

INITIATIVES
&
OPPORTUNITIES

2018

- Continuing stories of Historic Hotels, Historic Resorts & destinations
- Be featured in the 2018 Season 12-time Emmy Award winning PBS TV Show
- Use video footage on hotel's own website, social media and in-room media
- Make Chef Staib's visit and video shooting a PR and VIP guest experience
- Be included in A Taste of History® DVDs
- Be viewed nationwide on PBS, RL TV, and via AMAZON Prime



“Hotels with a Past” with Peter Greenberg, CBS Travel Editor,
Emmy-Award winner, author, travel expert

- ❖ Audience: Peter Greenberg Worldwide is broadcast on 119+ stations and heard by 1.3 million listeners each week
- ❖ Hotels with a Past segments are now included in the public television PBS series, *The Travel Detective* and seen by 2.3 million viewers for each episode
- ❖ Each episode is projected to air at least 3 times
- ❖ Available for Historic Hotels of America and Historic Hotels Worldwide
- ❖ The hotel can use the finished video on its website and in digital marketing and social media



Recipient of the 2016
Historic Hotels of America
Journalist of the Year Award

GRANDIN HOOD PUBLISHERS

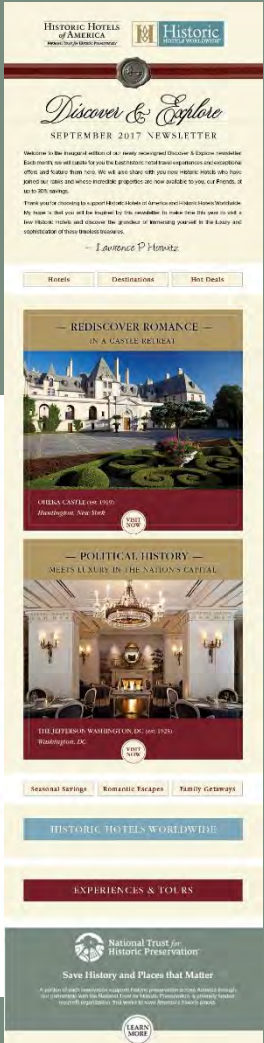
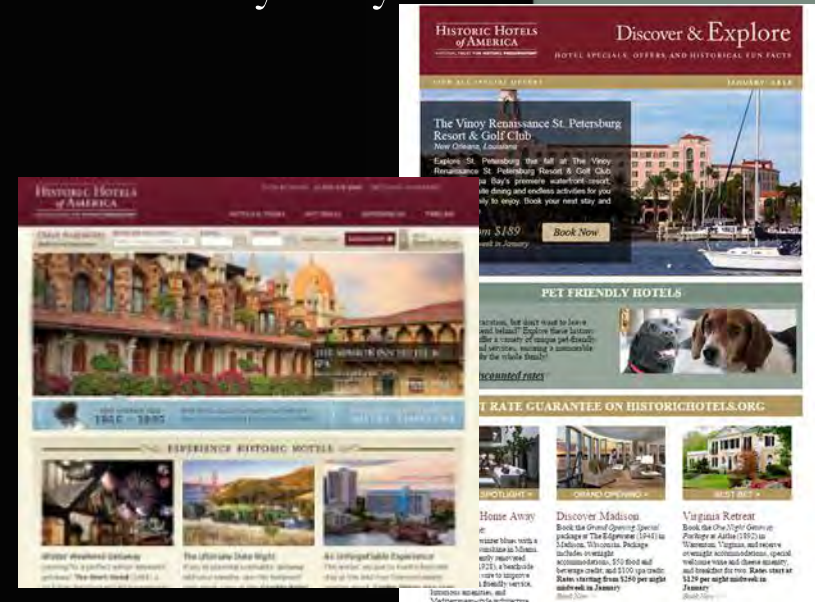
- Since 1994 Grandin Hood has created award-winning custom Coffee table books celebrating History
- Continuing stories of Historic hotels, resorts and destinations in these books
- Grandin Hood Publishers is a partner of Historic Hotels of America
- Coffee table Books for use in marketing and retail sales.



2018 Initiatives



- Website
- Introducing new Mobile Technology
- High Quality, Distinguished & Vibrant Images
- Latest Videos that embrace the Magic of each property
- Sharing Unique Stories inviting our guests to explore the mystery and meaning of our most beloved places
- 2018 Directory – New Format & Design
- Marketing Campaigns
- Co-op Marketing Programs
- Luxury Alliances
- Enhanced Social Media Presence



HISTORIC HOTELS
of AMERICA

National Trust *for* Historic Preservation®



Working with you to Leverage your Stories...