter Rate Code: NHP when booking these experiences. To see these unique packages, and book yours today, go to the special National Trust Member Deals page at the Historic Hotels of America website.



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®

National Trust for Historic Preservation Member Rate Program



Explore Historic Hotels
2017 Annual Directory

This directory includes profiles of all the hotels
in the Historic Hotels of America portfolio.

[EXPLORE](#)

Group Rates

Participating hotels listed now offer a National Trust Member Group Rate (minimum of 10 rooms) to our members, granting 5% off the hotel's best available rate or the prevailing group rate, whichever is lower. Complete and submit an online RFP form to the Historic Hotels of America National Sales Office, and include your National Trust member number in the Comments field. Questions? Contact Michael DiRienzo in the Historic Hotels of America National Sales Office, (202) 772-8337 (do not contact the hotel directly for this offer). Plan your wedding or family reunion today! Can't remember your member number? Log into your account.

Sat 6/24/2017 12:08 PM
 National Trust for Historic Preservation <email@savingplaces.org>
 Special Offer: Destination History

in Logan
 There are problems with how this message is displayed, click here to view it in a web browser.

DESTINATION: HISTORY

EXPERIENCE MORE
THIS SUMMER

If you want to experience more this summer, then travel to historic hotels offering much more than a typical hotel, the extraordinary stories at Historic Hotels of America and Historic Hotels Worldwide best contemporary hotels are day. Discover history this summer.

[SEARCH ALL HOTEL OFFERS >](#)

Step Back in Time
History Package

The Hermitage Hotel (1910)
Nashville, Tennessee

BOOK NOW

INCLUDED:

- Deluxe Accommodations in an Oversized Guestroom
- Self-Guided Walking Map of Historic Downtown Nashville
- "The Hermitage at One Hundred" Collector's Coffee Table Book
- Two Complimentary Cocktails in the hotel's historic Oak Bar
- Complimentary Valet Parking

Back To The Glamour
Days

The Raleigh Miami Beach (1940)
Miami Beach, Florida

BOOK NOW

INCLUDED:

- Accommodations
- Valet parking
- Early check-in and late checkout
- Welcome drink
- 20% off The Restaurant at the Raleigh

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®

National Trust for Historic Preservation Preservation Magazine



Guestroom and Public Space Distribution

- Advertising
- Back Cover
- Interior

HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation

DISCOVER & EXPERIENCE THE GILDED AGE

The Sagamore (1883) Balston Landing, New York

Discover the finest historic resorts, originally built in the late 1850s to the 1890s. Experience the grandeur of spacious settings, stunning views, and timeless elegance. Stay where the rich and the famous of The Gilded Age vacationed and socialized. Celebrate a special occasion and create your own family memories.

 Grand Hotel (1887) Mackinac Island, Michigan	 Jekyll Island Club Hotel (1886) Jekyll Island, Georgia	 Mahunka Mountain House (1884) New Paltz, New York	 Wentworth by the Sea (1874) New Castle, New Hampshire
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Save with our BEST RATE GUARANTEE. Select from more than 5,000 hot deals, special advance purchase rates, seniors' rates, veterans' rates, and more. For advance notice of epic deals, subscribe to the *Discover and Explore* newsletter at HistoricHotels.org/DiscoverExplore.

Members of the National Trust for Historic Preservation SAVE UP TO 35% OFF BEST AVAILABLE RATES at more than 200 participating Historic Hotels of America with over 100 SHIP.

HistoricHotels.org/NationalTrust



Spectacular Spring Savings with Historic Hotels

Save up to 35% with Historic Hotels of America and up to 45% with Historic Hotels Worldwide. The spectacular spring savings sale ends March 31.

[LEARN MORE](#)



England's Town & Country Life

Join a small group of travelers this July for a cultural immersion in Oxford and the Cotswolds. Meet a cousin of Winston Churchill in Blenheim Palace; tour Victorian Highclere Castle of Downton Abbey fame; visit Stratford-upon-Avon; and hear about

Monthly e-newsletter distributed to 188,000+ households from the National Trust for Historic Preservation database

A Glance at our Audience



<p>Young Activist 20% OF SEGMENT: 3,000,000 PEOPLE</p>	<p>Community-Conscious Parent 15% OF SEGMENT: 2,225,000 PEOPLE</p>	<p>Green Go-Getter 25% OF SEGMENT: 3,825,000 PEOPLE</p>	<p>History Buff 15% OF SEGMENT: 2,225,000 PEOPLE</p>	<p>Architecture Lover 20% OF SEGMENT: 3,000,000 PEOPLE</p>
<p>Young Activist</p> <p>Name: "Eric" Age: 21 Location: Charleston, SC Education: Junior at College of Charleston, Urban Studies Major Occupation: College Student</p> <p>20% OF SEGMENT: 3,000,000 PEOPLE</p> <p>An active and energetic young man, Eric brings his passion for community to his educational and personal causes. As a junior at College of Charleston, Eric has decided to concentrate on Urban Planning and Administration, hoping to pursue a career in community development. He spends 20 hours a week as an intern with the city's Department of Planning and Neighborhoods working on projects like the Green Business Challenge and Bike to Work Day.</p> <p>Fun Fact: He's known among his friends as the "baked toast alive," often seen pounding out texts, emails, and Facebook posts on his iPad around the clock.</p>	<p>Community-Conscious Parent</p> <p>Name: "Vanessa" Age: 37 Location: Washington, DC Education: Dickerson College; BA in Business Management Occupation: Analyst at Deloitte</p> <p>15% OF SEGMENT: 2,225,000 PEOPLE</p> <p>Vanessa moved to Washington, DC the day she graduated from Dickerson. She and her husband met at just a Jackie's Place where they discovered a mutual love for antiques, design, and downtown living. They bought their first home on Capitol Hill near the historic Eastern Market and consider the city their backyard. When the Market caught fire in 2007, Vanessa volunteered, distributing booklets and selling t-shirts to raise money for the restoration. She strives to expose her two children to culture and the past in order to give them a sense of place.</p> <p>Favorite weekend activity: Taking the kids to DC area historic sites and posting family photos on Facebook.</p>	<p>Green Go-Getter</p> <p>Name: "Paul" Age: 28 Location: Loveland, CO Education: UCLA School of Law Occupation: Lawyer, Junior Associate</p> <p>25% OF SEGMENT: 3,825,000 PEOPLE</p> <p>Paul fell in love with Colorado when he found the state on a 1000-mile road trip after he took the bar. He and his girlfriend recently bought a 3-bedroom house in a historic district and they spend most of their free time outdoors enjoying the natural beauty and landscapes of the West. He strives to be sustainable in all aspects of his life—from being a vegetarian to working outside of the office, to serving on the board of his local farmers' market.</p> <p>Fun Fact: Paul has donated 100 hours to pro bono legal services to his local preservation organization to support "green" issues in Colorado.</p>	<p>History Buff</p> <p>Name: "Joe" Age: 44 Location: Story City, IA Education: High School Occupation: Assistant Sales Manager for State Farm</p> <p>15% OF SEGMENT: 2,225,000 PEOPLE</p> <p>Joe practically lives in his car. It's how he travels for work, when he listens to Car Talk on NPR, and when he uses to take his wife and two kids on road trips to historic sites and parks throughout Iowa. Given all his road time, Joe is very familiar with Iowa's hidden gems, particularly the vintage roadside signs he likes to document with his new digital camera. He's also an active volunteer for his local Main Street program and happily hosts the "Holy Local" initiative.</p> <p>Favorite activity: Mourning with his fellow Army Reserve vets in Story City's 4th of July parade and waving to all his friends and neighbors along the route.</p>	<p>Architecture Lover</p> <p>Name: "Cathy" Age: 58 Location: Pasadena, CA Education: Pasadena College; BA in Art History Occupation: Small Business Owner (retired)</p> <p>20% OF SEGMENT: 3,000,000 PEOPLE</p> <p>Cathy has owned her catering business in Pasadena for 20 years and is an established member of the community. She and her partner own a historic home in Arroyo Terrace, where Cathy once organized a going circle among her neighbors to fund a history lecture series at the Garber House. Cathy often accompanies her elderly father on architectural tours around the country; while traveling, she relies on her iPhone to tweet her adventures through her newly minted Twitter account.</p> <p>Fun Fact: Cathy loves mid-century modern houses, especially those commissioned by famous architects.</p>

Keeping our experience driven, core customer in mind in all that we do

Historic Hotels Employee Rate Program



- A Benefit - Open to all employees at yours and member hotels
- Closed Channel, requiring Promo Code HHE. Reservations are made online.
- Verification can be required at check-in to prove eligibility.
- Exposure: Monthly Newsletter distributed to **XX,XXX** is an opportunity for exposure to help fill soft periods.
- Travelers using the program: Those who travel most - National Trust Management and team and Hotel Managers
- Educational/Site opportunity for those interacting with potential customers

The screenshot shows the 'EMPLOYEE SPECIAL OFFERS' page for June 2017. At the top, there are logos for Historic Hotels of America and Historic Hotels Worldwide. Below the logos is a navigation bar with 'VIEW ALL SPECIAL OFFERS' and 'JUNE 2017'. The main content area features a large image of an outdoor terrace at the Condado Vanderbilt Hotel in San Juan, Puerto Rico, with the text 'Sunny Days of Summer at Condado Vanderbilt Hotel' and a 'Book Now' button. A diagonal banner on the right side of the image says 'Save up to 50% off BAR with rates starting from \$102 per night'. Below this is a section titled 'VIEW ALL EMPLOYEE RATES' with three featured offers:

Offer	Hotel	Location	Discount	Rate	Notes
LATE SUMMER SAVINGS IN TIMELESS DETROIT	The Inn on Ferry Street	Detroit, Michigan	Save up to 20% off BAR	\$150	Based on dbl occ.
AUGUST IN THE CITY BY THE BAY	Omni San Francisco Hotel	San Francisco, California	Save up to 40% off BAR	\$162	Based on dbl occ.
WEEKENDS IN THE NATION'S CAPITAL	The Churchill	Washington, DC	Save up to 30% off BAR	\$129	Based on dbl occ.

Historic and Experiential Packages

Packages:

- Sell the experience rather than the rate
- Help fuel social media and PR stories
- Can help build ancillary revenue utilizing your outlets



Refine Results

Price Range
USD 115.00 - USD 230.00
average nightly rate

Rooms ▾

Rate Filter (Optional) ▾

- All Rates
- Easy Cancellation
- Advanced Purchase
- Advance purchase
- Government Leisure
- HHA-Book Ahead to the Past
- Maryland Institute College of Art rate
- Parking and Internet Package
- Historic Package

credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Advance purchase From **USD 119.45 / Night**

Advance purchase
[More about this Rate](#)

Policies: Reservations are pre-paid and Non refundable, non cancelable and can NOT be modified. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Government Leisure From **USD 128.19 / Night**

Use this special discount for military and government leisure travel.
[More about this Rate](#)

Policies: Cancel by 3pm-EST 48 hours prior to arrival in order to avoid a charge equivalent to one (1) night's accommodation. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

HHA-Book Ahead to the Past From **USD 126.86 / Night**

Historic-Book Ahead to the Past
[More about this Rate](#)

Policies: Cancel by 3pm-EST 48 hours prior to arrival in order to avoid a charge equivalent to one (1) night's accommodation. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Maryland Institute College of Art rate From **USD 138.38 / Night**

Enjoy this discount when coming to visit MICA. Must show proof of visit.
[More about this Rate](#)

Policies: Cancel by 3pm-EST 48 hours prior to arrival in order to avoid a charge equivalent to one (1) night's accommodation. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Parking and Internet Package From **USD 165.67 / Night**

Reserved parking for 1 car and Wireless internet access included.
[More about this Rate](#)

Policies: Cancel by 3pm-EST 48 hours prior to arrival in order to avoid a charge equivalent to one (1) night's accommodation. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Historic Package From **USD 150.67 / Night**

Historic tour and breakfast in morning.
[More about this Rate](#)

Policies: Cancel by 3pm-EST 48 hours prior to arrival in order to avoid a charge equivalent to one (1) night's accommodation. Must guarantee reservation with credit card. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Historic and Experiential Packages



Gettysburg Hotel, Est. 1797

Gettysburg, Pennsylvania

+ SHARE

Civil War Discovery Package

\$70 savings with this customizable Civil War Discovery Package. Experience a history filled getaway for two in historic Gettysburg. Includes tickets to historic sites and tours, breakfast, dinner and a copy of the Hardback TIME book on Gettysburg

We've partnered with prominent area attractions to bring you one step closer to history. Bundle your overnight stay with tickets to Gettysburg's historic sites. While relaxing at our beautiful hotel, dine at One Lincoln – breakfast and dinner are included in this package. Take home your complimentary copy of TIME: Gettysburg to commemorate your Gettysburg experience.

The package includes:

- Overnight accommodations for two
- Choice of two adult tickets to two of the following sites:
 - [Gettysburg National Military Park Visitor Center](#)
 - [Eisenhower Farm National Historic Site](#)
 - [Gettysburg Tour Center: Guided/Audio Bus Tour](#)
 - [Gettysburg Heritage Center](#)
 - [Jennie Wade House Museum](#)
 - [Shriver House Museum](#)
- Breakfast for two at [One Lincoln](#)
- Dinner for two at [One Lincoln](#)
- Copy of Hardback Book TIME: Gettysburg

Close Details

Book Now

Check Availability
Modify/Cancel Reservations

WHERE ARE YOU GOING?

Gettysburg Hotel, Est. 1797

ARRIVAL

DEPARTURE

PROMO CODE

SEARCH

More
Search Options



OVERVIEW
HISTORY
ACCOMMODATIONS
DINING
MEETINGS & GROUPS

Gettysburg Hotel, Est. 1797

[Destinations](#) | [Pennsylvania](#) | [Gettysburg Hotel, Est. 1797](#)



Rate Plans NHP & HHE



HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation®

BOOK BY PHONE: +1 800 678 8946 | BEST RATE GUARANTEE

HOTELS & TOURS HOT DEALS EXPERIENCES TIMELINE

Napa River Inn

Napa, CA United States

USD US Dollars English - US

Select Dates > **Rooms & Rates** > Select Packages > Checkout > Confirmation

Your Stay

Arrival: Monday, January 08, 2018
Departure: Thursday, January 11, 2018
Nights: 3
Adults: 2 Children: 0

Click here to enter special codes

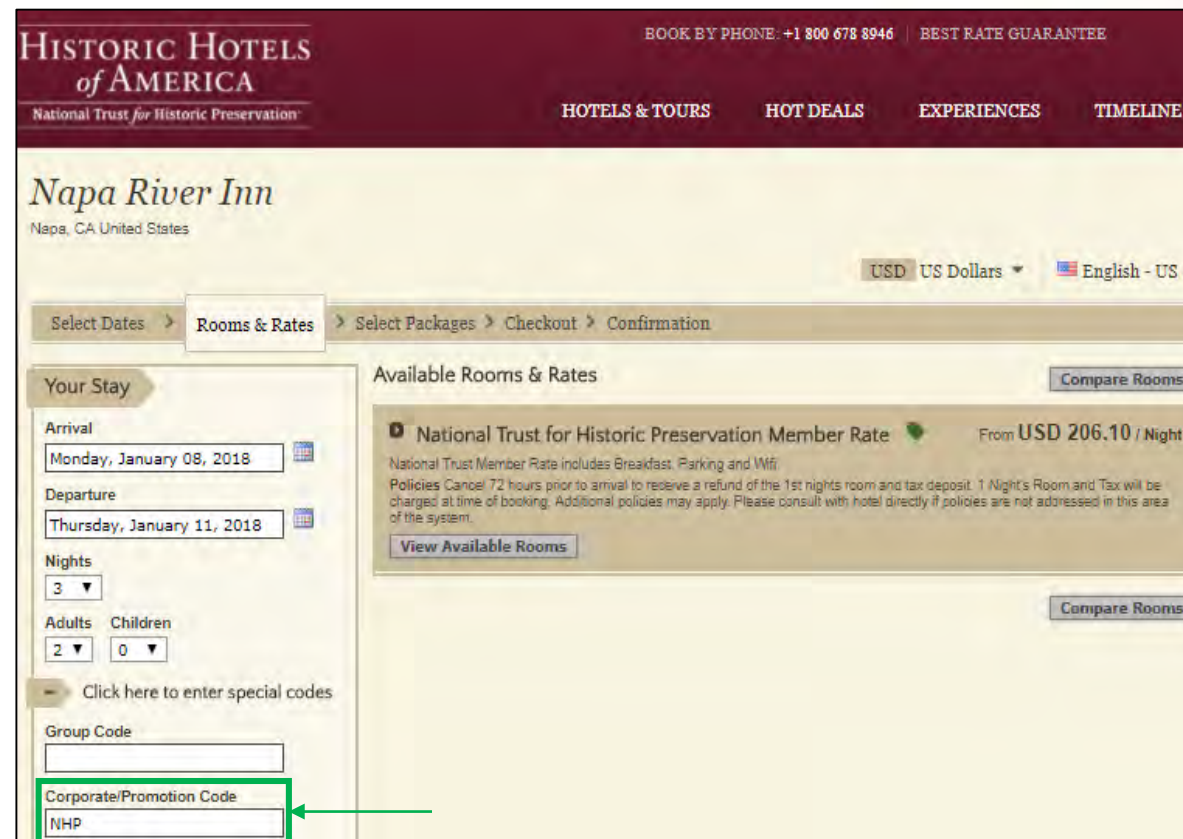
Group Code
Corporate/Promotion Code: **HHE**

Available Rooms & Rates

HHE - Historic Hotels Employee Rate From USD 125.00 / Night

Historic Hotels Employee Rate
Employee id-business card required at check-in Rate for PHG and partnership properties.
Policies Cancel 72 hours prior to arrival to receive a refund of the 1st nights room and tax deposit. 1 Night's Room and Tax will be charged at time of booking. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

View Available Rooms



HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation®

BOOK BY PHONE: +1 800 678 8946 | BEST RATE GUARANTEE

HOTELS & TOURS HOT DEALS EXPERIENCES TIMELINE

Napa River Inn

Napa, CA United States

USD US Dollars English - US

Select Dates > **Rooms & Rates** > Select Packages > Checkout > Confirmation

Your Stay

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Departure: Thursday, January 11, 2018
Nights: 3
Adults: 2 Children: 0

Click here to enter special codes

Group Code
Corporate/Promotion Code: **NHP**

Available Rooms & Rates

National Trust for Historic Preservation Member Rate From USD 206.10 / Night

National Trust Member Rate includes Breakfast, Parking and Wifi
Policies Cancel 72 hours prior to arrival to receive a refund of the 1st nights room and tax deposit. 1 Night's Room and Tax will be charged at time of booking. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

View Available Rooms

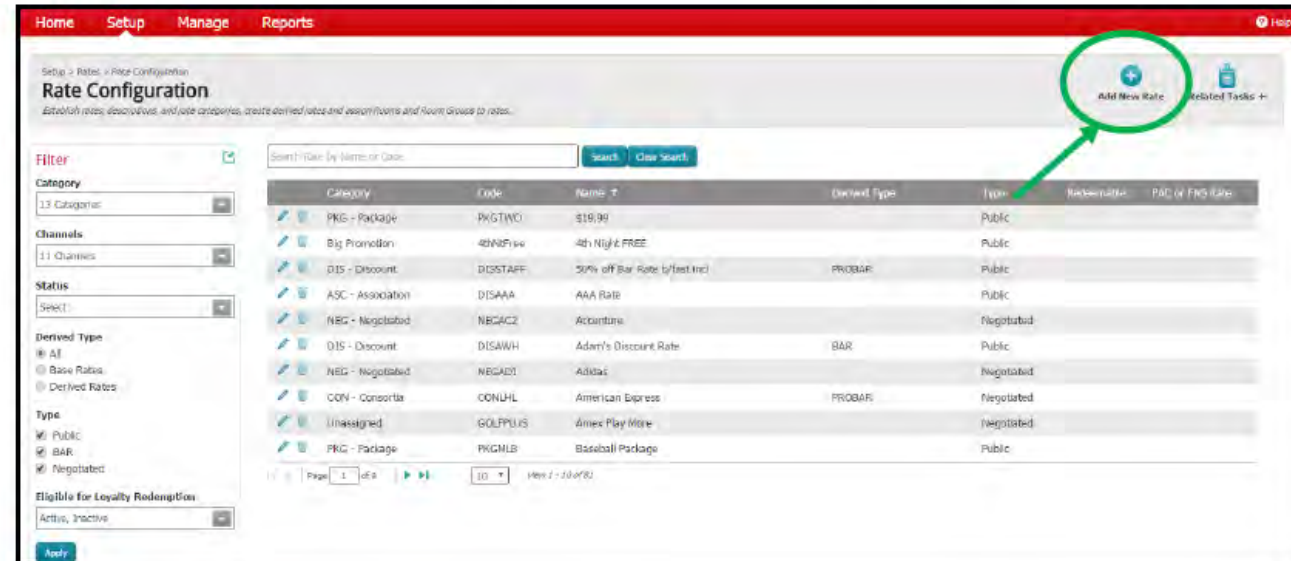
Rate Loading Instructions

- Step by Step instructions for NHP and HHE rates/Promo Codes
- Support for rate loading

STEP BY STEP RATE LOADING INSTRUCTIONS FOR NATIONAL TRUST MEMBER RATE (NHP)

STEP 1

Log into SynXis CRS and Select Setup>Rates>Rate Configuration, Click on **Add New Rate**. The next screen will take you to the area where you start building the rate



The screenshot shows the SynXis CRS Rate Configuration interface. The top navigation bar includes Home, Setup, Manage, and Reports. The main header displays the breadcrumb path: Setup > Rates > Rate Configuration. Below the header, there is a search bar and a table of existing rates. A green circle highlights the 'Add New Rate' button in the top right corner of the main content area.

Category	Code	Name	Derived Type	Type	Rebatable	PAC or PMS Rate
PKG - Package	PKGTWO	\$19.99		Public		
Big Promotion	48NIGHT	48 Night FREE		Public		
DIS - Discount	DISSTAFF	50% off Bar Rate (incl. tax)	PROBAR	Public		
ASC - Association	DISAAA	AAA Rate		Public		
NEG - Negotiated	NEGACZ	Accortone		Negotiated		
DIS - Discount	DISAWH	Adem's Discount Rate	BAR	Public		
NEG - Negotiated	NEGAD1	Adidas		Negotiated		
CON - Consortia	CONUHL	American Express	PROBAR	Negotiated		
Unassigned	GOLPLUS	America Play More		Negotiated		
PKG - Package	PKGMLE	Baseball Package		Public		

Best Practice Example for Rate Parity and Availability



- Higher conversion
- Fewer Cancellations
- Opportunity for additional Social Media and Marketing Exposure
- Consumer trust for your brand
- Accurate reading for source of business

Napa River Inn at the Historic
1,313 Reviews #2 of 30 Hotels in Napa
500 Main St, Napa, CA 94559-3353 (707) 346-5360

Best prices for your stay

1/8/2018 1/11/2018
1 room 2 adults 0 children

Lock in the lowest price from our partners

Booking.com ~~\$299~~ **\$229**

View Deal

Orbitz.com \$229 ↗ Hotels.com ~~\$299~~ ↗
Expedia.com \$229 ↗ Priceline \$229 ↗
CheapTickets \$229 ↗ Travelocity \$299 ↗

HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation

BOOK BY PHONE: +1 800 678 8946 | BEST RATE GUARANTEE

HOTELS & TOURS HOT DEALS EXPERIENCES TIMELINE

Napa River Inn

Napa, CA United States

USD US Dollars English - US

Select Dates > **Rooms & Rates** > Select Packages > Checkout > Confirmation

Your Stay

Arrival	Departure
JAN 2018	JAN 2018
8 MON	11 THU

3 Nights
Guests: 2 Adults

Available Rooms & Rates [Compare Rooms](#)

Website Exclusive Rate - Includes Breakfast, Wifi and Parking From USD 229.00 / Night

Website exclusive rate, complimentary breakfast, wine tasting, no amenity or resort fee, and wireless internet. [More about this Rate](#)

Policies Cancel 72 hours prior to arrival to receive a refund of the 1st nights room and tax deposit. 1 Night's Room and Tax will be charged at time of booking. Additional policies may apply. Please consult with hotel directly if policies are not addressed in this area of the system.

[View Available Rooms](#)

Best Practices Optimize for Exposure



Marquee requirements:

- Available inventory
- Rates in parity



Photo:

- Exterior or public space (lobby, gardens, etc.)
- Show historical elements - no contemporary lobby shots
- Wide Landscape – ratio of height to width is 1:3
- High Resolution, minimally 2000 pixels width
- Not eligible: nighttime, with people, modern cars parking lots, streets, too much foliage blocking the view



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®



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Historic Hotels of America

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Suite 200

Washington, DC 20005

HistoricHotels.org

HistoricHotelsWorldwide.com

Recreation.gov