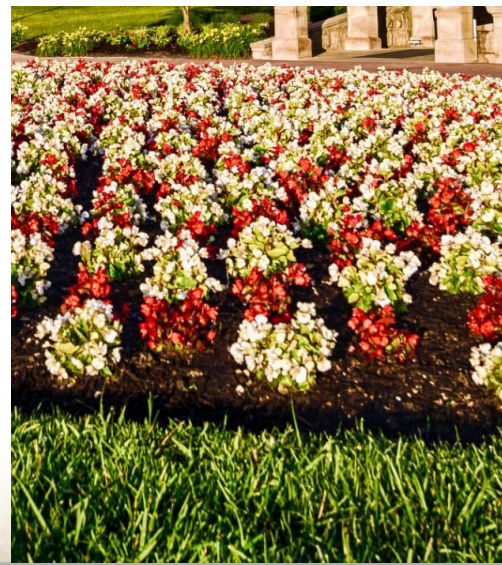


# HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®



Historic  
HOTELS WORLDWIDE®





## Team Leaders

Larry Horwitz, Executive Vice President  
Greg Leinweber, Vice President, Development & Sales  
Stephanie Calhoun, Director, Member Services & Support  
Julie Stoltz, Director, Digital Marketing & Partnerships  
William Steele, CRME, Revenue Account Manager  
Katherine Orr, Manager, Marketing Communications  
Matt Coletti, Manager, Members Services & Support  
Laura Allard, Coordinator, Administration & Projects  
Christina Dierssen, Coordinator, Web Content

## Providers and Experts Outside the Team



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# HISTORIC HOTELS *of* AMERICA

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National Trust *for* Historic Preservation®

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**Historic Hotels of America** is the official program of the National Trust for Historic Preservation for recognizing, celebrating, and promoting the finest historic hotels in the United States.



**Historic Hotels Worldwide** is a prestigious collection of international historic treasures, including historic hotels, castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historic lodging spanning ten centuries.

- Authenticity
- Exclusivity
- Credibility



*Historic Hotels of America*, the official program of the National Trust for Historic Preservation for recognizing and celebrating the finest historic hotels across America



**Brief History**

- Founded in 1989 by the National Trust for Historic Preservation®
- More than 300 members today
- Historic Hotels located in 44 states, District of Columbia and Puerto Rico
- Small Historic Inns, City-Center Historic Hotels, Historic Destination Resorts
- Nine Hotels are AAA 5-Diamond or Forbes 5-Star; More than 140 are AAA 4-Diamond or better; More than 140 have Award-Winning Restaurants or Dining

**Organizational Integrity**

Comprised of historic hotels that have preserved their authenticity, sense of place, and architectural integrity. Nearly half have been designated by the U.S. Secretary of the Interior as National Historic Landmarks or have been listed in the National Register of Historic Places.

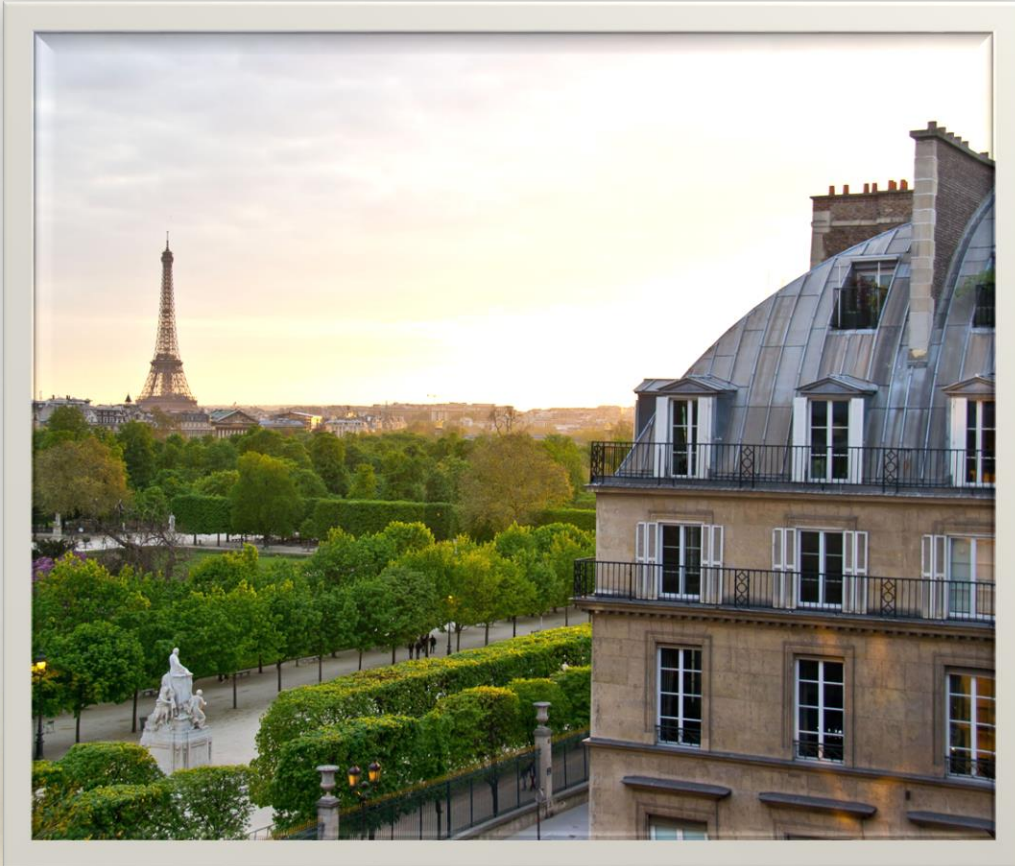
**Mission**

Promotes Cultural and Heritage Travel to prestigious historic treasures and destinations and promotes Historic Hotels of America® member hotels to travelers who prefer historic settings for their leisure travel.





## *Historic Hotels Worldwide*, the official program of the National Trust for Historic Preservation for increasing the recognition and celebration of the finest historic hotels around the world.



### **Brief History**

- Founded in 2012 to promote the heritage of the world's finest historic hotels.
- Historic Hotels Worldwide represents the finest global collection of more than 300 historic hotels, inns, and resorts in more than 45 countries.
- Historic Hotels Worldwide is comprised of the world's finest hospitality brands, chains, collections, and independently owned and operated hotels, inns, and resorts.

### **Organizational Integrity**

Historic Hotels Worldwide is a prestigious collection of historic treasures, including historic hotels, castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historic lodging spanning ten centuries. All members are at least 75 years in age and are located within/near a UNESCO World Heritage Site.

### **Mission**

Historic Hotels Worldwide is dedicated to promoting heritage and cultural travel to prestigious historic treasures. Hotels inducted into Historic Hotels Worldwide are authentic historic treasures, demonstrate historic preservation, and celebrate historic significance.





# Historic Hotels of America Audience





# Millennials and Historic Preservation:

## A Deep Dive Into Attitudes and Values

Millennial attitudes toward historic preservation, historic hotels, and historic travel:

- Historic travel appeals to three-in-four (71%) Millennials.
- Two-thirds (67%) are interested in **staying at a historic hotel**.
- **71% enjoy travel experiences which explore the history of an area** such as visiting museums, historic churches or historic neighborhoods.
- **Underlying history and culture** are what make these historic structures special and worth preserving, visiting, and experiencing.

Source: American Express Foundation – National Trust for Historic Preservation study issued February 22, 2017:  
*Millennials and Historic Preservation: A Deep Dive Into Attitudes and Values*.



# Cultural and Heritage Travelers prefer Historic Hotels because they offer unique & authentic experiences:



*Art Collection:* Travelers experience art that has made history and artists that defined eras.



*Awards of Excellence:* These exemplary hotels represent the best of the best.



*Gardens:* Gardens are destinations in and of themselves for guests.



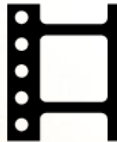
*Ghosts:* Friendly hauntings make for a visit that guests will talk about for years.



*Historic Tours:* Expert guides shed light on history that guests may miss on their own.



*Memorabilia:* Artifacts of history provide a glimpse into hotels' storied pasts.



*Movie Classics:* The setting for some of Hollywood's most memorable moments.



*Presidential Visits:* Many of our hotels have hosted U.S. Presidents.





# The National Register of Historic Places

**The National Register of Historic Places** is the official list of the Nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

- Nominations can be submitted to your State Historic Preservation Office from owners, historical societies, preservation organizations, governmental agencies, and other individuals or groups. Official National Register nomination forms are downloadable or from your State Historic Preservation Office.
- Proposed nominations are reviewed by your state's historic preservation office and the state's National Register Review Board. The length of the state process varies but will take a minimum of 90 days.
- Complete nominations, with certifying recommendations, are submitted by the state to the National Park Service in Washington, D.C. for final review and listing by the Keeper of the National Register of Historic Places. The National Park Service makes a listing decision within 45 days.

Learn More: <https://www.nps.gov/subjects/nationalregister/index.htm>, or  
<https://www.nps.gov/subjects/nationalregister/how-to-list-a-property.htm>



# U.S. National Historic Landmarks

A building designated by the U.S. Department of the Interior as a U.S. National Historic Landmark is considered to truly epitomize the heritage of the United States. Additional structures may be identified as "contributing" to an area specified as a U.S. National Historic Landmark District, too.

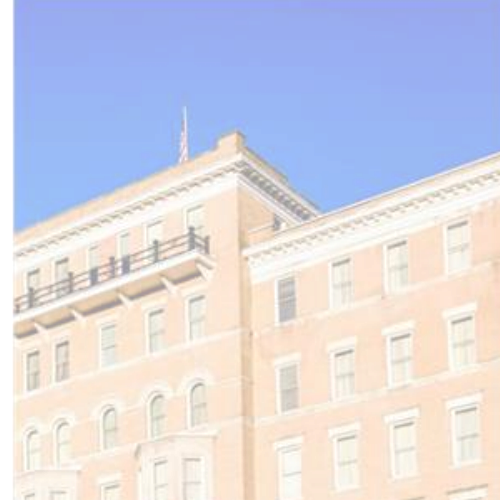
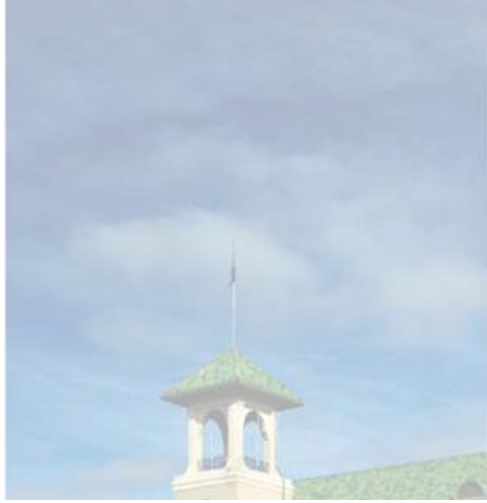


- The U.S. National Historic Landmark program is supervised directly by the National Park Service and is a part of the much larger U.S. National Register of Historic Places.
- Only some 2,500 (~3%) of over 90,000 places listed on the country's National Register of Historic Places are recognized as National Historic Landmarks.
- Sites are specifically vetted through one (or a combination) of the following: Sites where events of national historical significance occurred; places where prominent persons lived or worked; icons of ideals that shaped the nation; outstanding examples of design or construction; places characterizing a way of life; or archeological sites able to yield information.

Learn More: <https://home.nps.gov/orgs/1582/index.htm>

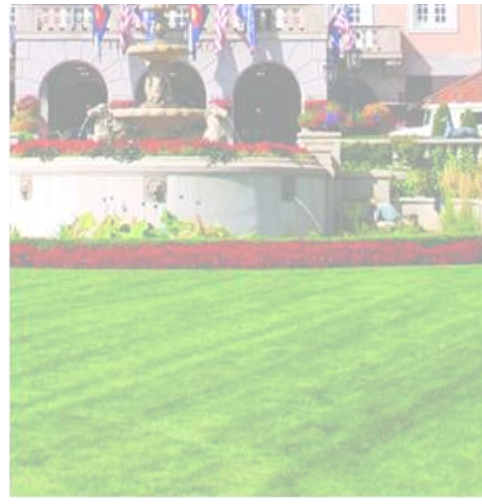
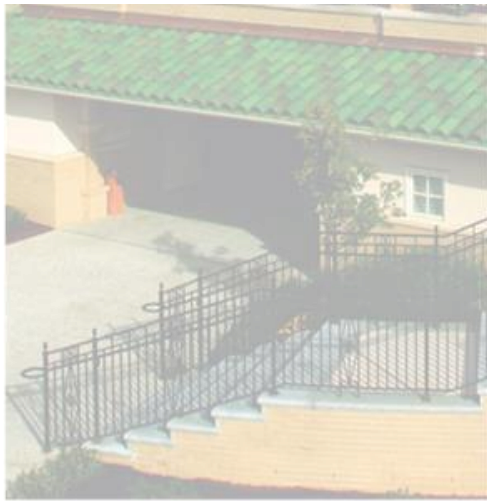






# Digital Marketing and Consumer Communications

Julie Stoltz  
Director, Digital Marketing & Partnerships




## *HistoricHotels.org & HistoricHotelsWorldwide.com*

- **The objective of our site is to increase the exposure of our Historic Hotels and inspire leisure travelers to learn about our Historic Hotels.**
  - We highlight experiences, offers, and create emotional equity between your historic hotel and the traveler.
  - Customers KNOW they want a historic hotel experience.
- **The focus is on celebrating memorable experiences:**
  - Romantic getaways such as most romantic places to propose, honeymoons, anniversaries, and everything in between.
  - Life's special occasions such as birthdays, reunions, graduations and other celebrations.
  - Family vacations such as parents with children, grandparents and their grandchildren and other extended family vacations.
  - Enjoy leisurely strolls in storybook gardens and on historic golf courses that have been meticulously cared for by many generations of gardeners.
- **The two strategies for inspiring travelers are:**
  - "Make your own historic memories *with our diverse selection of historic hotels and resorts.*"
  - "We provide you the setting for a remarkable travel experience."





# Hotel Profiles



HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation

Call to Book: **+1 800 678 8946** International | Email: **CONTACT US**

*The Broadmoor*  
Destinations | Colorado

OVERVIEWHISTORYACCOMMODATIONS DINING GOLF SPECIAL OCCASIONS OFFERS GALLERY

 1 Lake Avenue Colorado  
Springs, Colorado 80906The original property opened in 1918. A member of Historic  
Hotels of America since 1989.

SHARE ▾

Awards &amp; Accolades



 The Broadmoor

 Check in - Check out

 Adults ▾ Children ▾

CHECK AVAILABILITY

 PROMO CODE | MODIFY/CANCEL RESERVATIONS

Each hotel has their own individual and expansive profile with unlimited space for content and images and video.

We can include high resolution images and videos throughout the profile and in the media gallery.

These profiles leverage the history, amenities, and story of the hotel.





# Hotel Profiles

## The Suffrage Suite: Women Win The Vote

The Hamilton Hotel has partnered with the Freedom Forum's Newseum to design a new signature suite honoring the 100th anniversary of the ratification of the 19th Amendment, which extended the right to vote to women nationwide in August 1920. The suite features original works of art, inspiring photography, and unique artifacts that celebrate the history and spirit of this fight for equality. The curation of the suite was done by Samantha Barry, the editor-in-chief of Glamour Magazine.

The Suffrage Suite: Women Win the Vote celebrates the centennial with images of historic newspapers, photographs, and stories of changemakers from past and present, including suffragists Sojourner Truth, Susan B. Anthony, Elizabeth Cady Stanton and Alice Paul as well as Supreme Court Justice Ruth Bader Ginsburg.



Seating Area of the Suffragette Suite

BOOK NOW

## GOLF

SHARE

Discover the historic Jekyll Island Golf Club and its four prestigious golf courses: the Great Dunes Course, the Oleander Golf Course, the Pine Lakes Golf Course, and the Indian Mound Golf Course.



The Jekyll Island Club Resort's golf heritage dates back to 1894.

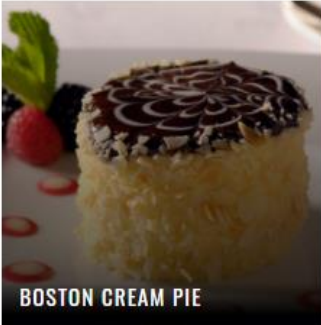
VIEW TIMELINE

The Jekyll Island Club Resort on Jekyll Island was once an exclusive retreat for America's wealthiest families of the Gilded Age. But today, this fantastic historic resort is open to all. In addition to its historic guestrooms, guests have access to countless activities that range from spa visits to fine dining. Visitors may also play a round on one of the resort's four fantastic golf courses: the Great Dunes Course, the Oleander Golf Course, the Indian Golf Mound Course, and the Pine Lakes Golf Course. All the courses are supervised by the resort's Jekyll Island Golf Club—a magnificent facility that has a pro shop, private lessons, and tee time reservations. The Club can even host special tournaments! Its heritage is quite remarkable, too, as it has served travelers to the Jekyll Island Club Resort for well over a century. Indeed, the first golf course at the resort debuted in 1898, although the Club itself was founded (and inducted into the United States Golf Association) four years earlier. Club member William K. Vanderbilt managed to convince Willie Dunn Jr.—the runner-up at the very first U.S. Open—to create the course on the resort's behalf. Dunn used his limited expertise on golf course design to create a simple, yet charming, nine-hole course that traversed the

## CULINARY HERITAGE

SHARE

### Culinary Heritage



BOSTON CREAM PIE



PARKER HOUSE ROLLS

Boston Cream Pie, the custard-filled cake with chocolate frosting originally called the "Parker House Chocolate Cream Pie," was created and served at Parker's Restaurant from the opening of the hotel in October 1856. It became so popular that in 1958 it was fashioned into a Betty

LEARN MORE





## Keep your Profile Current and Accurate

<u>Sub-page:</u>	<u>Asset to Send:</u>
Logo	Provide transparent Logo in PNS format, informational copy
Overview Images	Provide high res images needed (DEETS included), informational copy
Overview Video	Provide video link from Vimeo or Youtube that introduces the hotel and gives an overview
Historic Images	Provide images needed (as high quality as possible), informational copy
Historic Video	Provide video link from Vimeo or Youtube that discusses the hotel's history
Ghost stories?	Are there any Ghost stories or haunted encounters you would like to display? Provide informational copy, images if applicable
Accommodations Images	Provide high res images needed, informational copy
Dining Images	Do you have images of signature dishes you would like to have displayed? Provide high res images, informational copy
Dining Video	Provide video link from Vimeo or Youtube that showcases the hotel's dining and culinary experiences.
Culinary Traditions and Heritage?	Do you have a culinary tradition that is part of the experience at your hotel? Or do you have any items that were created or first served at your hotel? This can include an entrée, cocktail, dessert, etc. Provide high res images, informational copy, recipe if applicable
Spa & Activities	Provide high res images of the Spa / Golf / Outdoor Activities / etc., informational copy
Special Occasion Images	Provide high res images needed for meeting space and weddings
Offers	Provide terms and conditions for evergreen offers. Attach the "Offer Rate Spreadsheet"
Gallery	Provide high res images

Our web content team is here to update your profiles!

Use this checklist to review your profile and send updates.

All edits can be sent to [webmaster@historichotels.org](mailto:webmaster@historichotels.org)



# Monthly E-Newsletter

HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation



## DISCOVER & EXPLORE

September 2022

Discover Hotels

Visit Destinations

Explore Offers

We are heading back to school in this edition of **Discover & Explore**! Across America, college campuses big and small boast some of the most beautiful architecture and landscaping—not to mention history—in the entire country. For centuries, European cities like Florence, Prague, and Istanbul have attracted innovative minds and inspiring creatives. As bastions for learning, universities and scholarly cities are the perfect destination for the curious heritage traveler. Read on to discover the best historic hotels to complement your educational journey. Highlights include historic hotels located on college campuses, city center historic hotels, and historic hotels with the most magnificent art collections!

Thank you for continuing this journey of conservation, recognition, and celebration of historic hotels. We are honored to share September's highlights and invite you to **Discover and Explore**!

[Discover & Explore  
Monthly eNewsletter:](#)

Historic Hotels highlight a range of content and stories about our hotel members that includes Culinary Traditions History Mystery Special Offers, and more.

*Discover & Explore* goes out to 237,000 unique emails!





# DISCOVER & EXPLORE

March 2022

Discover Hotels

Visit Destinations

Explore Offers

Book your Spring getaway or book your next great summer adventure! Lucky you, the **Discover & Explore** <sup>SM</sup> March 2022 edition includes just a few of the many special offers available on [HistoricHotels.org](https://www.historichotels.org) for you to book your next vacation! This month we are spotlighting three historic hotels where women made history, a few of our favorite historic hotels in Irish castles, and some of the historic hotels where you can celebrate the return of spring.

Thank you for continuing this journey of conservation, recognition and celebration of historic hotels. We are honored to share March's highlights and invite you to **Discover** and **Explore**!

## History Mystery

The Landmark London, formerly known as the Grand Central Hotel, hosted a "Welcome Back from Prison" feast for this famous suffragette?

A. Emily Davison  
B. Susan B. Anthony  
C. Emmeline Pankhurst  
D. Edith Garrud



The Landmark London Ballroom where the feast was held in 1908.

**Discover the answer!**

## Historic Hotels Worldwide® Spotlight: Discover Beautiful Grounds and Gardens at These Historic Hotels!



**Old Course Hotel, Golf Resort & Spa (1400)**  
St. Andrews, Scotland

Located just steps away from the world's oldest golf course, this fantastic historic hotel offers unparalleled access to the world-famous Old Course St Andrews Links and incredible views of West Sands Beach and the coastline of Fife.



**Losby Gods (1744)**  
Finstadjordet, Akershus, Norway

Situated a short drive from Oslo city center, Losby Gods offers a refreshing respite with beautiful scenery and lush green hills. Book the Manor and Golf package for a free round of golf on the championship golf course, "Østmark".



**Erinvale Estate Hotel & Spa (1666)**  
Cape Town, South Africa

Tucked within the winelands of the Western Cape, Erinvale Estate Hotel & Spa boasts scenic vistas of False Bay and the Garden Route, a championship 18-hole golf course, and gourmet gastronomy inspired by the seasons of South Africa.

[Learn More](#)

[Learn More](#)

[Learn More](#)

[Explore More Historic Destination Resorts!](#)

## Culinary Heritage

Discover the origins of tomato juice at French Lick Springs Hotel and learn how to make the classic summer cocktail - The Bloody Mary!

[Click Here!](#)





### Featured Offer



Discover the fascinating history of America's original Grand Hotel with the Simply Grand Getaway package. Available throughout the season, this featured offer includes a daily \$75 resort credit, discounted ferry tickets and complimentary admission to the Richard and Jane Manoogian Mackinac Art Museum!

**Book Offer!**

## We Are Thankful For Your Support!

Members, donors, supporters, and volunteers of the National Trust for Historic Preservation, as well as its historic sites and its affiliates or of organizations deemed Friends of Historic Hotels of America® all save up to 30% off the Best Available Rate at participating hotels.



**Phoenix Park Hotel (1927)**  
Washington, DC

[Book Now](#)



**Omni William Penn Hotel (1916)**  
Pittsburgh, PA

[Book Now](#)



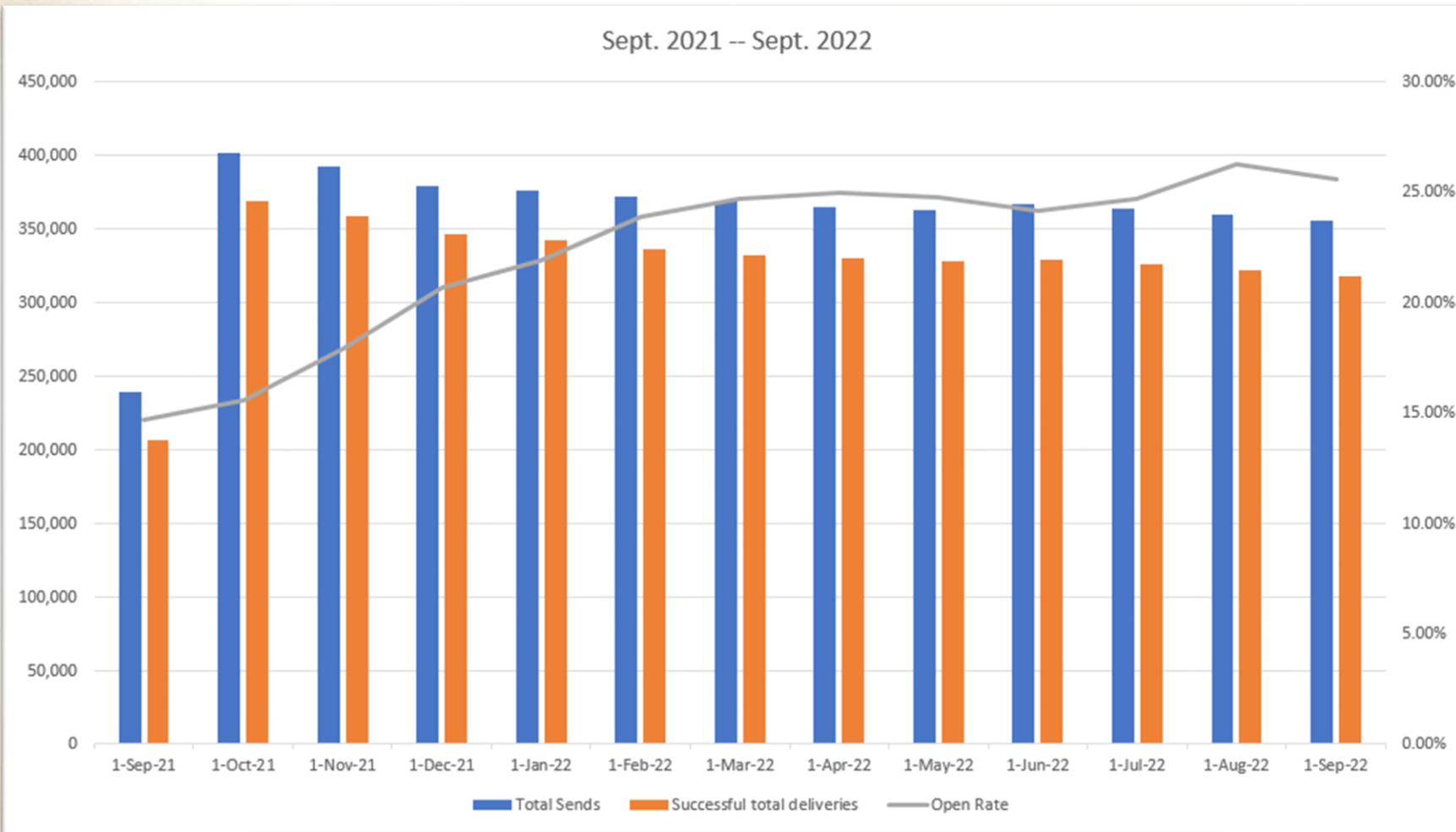
**Morris Inn at Notre Dame (1952)**  
Notre Dame, IN

[Book Now](#)

[Click Here To View All Historic Hotels Of America Offers](#)



# Discover & Explore Results



- Unique audience: 237k emails
  - Highly qualified & engaged
- 1-3 D&E issues monthly
- 2022 Historic Hotels stats (benchmarks via: [campaignmonitor/ hospitalitynet / marketingcharts](https://campaignmonitor.com/hospitalitynet/marketingcharts))
  - Open Rate: 26%
  - CTR: 0.9%
  - Unsubscribe: 0.2%
- Learnings:
  - Fans are engaged!
  - Qualified audience
  - Superb content

Travel, Hospitality, Leisure Industry Benchmarks	Open Rates	Click-Through Rates (CTR)	Unsubscribe Rates
2022	20.20%	1.40%	0.20%
2019	16.62%	1.70%	0.16%



Reported by Constant Contact

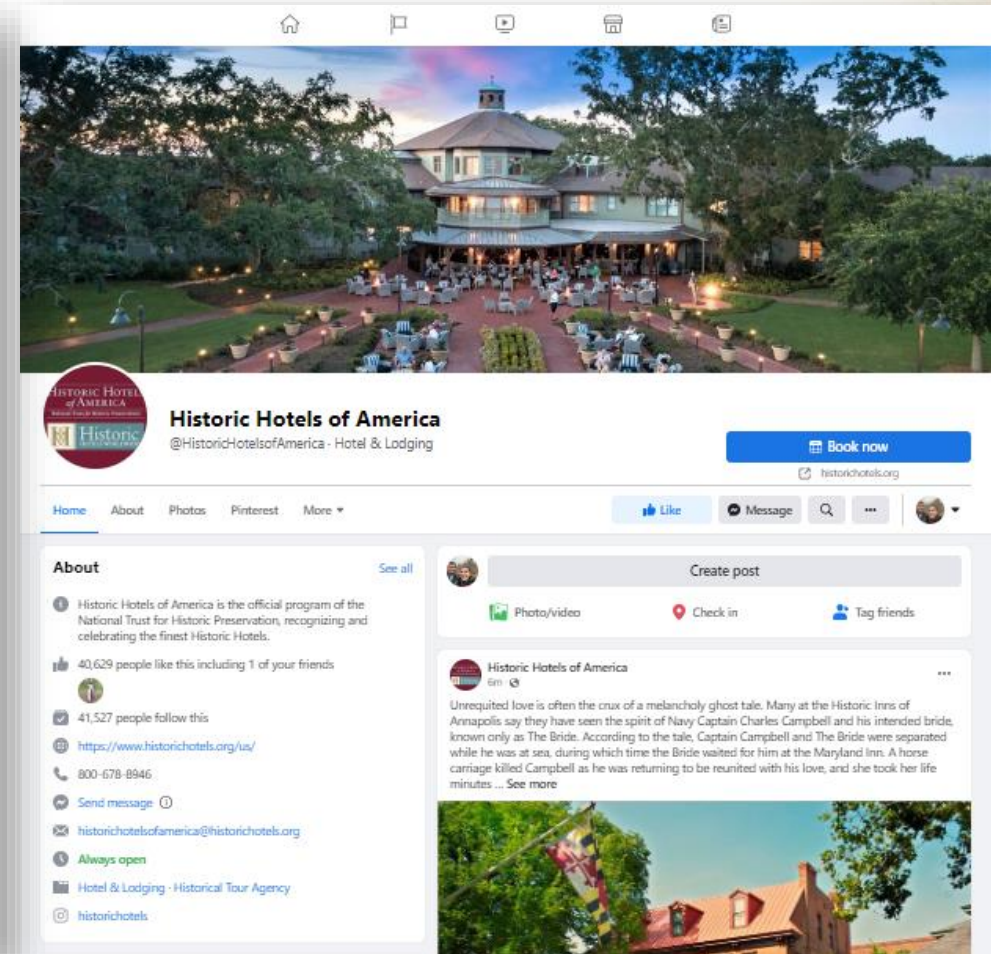
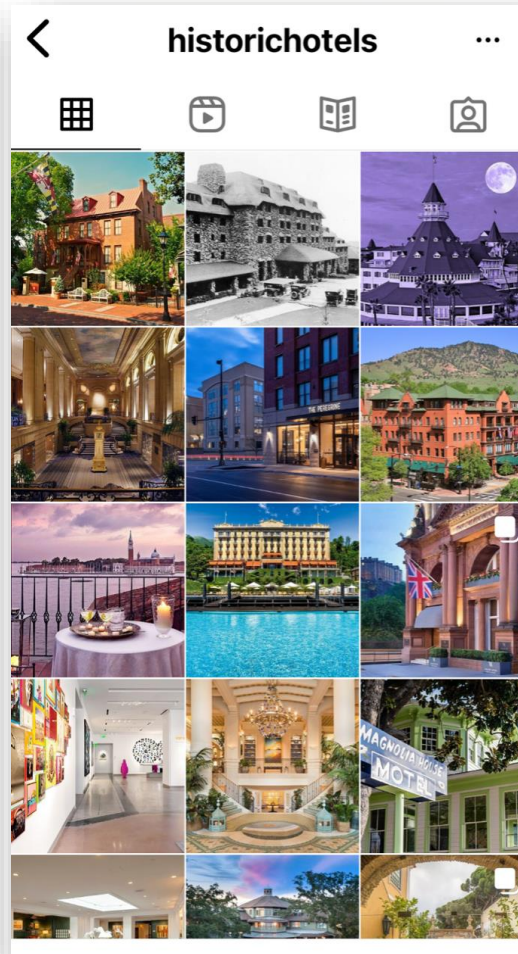
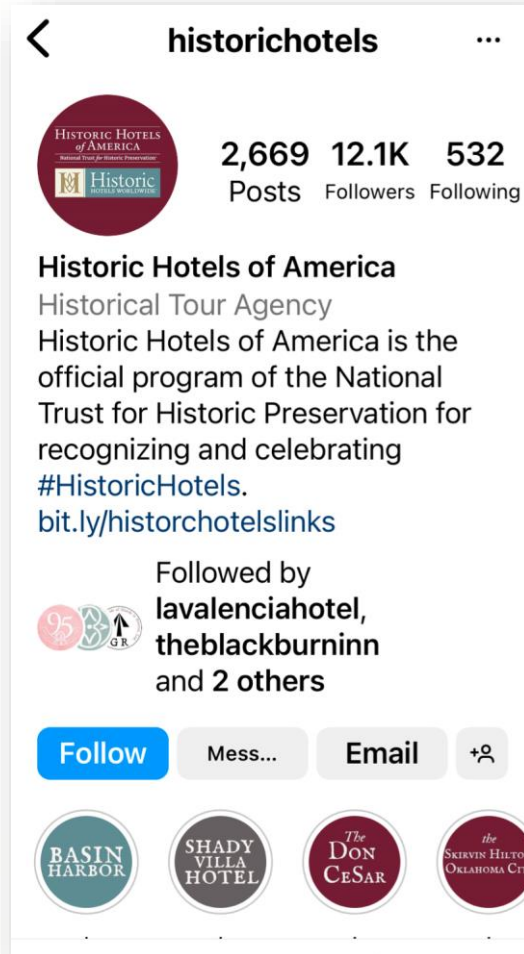


# Social Media Engagement

## Platforms

### @HistoricHotels:

- Facebook – 41.5k
- Instagram – 12k
- Visual and written storytelling
- Engagement with fans and hotel members

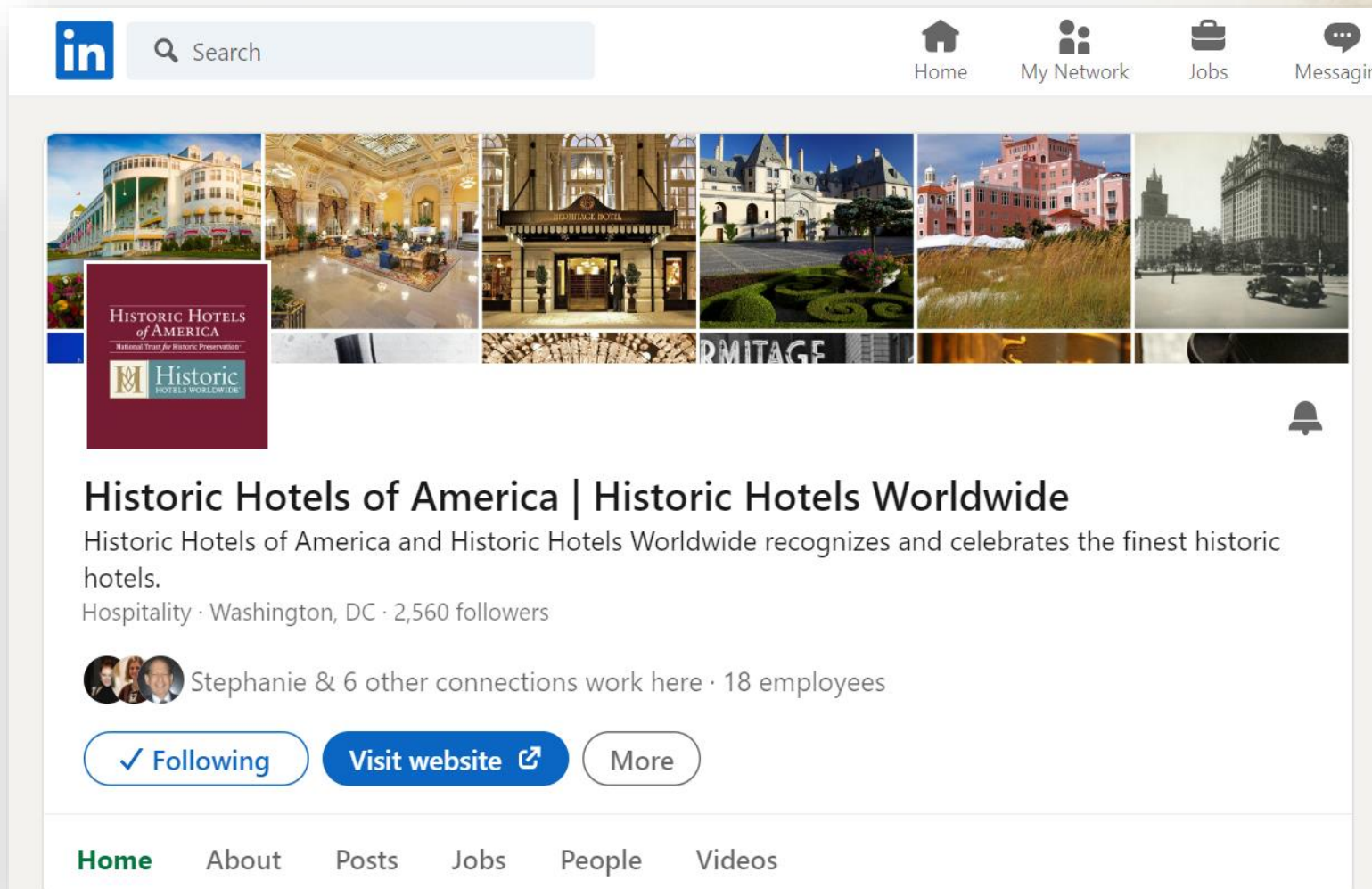




# Social Media Engagement

## Platforms @HistoricHotels:

- *Twitter* – 4.2k
- *LinkedIn* – 2.6k

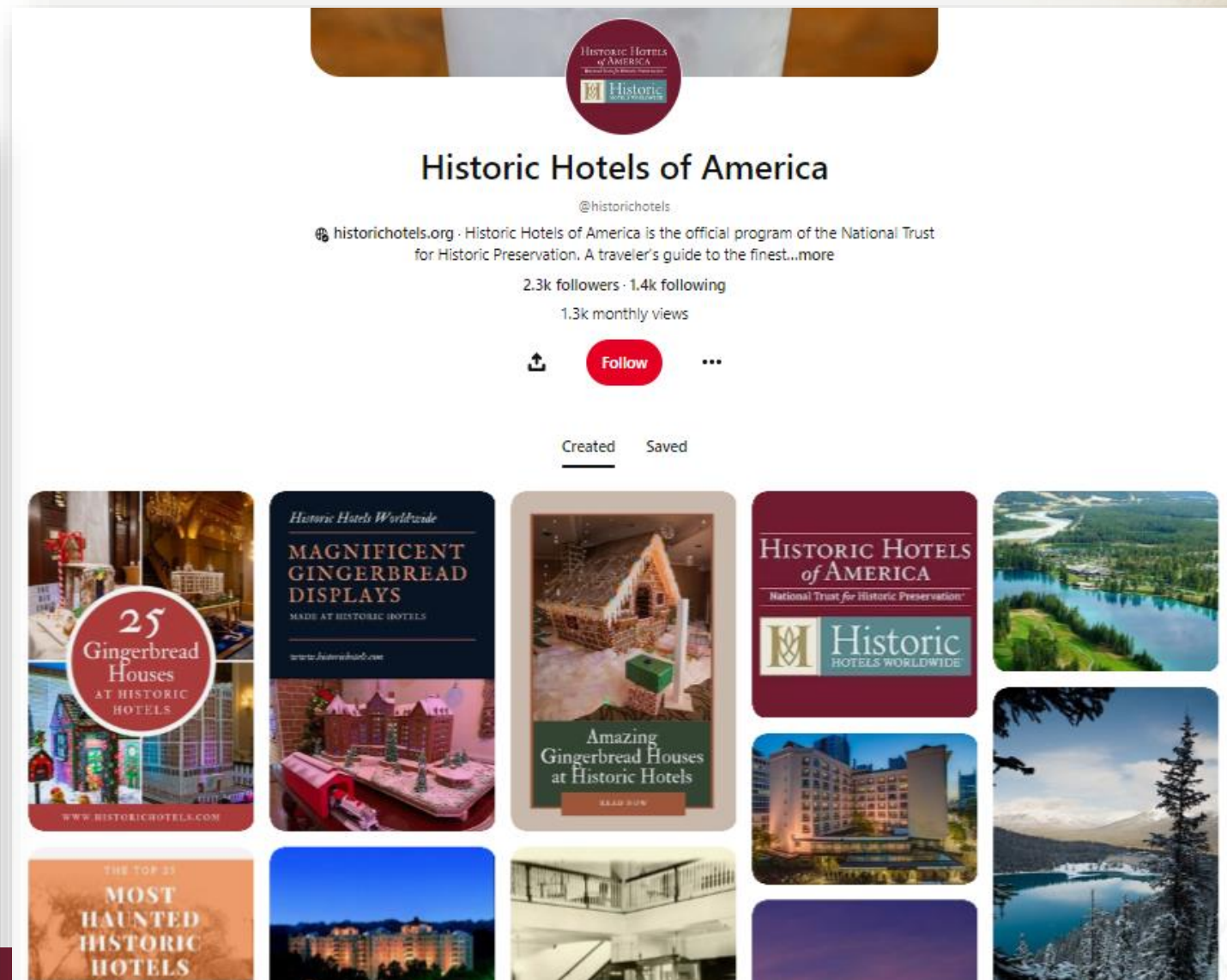




# Social Media Engagement

## Platforms @HistoricHotels:

- *Pinterest* – 2.3k
- *TikTok* – 95

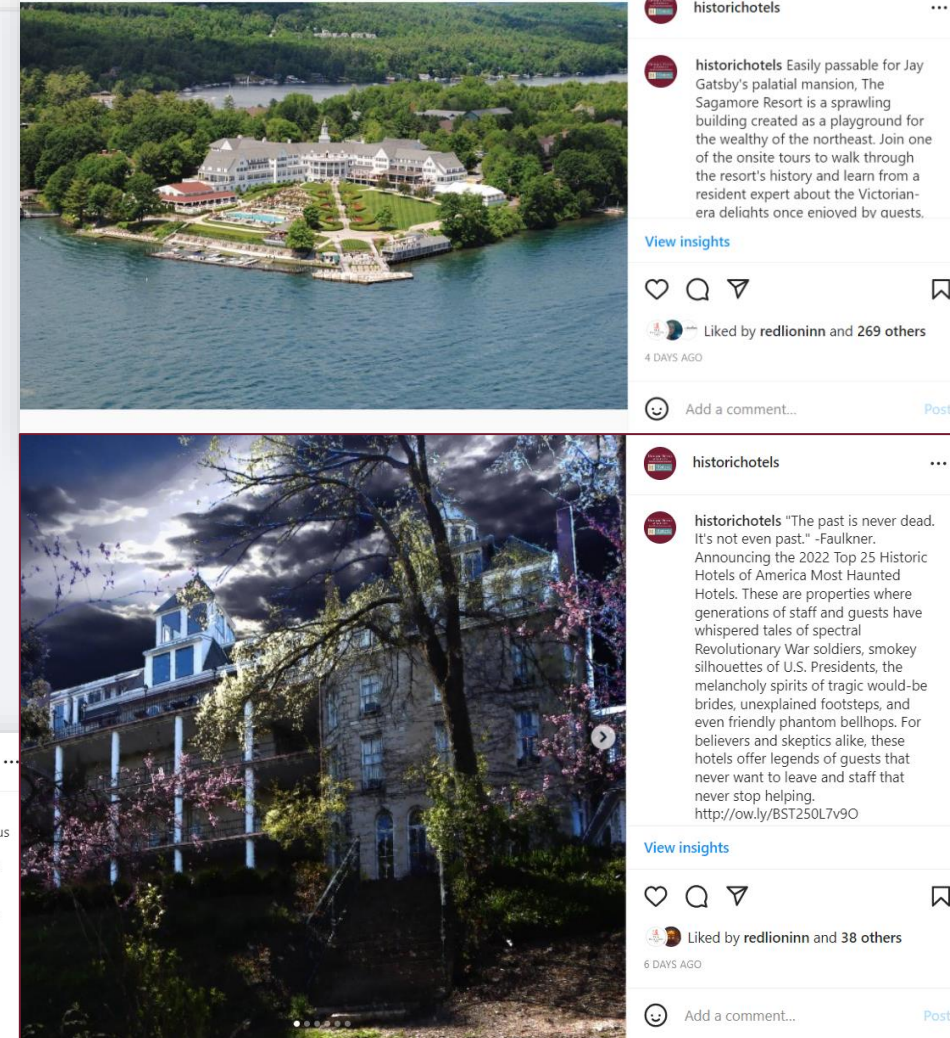
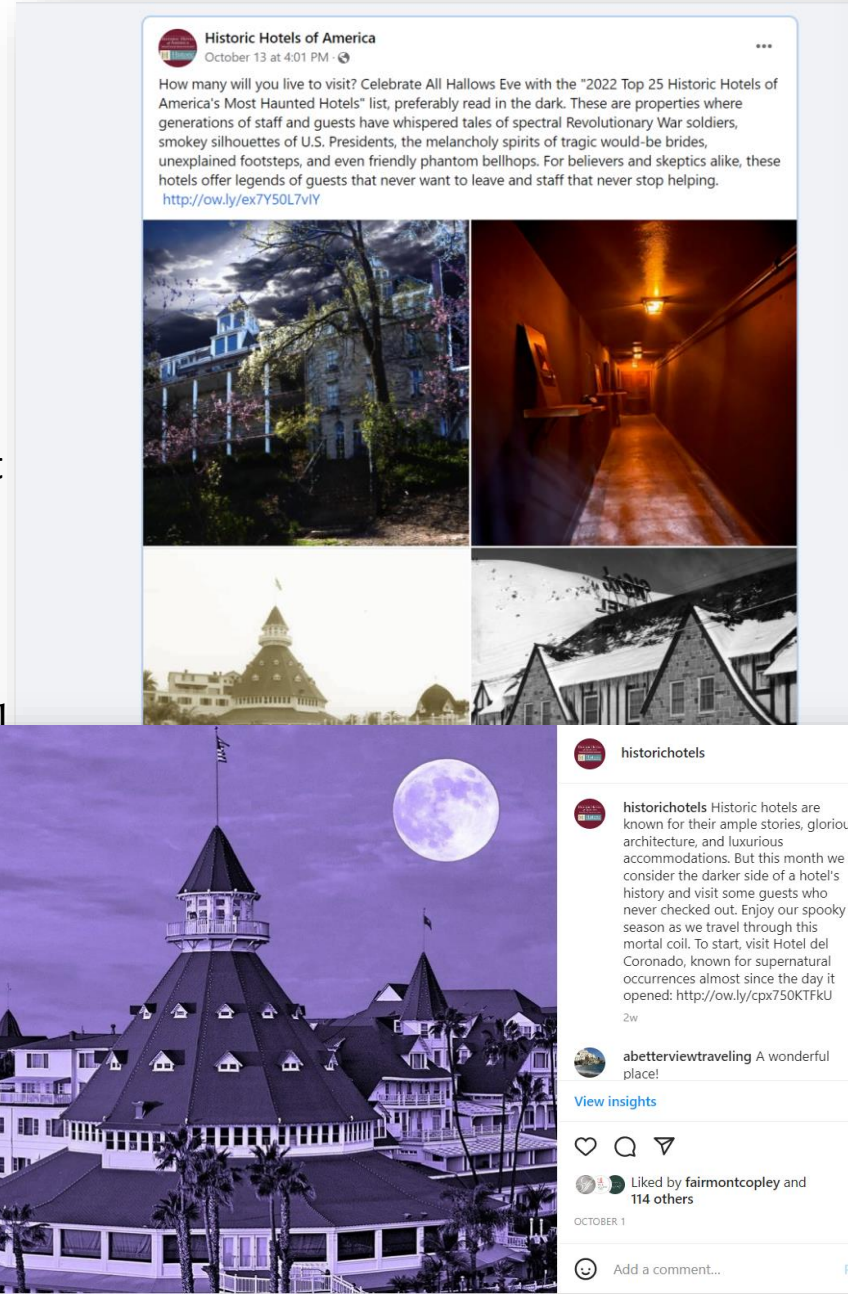




# Social Media Engagement

## Spotlight: October 2022

- Theme: Haunted Hotels
- Platforms: Facebook, Twitter, Instagram, LinkedIn
- Highest engagement rate: 8%
  - Engagement rate =  $\frac{\text{reached audience}}{(\text{likes} + \text{comments} + \text{shares})}$
- Total engagements: 6,206
  - Engagement = likes + comment + shares
- Takeaways:
  - consistent posting
  - AI learning
  - Single message across digital platforms
  - Beautiful images
  - Engaging stories



Reported by social platforms and *HootSuite*



# Social Media Engagement

## Spotlight: October 2022

- Holistic Marketing:
  - [The 2022 Top 25 Historic Hotels of America Most Haunted Hotels](#)
  - [October Discover & Explore](#)

## DISCOVER & EXPLORE

October 2022

Discover Hotels

Visit Destinations

Explore Offers

Celebrate spooky season at historic hotels! If you are looking for a "room with a boo," check out the eerie-sistible hotels featured in this **October 2022** edition of **Discover & Explore** <sup>SM</sup>. These hospitable haunts offer more than the usual textbook history, from urban legends to unexplained phenomena.

Thank you for continuing this journey of conservation, recognition, and celebration of historic hotels. We are honored to share October's highlights and invite you to **Discover** and **Explore**!

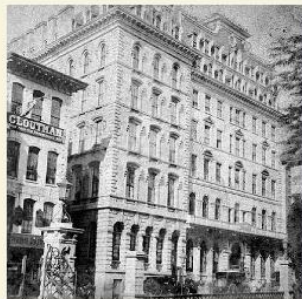
### Historic Hotels of America® Spotlight: Experience Hospitable Haunts at Historic Hotels!



The Emily Morgan Hotel



La Posada de Santa Fe



Omni Parker House



### THE 2022 TOP 25 HISTORIC HOTELS OF AMERICA MOST HAUNTED HOTELS

SHARE

HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation

#### The 2022 Top 25 Historic Hotels of America Most Haunted Hotels

Historic Hotels of America® offers travelers spectacular experiences and stories to take home with them, including the history of where they stayed the night. Every historic hotel has a story to tell and some offer more than what is found in a history textbook. For some hotels, the past is not only present in the architecture and authentic character, but also—according to legends—in the souls residing within it. The historic hotels highlighted in the 2022 Top 25 Historic Hotels of America Most Haunted Hotels are places where generations of staff and guests pass on tales of spectral Revolutionary War soldiers, smoky silhouettes of U.S. Presidents, the melancholy spirits of tragic would-be brides, unexplained

footsteps, as well as friendly phantom bellhops. For believers and skeptics alike, these hotels offer legends of guests that never want to leave and staff that never stop helping. Some hotels celebrate the spooky season with "A Room With A Boo" packages, pumpkin carving contests, ghost story readings, haunted history tours, and specialty cocktails. Adventure seekers and heritage travelers interested in a local legend need to look no further than the grand hotels, legendary luxury resorts, and iconic inns found across the United States in Historic Hotels of America.

#### Concord's Colonial Inn (1716) Concord, Massachusetts



Due to the hotel's age and role during the American Revolutionary War, Concord's Colonial Inn in Concord, Massachusetts, is rumored to have a few resident ghosts. During the war, part of the historic inn was privately owned by Dr. Timothy Minot; it was where he operated a small medical practice. When Continental soldiers were injured at the Battles of Lexington and Concord at the North Bridge, they were brought to his home for medical attention. Dr. Minot used what is now the Liberty Room as a hospital and Room 24 as an operating room. Many guests who have spent the night in the infamously haunted room have reported some strange activity. Thrillseekers travel great distances to stay at the inn's infamous Room 24, hoping to catch a glimpse of some supernatural

### Featured Offers

Setting the bar for a remarkable travel experience



#### Top Special Offers

Historic Hotels of America is a nationally-recognized leader in promoting heritage travel throughout the United States. These exceptional offers are among the best available for experiencing America's history.

VIEW ALL

VIEW ALL



# Hotel Opportunity: *Instagram* Takeover

Partner with us and host an *Instagram* takeover on @HistoricHotels for the day! Takeovers include one day dedicated to your hotel showcasing your images in multiple story and static posts. The full day is also saved in our Highlights for our followers to revisit and explore.

The goal of these *Instagram* takeovers are to inspire future travel and gain followers for the hotel's *Instagram* page. Let us know if you would like to participate!

- **Suggested prize:** A complimentary 1 or 2 night stay at the hotel with an additional component, such as a tour or tea good for one year.
- **Suggested stories & posts:** We love to feature a 'day at the hotel' using your most recent images, and make sure to highlight historic images if available. Thematic takeovers, such as holidays and celebrations, are also fantastic ways to show guests what they can expect to experience when visiting you!







# Historic Hotels of America Historic Hotels Worldwide Co-Op Program

Julie Stoltz  
Director, Digital Marketing & Partnerships



# Cooperative (Co-Op) Program: What is it?

*An opportunity for member hotels to reach heritage travelers online at [HistoricHotels.org](http://HistoricHotels.org) and related digital platforms.*

- Be seen in 850,000 sessions on *HistoricHotels.org*
- Reach new customers through 237k unique email addresses and 60k social fans
- Target the historic preservation vertical market with a hero image or banner ad.
- Find engaged customers looking for new destinations through *Discover & Explore* newsletter.
- Inspire wanderlust with unique content creation about your hotel.
- Increase your digital audience with tagged social posts on multiple platforms.
- Communicate with engaged and passionate fans of cultural travel.
- Beat the crowds and sign up now!





Duration: one week

One “Featured Offer,” Placement determined by availability	\$1,000
Placement in “Discover & Explore,” the monthly newsletter. Placement determined by availability	\$850
Twitter post on @HistoricHotels account	\$250
<b>Total</b>	<b>\$2,100</b>

HISTORIC HOTELS  
of AMERICA

National Trust for Historic Preservation

FIND A HOTEL | OFFERS | EXPERIENCES | DESTINATIONS | SPECIAL OCCASIONS

CALL TO BOOK: +1 800 678 8946 | INTERNATIONAL | EMAIL: CONTACT US

SEARCH

OFFERS & PACKAGES | HISTORIC HOTELS OF AMERICA

SHARE ▼

Historic Hotels of America offers a variety of deals and packages that promise travelers a unique and exciting experience each and every time. From spa retreat packages to savings for families, these historic hotels, inns, and resorts have set the bar for a remarkable travel experience to savor, celebrate, and share.

### Top Special Offers

Historic Hotels of America is a nationally-recognized leader in promoting heritage travel throughout the United States. These exceptional offers are among the best available for experiencing America's history.

### Romance Packages

What better place for an intimate vacation than at one of this country's remarkable historic hotels? Each of these historical locations exudes an alluring atmosphere optimal for a romantic getaway.

### Friends of Historic Hotels of America

Members, donors, supporters, and volunteers of the National Trust for Historic Preservation, its historic sites, and its affiliate or of organizations

Featured Offers

Setting the bar for a remarkable travel experience<

Top Special Offers

Historic Hotels of America is a nationally-recognized leader in promoting heritage travel throughout the United States. These exceptional offers are among the best available for experiencing America's history.

VIEW ALL >

# DISCOVER & EXPLORE

October 2022

Discover Hotels

Visit Destinations

Explore Offers

Celebrate spooky season at historic hotels! If you are looking for a "room with a boo," check out the eerie-sistible hotels featured in this **October 2022** edition of **Discover & Explore** <sup>SM</sup>. These hospitable haunts offer more than the usual textbook history, from urban legends to unexplained phenomena.

Thank you for continuing this journey of conservation, recognition, and celebration of historic hotels. We are honored to share October's highlights and invite you to **Discover** and **Explore**!

---

**Historic Hotels of America® Spotlight:**  
**Experience Hospitable Haunts at Historic Hotels!**





The Emily Morgan Hotel

La Posada de Santa Fe

Omni Parker House

**Historic Hotels @HistoricHotels · Sep 30** ...

Did you know there's an ocean liner in Chicago? The Hilton Chicago's "Normandie Lounge" features parts from the French cruise liner S.S. Normandie, which was repurposed for use by the U.S. Army in World War II.

[historichotels.org/us/hotels-reso...](https://www.historichotels.org/us/hotels-reso...)

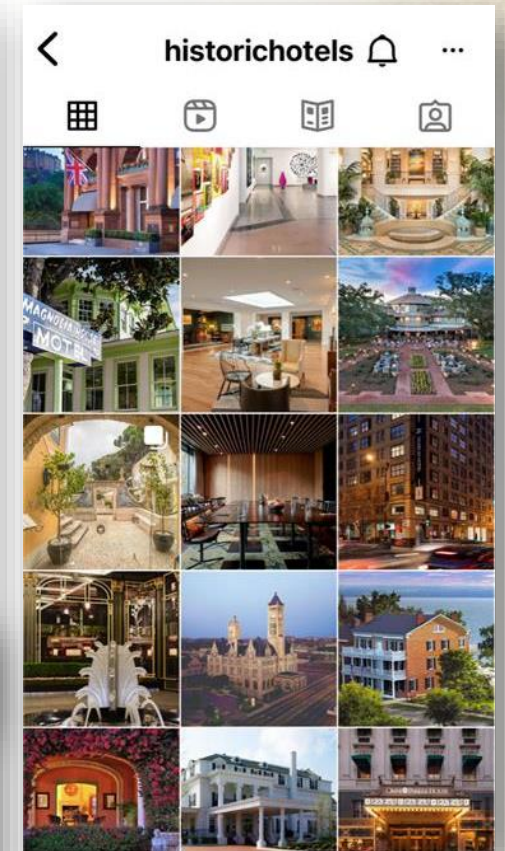
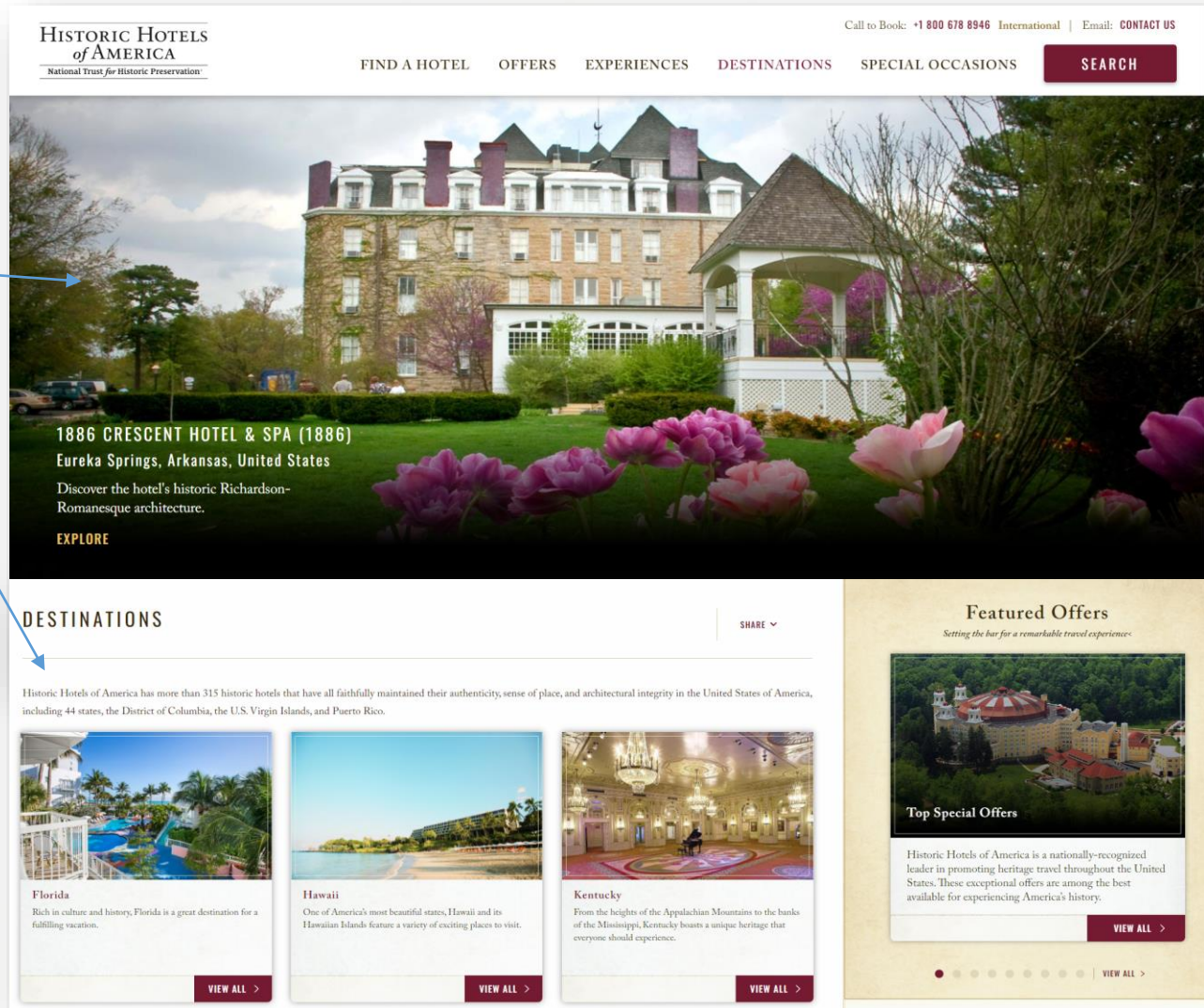




# Silver Package

Duration: two consecutive weeks

"Destination" page hero image	\$1,000
"Destination" page feature, one of three spots.	\$900
Placement determined by availability	(\$100 discount)
"Featured hotel" placement in <i>Discover &amp; Explore</i> the monthly newsletter.	\$900
Placement determined by availability	(\$100 discount)
Instagram and Twitter posts on @HistoricHotels account	\$500
Total	\$3,300

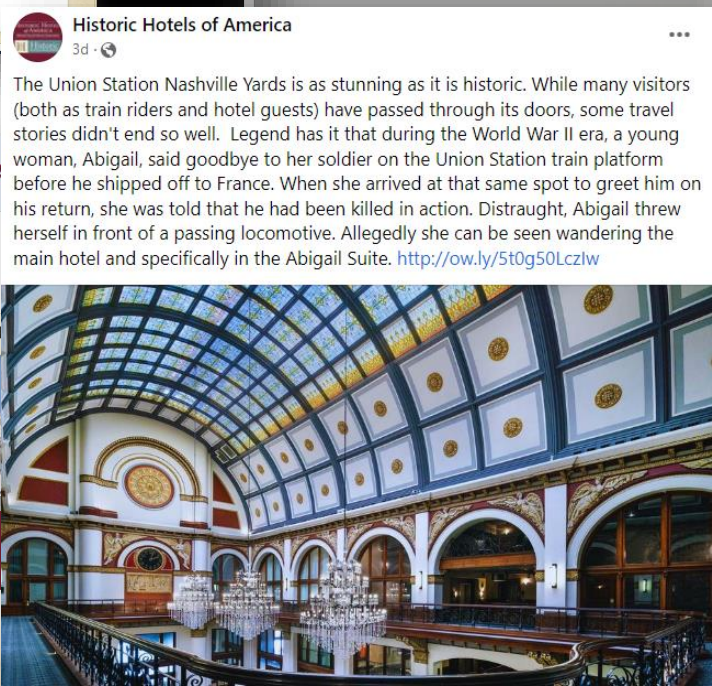
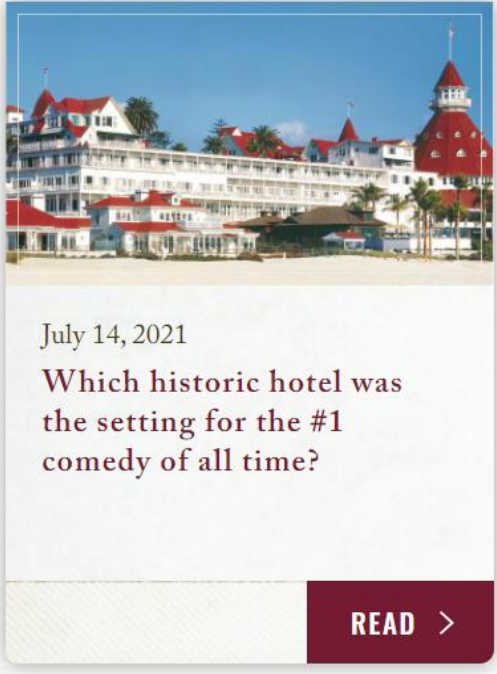
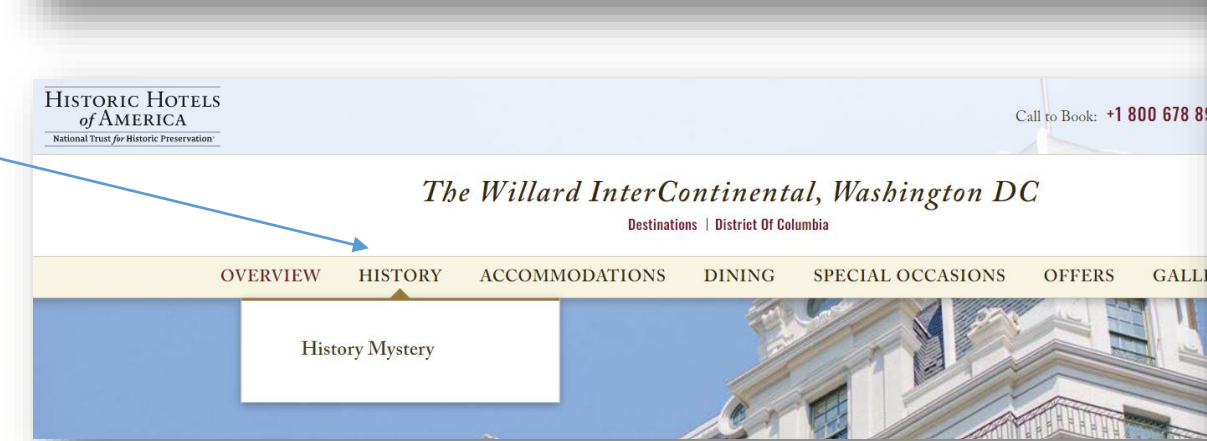
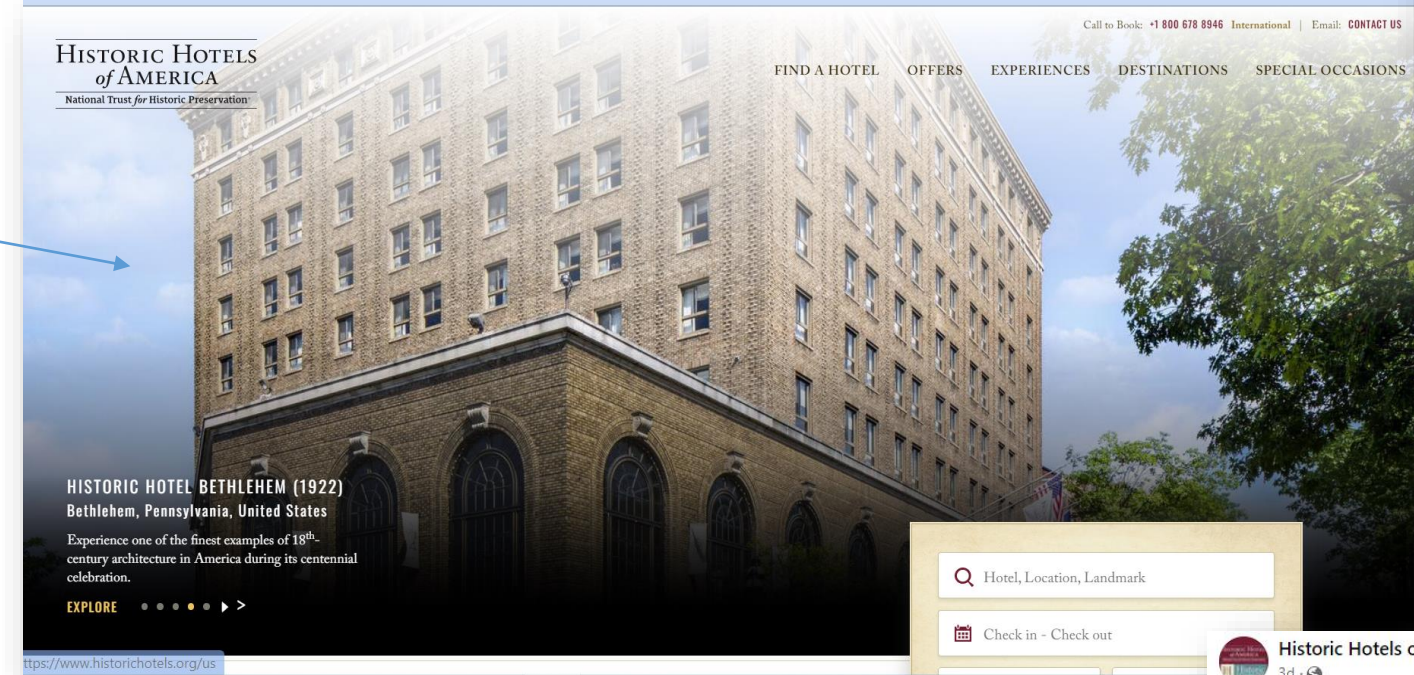




# Gold Package

Duration: three consecutive weeks

HistoricHotels.org hero image #1 carousel placement.	\$1,200
“Featured Offer,” hotel-preferred placement on site.	\$900 (\$100 discount)
“Featured hotel” placement in <i>Discover &amp; Explore</i> the monthly newsletter.	\$2,000 (\$500 discount)
Second feature in newsletter with fresh copy written content written by the Historic Hotels team. (e.g.- “History Mystery,” “Culinary Heritage”); New content also featured on hotel page.	\$300
Facebook, Instagram and Twitter posts on @HistoricHotels account	\$600
Total	\$5,000



**SIGN UP NOW!**

**First come, first served.**

**Sign up in Q1 and get dibs for peak  
season**

**<https://bit.ly/2023coop>**



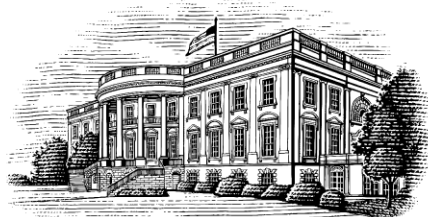




# Strategic Partnerships with Referring Sites to *HistoricHotels.org*

Julie Stoltz  
Director, Digital Marketing & Partnerships





THE WHITE HOUSE  
HISTORICAL ASSOCIATION

## Strategic Partners

Increase visitors to *HistoricHotels.org* and *HistoricHotelsWorldwide.com* from prestigious, not-for-profit organizations with large and active donor/supporter membership that support heritage, culture, and historic preservation.

RECREATION.gov

Members, supporters and donors are offered savings to Historic Hotels of America and Historic Hotels Worldwide.



GEORGE WASHINGTON'S  
MOUNT ★ VERNON

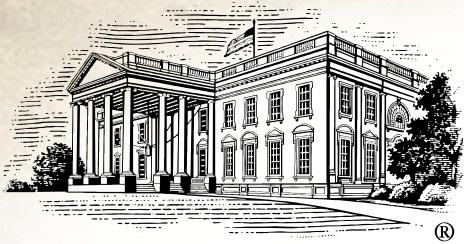
AMERICAN  
HISTORICAL  
ASSOCIATION



American  
Ancestors  
by NEW ENGLAND HISTORIC  
GENEALOGICAL SOCIETY







THE WHITE HOUSE  
HISTORICAL ASSOCIATION



West Baden Springs Hotel Atrium, Indiana  
Photo Courtesy of Historic Hotels of America and French Lick Resort

### Historic Hotels of America

Stay and save at historic hotels that have been hosts to Presidents, First Ladies, and their families. Special offers are available for members, donors, and supporters of the White House Historical Association.

Historic Hotels of America is the official program of the National Trust for Historic Preservation for increasing the recognition and celebration of the finest historic hotels across the USA.

SAVE UP TO  
**30% OFF**  
BEST AVAILABLE RATES

at more than 200 participating  
Historic Hotels of America  
with offer code NHP\*

HISTORIC HOTELS  
of AMERICA



The Hermitage Hotel, Nashville, TN  
Photo Courtesy of Historic Hotels of America and The Hermitage Hotel



The Don CeSar, St. Pete Beach, Florida  
Photo Courtesy of Historic Hotels of America and The Don CeSar

\*Special NHP rates are subject to availability and only offered through advance reservation on [HistoricHotels.org](http://HistoricHotels.org)

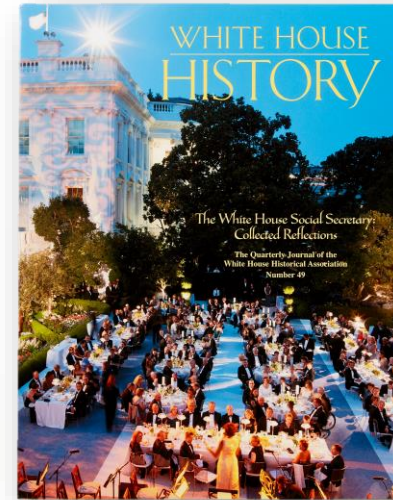
# The White House Historical Association

*The White House Historical Association is a private, educational non-partisan non-profit founded in 1961 by First Lady Jacqueline Kennedy to protect, preserve, and provide public access to the history of America's Executive Mansion.*

*In 1981, First Lady Nancy Reagan had the idea to sell an Official White House Christmas Ornament that honors a different president sequentially as a fundraising tool for the Association.*

### Partnership Benefits:

- Audience: Reach of 500,000+ Heritage & Cultural Traveler Households
- Advertising in *Quarterly Journal* - White House History & Website
- Discount on White House Christmas Ornament and White House bookstore
- Historic Hotels of America Directory Available in White House Historical Association Gift Shops (400,000+ Visitors/Year)
- Events at Historic Hotels
- Partnering with Presidential Sites
- Specific Historic Hotels of America [landing page](#)





# AmericanAncestors

by NEW ENGLAND HISTORIC  
GENEALOGICAL SOCIETY

## Partnership Benefits:

## AmericanAncestors.org and New England Historic Genealogical Society

*The New England Historic Genealogical Society, with its national headquarters located in Boston's Back Bay, is the oldest and largest genealogical society in America. The nation's founding resource for family history research. They offer an award-winning genealogical research website at AmericanAncestors.org and maintains a publishing division which produces original genealogical research, scholarship, and educational materials.*

- Partner offer: Save \$10 off membership at *AmericanAncestors.org*, the nation's premier family history research organization.
- 600k+ members, 250k+ active searches, and millions of online users.
- 1.4+ Billion Searchable Records.
- Second Most Popular Hobby in the U.S. After Gardening.
- 2.1+ million active genealogists in the U.S.; 8+ million hobbyist genealogists in the U.S.



## Partnership Benefits:

## American Historical Association

*The American Historical Association is a nonprofit membership organization founded in 1884 and incorporated by Congress in 1889 for the promotion of historical studies. As the largest organization of professional historians in the world, the AHA represents more than 12,000 members and serves historians representing every historical period and geographical area in a wide variety of professions.*

- Partner offer: Save 10-30% off at Historic Hotels of America.
- American Historical Association members have a history-focused interest.
- We feature next to academic and networking opportunities.





# Mount Vernon

## First Impressions

Benjamin Latrobe visits the president and sketches his house

Archaeologists uncover signs of the president's life. A newly unveiled reinterpretation of the books that inspired the Mount Vernon Ladies' Association.



### George Washington really slept here...

Concord's Colonial Inn (1716) Concord, Massachusetts	John Rutledge House Inn (1763) Charleston, South Carolina
Historic Inns of Annapolis (1727) Annapolis, Maryland	Beekman Arms and Delamater Inn (1766) Rhinebeck, New York

#### HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation

Hosts of Presidents, First Families, and History  
[HistoricHotels.org](http://HistoricHotels.org)

Save 10 – 30% on your next stay at Historic Hotels of America. Savings for donors, members, supporters and George Washington birthday party guests when booking on [HistoricHotels.org/US](http://HistoricHotels.org/US) with code NHIP

## George Washington's Mount Vernon

*George Washington's Mount Vernon is a marketing partner of Historic Hotels of America. It promotes Historic Hotels of America to its donors, members, and supporters across the USA. Mount Vernon is the home of our first President, George Washington. It is owned and maintained in trust for the people of the United States by the Mount Vernon Ladies' Association, a private, non-profit organization. It does not accept government funding and relies solely upon private contributions.*



### Partnership Benefits:

- Mount Vernon boasts 58,000+ donors and 13,000 members as well as 8.4 million website visitors.
- Advertising in Mount Vernon's magazine sent to donors and affiliated organizations, Birthday Celebration program, and in various emails.
- Historic Hotels of America prominently promotes George Washington's Birthday Celebration throughout our digital channels;
- Historic Hotels of America is a Gold sponsor, donating an average of 10 packages at member hotels for auction during the fundraising event.
  - Historic Hotels of America and donating hotels are both listed on the Mount Vernon website
  - Without the generosity of our hotels, this would not be possible!

GEORGE  
WASHINGTON'S  
★  
MOUNT  
VERNON





## Recreation.gov

*Recreation.gov is a one-stop shop for trip planning, information sharing, and reservations brought to you by 12 federal Participating Partners. Seven of these partner agencies, including the Army Corps of Engineers, Forest Service, NPS, Bureau of Land Management, Bureau of Reclamation, Fish and Wildlife Service, and the National Archives, offer reservations at 2,500 federal areas for over 60,000 facilities and activities.*

- Historic Hotels of America is the only non-government agency participating and the only group of hotels featured other than approved National Park Service lodging.
- Currently 110 members are featured.
- Nearly 180 pages of content and 500 images linked directly from *Recreation.gov* to *HistoricHotels.org*
- Access the consumers of *Recreation.gov* information sharing and reservations for twelve USA federal Participating Partners.
- All reservations from *Recreation.gov* will appear through *HistoricHotels.org*.

### Partnership Benefits:



**National Park  
Foundation**™

### Partnership Benefits:

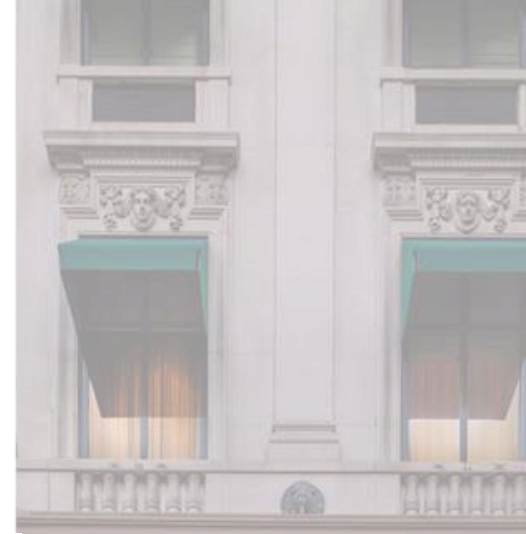
## National Park Foundation and National Park Service

*The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts. The National Park Foundation generates private support and builds strategic partnerships to protect and enhance America's national parks for present and future generations.*

- Annual viewership on National Park Foundation and National Park Service sites, more than 4 million
- Press Releases and Social Media promotion issued by U.S. Secretary of the Interior, U.S. Department of the Interior, the National Park Service, National Forest Service, National Park Foundation, Bureau of Reclamation, *Recreation.gov* among others.
- Listing on [www.sharetheexperience.org/partners](http://www.sharetheexperience.org/partners) with other recognizable partners.
- Many members are recognized or owned by the National Park Foundation.

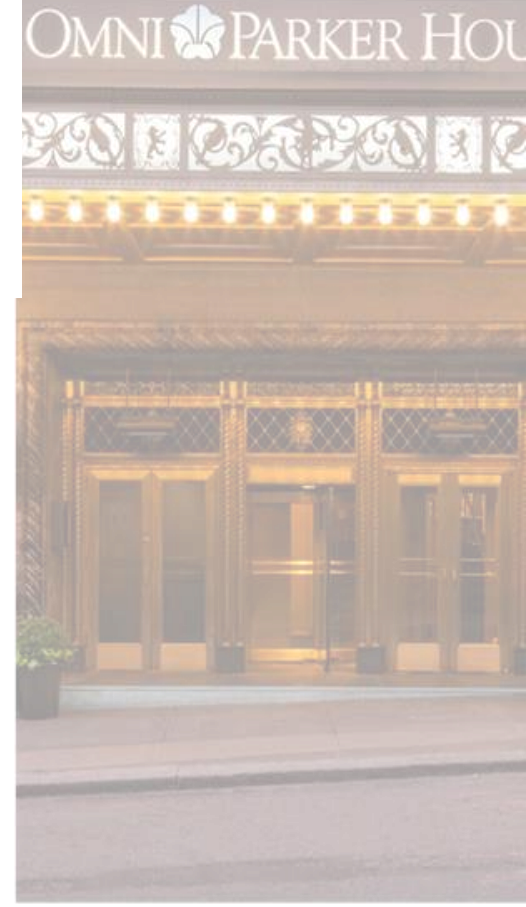
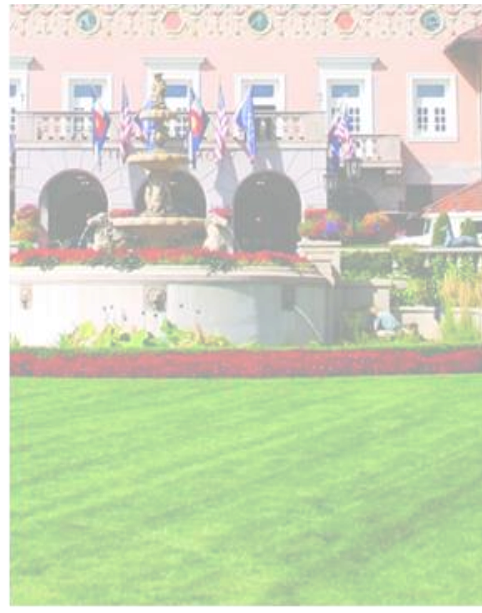






# Public Relations & Marketing

Katherine Orr  
Manager, Marketing Communications



# Media Coverage: 1 Billion+ Media Impressions

## Historic Hotels "Four Strategies to Increase Media Exposure"



Link: <https://www.historichotels.org/us/press/press-room.php>

1. Place stories into national and regional news through Wire Distribution and media contacts.
2. Serve as a resource to media content creators that are seeking info about historic hotels.
3. Support members with press kits and other media assets (press releases, social media content, logos, etc.).
4. Promote member hotels when we are visible in the media to promote Historic Hotels of America and Historic Hotels Worldwide.





# 1. Get the Story Out: Press Release Distribution, Syndication

**businesswire**  
A BERKSHIRE HATHAWAY COMPANY

**National**

This circuit reaches newspapers, wire services, television and radio, business journals, select national media, individual reporters, and select trade media from a variety of industries. Disclosure distribution includes financial disclosure media and databases, stock markets and regulatory organizations, institutions, and financial analysts. Full-text Internet posting to information and news sites, portals, search engines, content syndicates, wireless providers, and research databases is also included.

<b>National</b>	Business Alabama	AL.com	KUAC-TV (PBS)
<b>ALABAMA</b>	Huntsville Business Journal	Capital City Free Press	KUCB-TV (PBS)
<b>Newspapers</b>	<b>Television</b>	online	KYUK-TV (PBS)
Alabama Media Group	EWTV News - Eternal	ENewsCourier.com	KYUR-TV (ABC)
(Central Publishing)	Word Television Network	Mobile Press-Register	<b>Radio</b>
Andalusia Star-News	Primo Multimedia	(AL.com)	Alaska Public Radio
Banner Herald	Raycom Media, Inc.	The Huntsville Times	Network
Birmingham Business	WAAY-TV (ABC)	(AL.com)	KASH-FM
Journal	WABM-TV (ABC)	<b>ALASKA</b>	KBRW-AM
CHNI Community	WAFF-TV (NBC)	<b>Newspapers</b>	KCAM-AM
Newspaper Holdings Inc.	WBMA-LP	Alaska Journal of	KENI-AM
Daily Mountain Eagle	WBMA-TV (ABC)	Commerce	KFAR-AM
Daily Sentinel	WGWV-TV (ABC)	Anchorage Daily News	KFQD-AM
Decatur Daily	WHNT-TV	Daily Sitka Sentinel	KGTL-AM
Dothan Eagle	WIAT-TV (CBS)	Fairbanks Daily News-Miner	KINY-AM
Eufaula Tribune	WJTC-TV	Homer News	KLAM-AM
Florence Times Daily	WPMI-TV (NBC)	Juneau Capital City	KRBD-FM
Gadsden Times	WSES-TV	Juneau Empire	KSKA-FM (NPR)
Huntsville Times	WSFA-TV	Ketchikan Daily News	KSKO-AM
Mobile Press-Register	WSFA-TV (NBC)	Kodiak Daily Mirror	KSRM-AM
Montgomery Advertiser	WTVY-TV (CBS)	Peninsula Clarion	KSTK-FM (NPR)
News-Courier	WVTM-TV	Petersburg Pilot	KSUP-FM
Opelika-Auburn News	WVUA-TV	The Cordova Times	KTF5-FM
Sand Mountain Reporter	WZDX-TV (Fox News)	The Northern Light	KTKN-AM
Selma Post Herald	<b>Radio</b>	<b>News Services</b>	KTOO-FM
The Citizen of East	Dunaway and Brown Radio	Associated	KUAC-FM
Alabama	Show	Press/Anchorage	KUCB-AM
The Cullman Times	WACQ-AM	Associated Press/Juneau	KYUK-AM
The Messenger	WBHM-FM	<b>Magazines &amp; Periodicals</b>	<b>Online</b>
The Selma Times-Journal	WBTG-AM	Alaska Business magazine	ArcticToday.com
Times-Journal	WJAB-FM	<b>Television</b>	<b>ARIZONA</b>
Tuscaloosa News	WKAC-AM	KAKM-TV	<b>Newspapers</b>
Valley Times News	WMFC-AM	KATN-TV (ABC)	Arizona Business Gazette
<b>News Services</b>	WMFC-FM	KJNP-TV	Arizona Capitol Times
Associated	WQPR-FM	KJUD-TV (ABC)	Arizona Daily Star
Press/Birmingham	WTSU-FM	KTOO-TV (PBS)	Arizona Daily Sun
Associated	WUAL-FM	KTUU-TV (NBC)	Arizona Free Press
Press/Montgomery	WVAS-FM	KTVA-TV	ASU - The State
<b>Magazines &amp; Periodicals</b>	WWIC-AM	KTUV-TV (CBS)	Casa Grande Dispatch
<b>Online</b>		KTUV-TV (NBC)	Daily News-Sun

For more info: US: +1.888.381.WIRE (9473) or [info@businesswire.com](mailto:info@businesswire.com)  
Non-US: See the final page

1 of 40

- Historic Hotels of America and Historic Hotels Worldwide Interactive Press Releases are distributed via a wire service that sends news about your hotels to 7,000 radio, print, TV, and digital newsrooms in all 50 states and D.C.
- Global news outlets based in the United States pick them up, sometimes translating them for their own foreign audiences.
- These news outlets often publish the press release as-is, syndicated.
- Reporters will pick up the story and expand on it.
- In a typical year, we distribute about 20-25 press releases.

In addition to thousands of local newspapers, press releases are seen by national news outlets including *Forbes*, *Reuters*, *The Wall Street Journal*, *The New York Times*, MSNBC, MSN, Yahoo!, and the Associated Press – to name a few. We pitch to the national and global media.



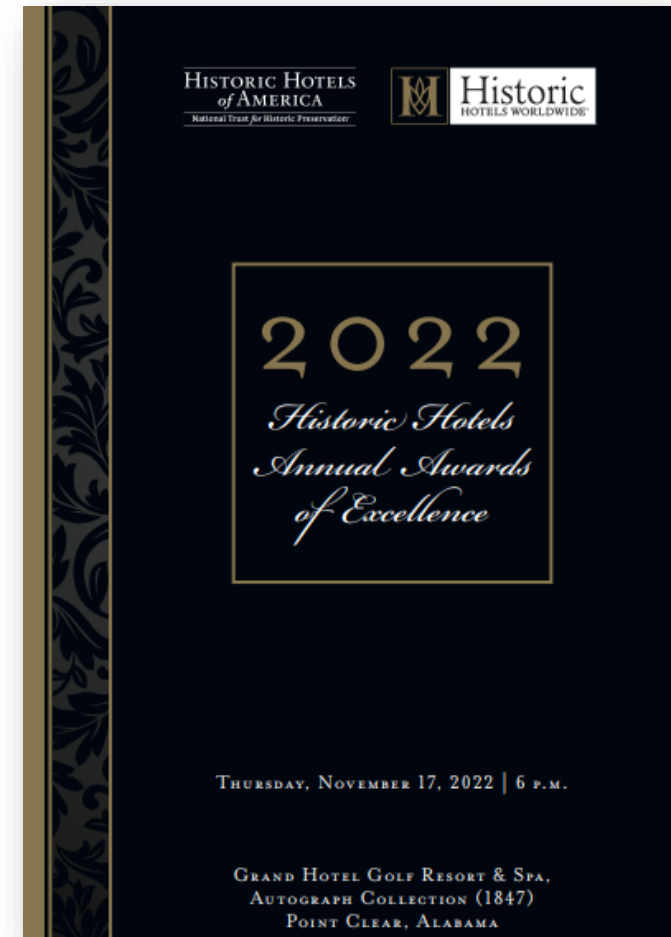
# Generating Media and Consumer Attention with Recognition: Historic Hotels of America and Historic Hotels Worldwide Awards of Excellence

Each year, Historic Hotels of America and Historic Hotels Worldwide hold nominations for the **Annual Awards of Excellence**. These awards are given out to historic hotels and hoteliers that have been leaders in the hospitality industry.

The Awards of Excellence put hotels in the media spotlight.

We received over 350 nominations for 2022 awards. Nominations come from the hotels, prior award winners, and members and donors and participants within the National Trust for Historic Preservation.

Nominations for 2023 open in March of next year.

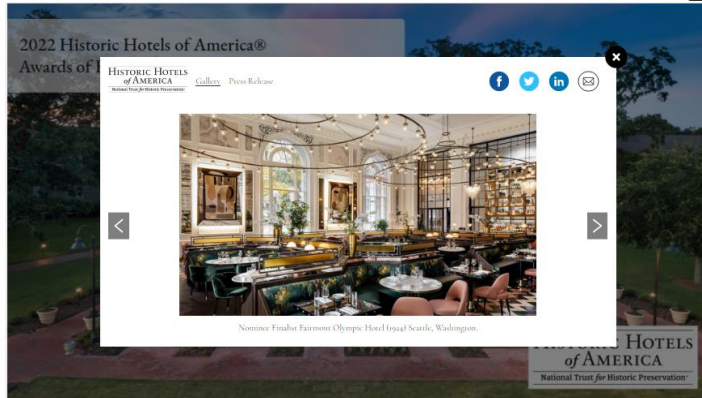




# Historic Hotels of America and Historic Hotels Worldwide Awards of Excellence Press Release Distribution

## 2022 Historic Hotels of America® Awards of Excellence Nominee Finalists Announced

Hotels and Recipients to be Honored at the 2022 Historic Hotels Awards Ceremony and Gala on November 17 at the Grand Hotel Golf Resort & Spa in Point Clear, Alabama.



September 20, 2022 10:00 AM Eastern Daylight Time

WASHINGTON--(BUSINESS WIRE)--Historic Hotels of America® is pleased to announce the nominee finalists for the 2022 Historic Hotels of America® Awards of Excellence. The Historic Hotels Awards of Excellence recognize and celebrate the finest historic hotels and hoteliers from across the United States of America, through categories of excellence such as Historic Hotels of America Best Historic Resort, Historic Hotels of America Sustainability Champion, Historic Hotels of America Lifetime Achievement, and Historic Hotels of America Best Historic Restaurant.

The 2022 @HistoricHotels of America Awards of Excellence Nominee Finalists have been announced. Learn more about this program of @SavingPlaces at [HistoricHotels.org](https://www.historichotels.org) and see who is nominated to win in November at <https://bit.ly/3U7Cd3>

[Tweet this](#)

The 2022 Historic Hotels Awards of Excellence Ceremony and Gala will take place at Grand Hotel Golf Resort & Spa in Point Clear, Alabama on Thursday, November 17, 2022, at 7 pm. The award winners will be announced in front of an audience of owners, general managers, senior decision-makers, and guests representing many of the finest historic hotels from across the United States of America and from around the world. The Grand Hotel Golf Resort & Spa (1847) has been known as *The Queen of Southern Resorts* for 175 years and is set on 550 acres next to Mobile Bay.

Nominee finalists are selected from nominations received from historic hotels.

HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation

HISTORIC HOTELS OF  
AMERICA

### Release Summary

2022 Historic Hotels of America®  
Awards of Excellence Nominee  
Finalists Announced

### Tweets from @HistoricHotels

**Historic Hotels**  
@Historic... · 3h

Did you know there's an ocean liner in Chicago? The Hilton Chicago's "Normandie Lounge" features parts from the French cruise liner S.S. Normandie, which was repurposed for use by the U.S. Army in World War II. [historichotels.org/us/hotels-resorts/](https://www.historichotels.org/us/hotels-resorts/)



1

**Historic Hotels**  
@His... · Sep 29

We're pleased to welcome The Peregrine Omaha Downtown, Curio Collection by Hilton in Omaha, NE into the Historic Hotels of America fold. Learn more: [ow.ly/juv550KTESO](https://www.historichotels.org/us/hotels-resorts/)



1

## By The Numbers: Seven Days of Publication September 20-27, 2022

- 119 Re-postings via Syndication on Sites Reaching
- 44.5 Million Unique Visitors Per Week
- 2,033 Confirmed Media Member Views, out of
- 9,553 Total Press Release Views
- 11,841 Link Clicks to Our Members' Profiles



<https://www.businesswire.com/news/home/20220926005008/en/2022-Historic-Hotels-Worldwide%C2%AE-Awards-of-Excellence-Nominee-Finalists-Announced>

# Through the Years: Awards of Excellence in the News

**sonoma** magazine

What's New in Wine Country | Things To Do in Sonoma | Food + Drink | BiteClub | Trip Ideas | Sonoma Home | Newsletters | Magazine

How to Celebrate Día de los Muertos in Sonoma County | New Chef and Loco Moco at Santa Rosa's Lazeaway Club | Wacky Wieners at Sebastopol's Claypool Cellars | 3 Hidden Gem Restaurants in Sonoma's Northernmost Town | Kim Kardashian Visits Sonoma County | This Movie in Sonoma's Indoor B...

**SONOMA HOTELS, THINGS TO DO IN SONOMA, TRIP IDEAS, WHAT'S NEW IN WINE COUNTRY**

## Sonoma Inn Nominated for Historic Hotels of America Awards

The Sonoma hotel joins finalists from around the country, including renowned East Coast hotels that were built in the 18th century.

BY SONOMA MAGAZINE STAFF  
OCTOBER 2022  
0 COMMENTS

Facebook | Twitter | Instagram | Email | COPY URL

**sonoma** HARVEST | SIX ISSUES / ONE GREAT PRICE | Your insider's guide to Wine Country

SLIDE 1 OF 9

Fairmont Sonoma Mission Inn and Spa is among the nominee finalists for the 2022 Historic Hotels of America Awards of Excellence. (Courtesy of Fairmont Sonoma Mission Inn & Spa)

**ConventionSouth**

Home | News | Features | Awards | Destinations | Events | Directory

## Several Southern hotels among 2020 Historic Hotels Award of Excellence winners

December 28, 2020

Facebook | Twitter | LinkedIn | Email

23 December 2020

## Hotels Awards of Excellence Winners

share this article | LinkedIn | Twitter | Facebook | Email

SLIDE 1 OF 9

Fairmont Sonoma Mission Inn and Spa is among the nominee finalists for the 2022 Historic Hotels of America Awards of Excellence. (Courtesy of Fairmont Sonoma Mission Inn & Spa)

**Victoria** buzz

Sections | Latest | COVID-19 NEWS

Tuesday, October 19, 2021

Business

## Victoria's Fairmont Empress named best historic hotel in the Americas

By Brighti Basu - Wednesday, December 23rd, 2020

Facebook | Twitter | Email

Fairmont Empress hotel lobby

This week marked the bestowment of a prestigious award for one Victoria landmark business.





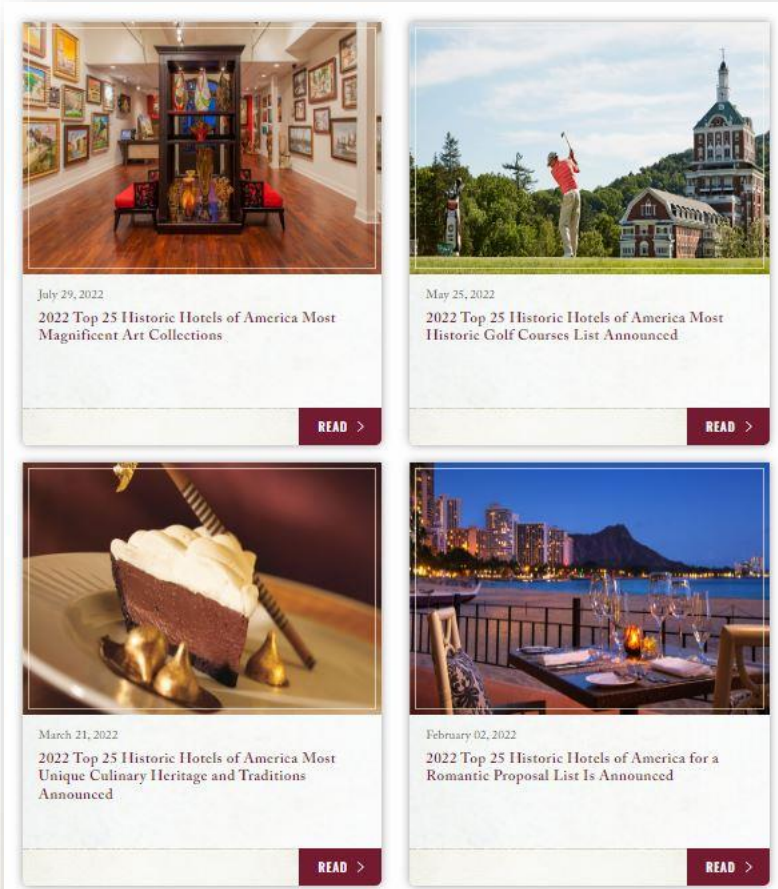
# Historic Hotels of America and Historic Hotels Worldwide Awards of Excellence at Historic Hotels Press Room

Press releases at  
*Historic Hotels.org*  
include  
downloadable PDF  
and *Word* versions,  
and a zip folder of  
images for the press  
to use.



A screenshot of the Historic Hotels Press Room page. The top section features a large image of the Grand Hotel Golf Resort &amp; Spa in Point Clear, Alabama, with a text overlay describing it as the "Queen of Southern Resorts" and a link to "EXPLORE". Below this is a navigation bar with the Historic Hotels of America logo and a "Press Room" link. The main content area is titled "PRESS RELEASES" and features a "SHARE" button. The featured press release is titled "2022 Historic Hotels of America® Awards of Excellence Nominee Finalists Announced" and includes a "WASHINGTON, D.C. – September 20, 2022" dateline. Below the title are links to "DOWNLOAD PDF", "DOWNLOAD WORD DOC", and "DOWNLOAD IMAGES". The release text describes the awards ceremony and lists the categories of excellence. The bottom of the page features a gold seal with a key design.

# Generating Media and Consumer Attention with Recognition: The Top 25 Historic Hotels of America and Historic Hotels Worldwide Press Releases



The Top 25 lists cover a wide array of subjects that make member hotels some of the most interesting, beautiful, and *fun* historic places to visit.

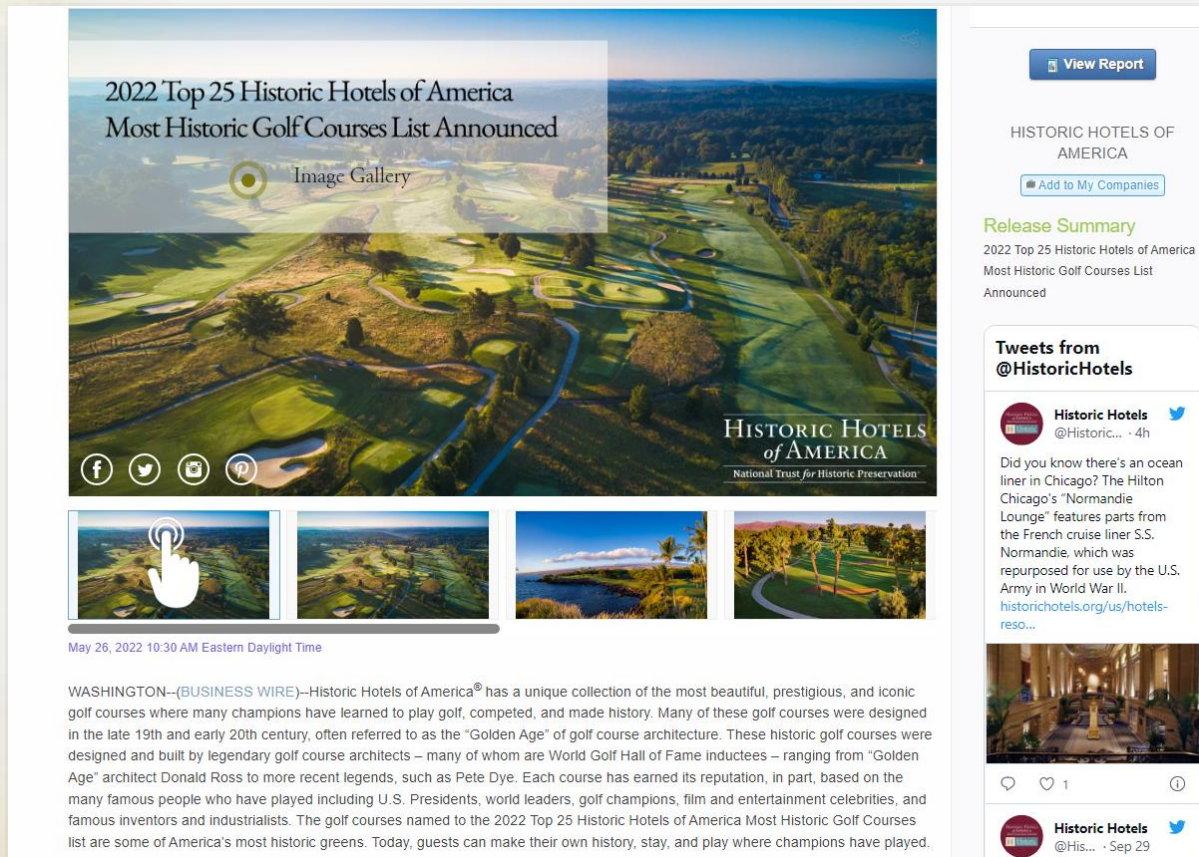
Top 25 Historic Hotels of America and Top 25 Historic Hotels Worldwide Lists Issued to Date:

- Most Historic Golf Courses
- Most Haunted Hotels
- Hotels for a Romantic Proposal
- Most Magnificent Gingerbread Displays
- Most Magnificent Art Collections
- Most Magnificent Gardens
- Culinary Heritage and Traditions
- Most Magnificent Ceilings and Domes





# The Top 25 Lists: The Best and Most of Historic Hotels



## The 2022 Top 25 Historic Hotels of America Most Historic Golf Courses List Announced

By The Numbers: Seven Days of Publication  
May 26-June 3, 2022

- 135 Re-postings via Syndication on Sites Reaching
- 10.2 Million Unique Visitors Per Week
- 1,222 Confirmed Media Member Views, out of
- 4,223 Total Press Release Views
- 1,341 Link Clicks to Our Members' Profiles



# Amplifying Hotel Milestones and Anniversaries



## HISTORIC INNS OF ANNAPOLIS IS CELEBRATING ITS 250TH ANNIVERSARY WITH SPECIALS THROUGHOUT THE YEAR!

Special E  
February O

### La Fonda's 100th celebrates a place and a feeling

By Phill Casaus pcasaus@sfnwmexican.com Apr 2, 2022 Updated Apr 2, 2022 0



More than 375 people attended La Fonda on the Plaza's 100th anniversary party March 26.  
Courtesy photos by Daniel Quat

Home / News / Local News



La Fonda on the Plaza's 100th anniversary party wasn't so much a celebratory blowout as it was a reunion.

There were endless photos of goofy hairstyles and "did-we-really-wear-that?" fashion. There were nods to an architecture — and a feeling — that could only happen in New Mexico. And finally, there was a realization: The venerable hotel's century of existence was critical to Santa Fe's emergence as a tourist destination like few others.

More than 375 people, including Gov. Michelle Lujan Grisham and family members of the hotel's owners



### Historic Hotels of America Milestones

#### Hotels Celebrating 175 years

Grand Hotel Golf Resort & Spa (1847) Point Clear, Alabama

#### Hotels Celebrating 125 Years

Bellevue Inn (1897) Belleair, Florida

Chicago Silversmith Hotel & Suites (1897) Chicago, Illinois

The Martinique New York on Broadway, Curio Collection by Hilton (1897) New York

#### Hotels Celebrating 100 Years

Phantom Ranch (1922) Grand Canyon National Park, Arizona

La Fonda on the Plaza (1922) Santa Fe, New Mexico

Historic Hotel Bethlehem (1922) Bethlehem, Pennsylvania

#### Hotels Celebrating 75 Years

Melrose Georgetown Hotel (1947) Washington, District of Columbia

### Historic Hotels Worldwide Milestones

#### Hotels Celebrating 300 Years

Utne Hotel (1722) Utne, Norway

Hacienda El Camren Hotel & Spa (1722) Ahualulco de Mercado, Mexico

#### Hotel Celebrating 200 years

Grandhotel Giessbach (1822) Interlaken-Brienz, Switzerland

#### Hotels Celebrating 125 years

Hacienda Santa Rosa, A Luxury Collection Resort (1897) Santa Rosa, Mexico

Fossheim Turisthotell (1897) Lom, Norway

#### Hotels Celebrating 100 Years

Fairmont Jasper Park Lodge (1922) Jasper, Canada





# USA Today – 10Best Readers' Choice Contest

INTERESTS // HOTELS & RESORTS

## 10 best waterfront hotels in the US, according to readers



Photo courtesy of Chatham Bars Inn

### No. 1: Chatham Bars Inn - Chatham, Massachusetts


With a quarter-mile private beach and stunning views of the Atlantic Ocean, this classic New England destination has welcomed guests to Cape Cod since 1914. With 25 landscaped acres, poolside and beachfront cabanas and lounges, cottages and five dining areas, there's a lot to enjoy. Settle into an Adirondack chair, stroll into town or get out on the water to watch the whales.

After 9 years of working with *USA Today's* 10Best Readers' Choice, in 2022 the partnership remained strong. This past year, members of Historic Hotels of America were finalists for the following Readers' Choice voting categories:

- Best Boutique Hotel (2022)
- Best Historic Hotel (2022) - Member Winner
- Best Waterfront Hotel (2022) - Member Winner
- Best Hotel Bar (2022)
- Best Pet-Friendly Hotel (2022)
- Best Hotel Restaurant (2022)
- Best All-Inclusive Resort (2022)
- Best Romantic Hotel (2022)
- Best Family Resort (2022)
- Best Eco-Friendly Hotel (2022)
- Best Destination Resort (2022)
- Best Hotel Pool (2022)

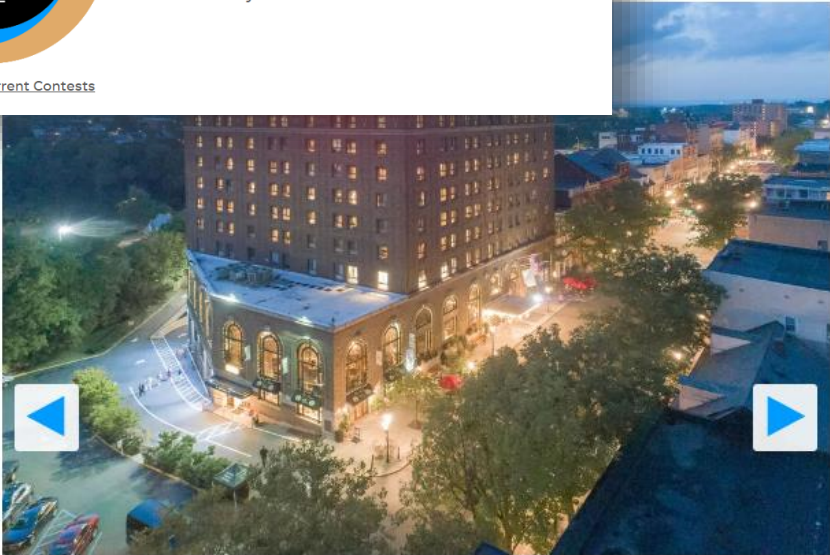


# USA Today – 10Best Readers' Choice Contest



**Best Historic Hotel (2022)**  
Pennsylvania hotel named Best Historic Hotel for second year in a row  
If the walls could talk at these historic hotels they'd have a lot to say

[Browse Current Contests](#)



**1 HISTORIC HOTEL BETHLEHEM**  
Bethlehem, Pennsylvania

Guests of the Historic Hotel Bethlehem can learn about the hotel's storied history in the Lower Lobby. A hotel has occupied the site since 1741, though the structure was used as a convalescence home for World War I soldiers for a period. Today, guests enjoy modern amenities in this historic setting in the heart of Moravian Bethlehem. Photo courtesy of Historic Hotels of America

Voted on by the general public (**this contest has a reach in the millions**), the Historic Hotel Bethlehem won the contest for USA Today 10Best Readers' Choice Best Historic Hotel again for the second straight year in 2022.

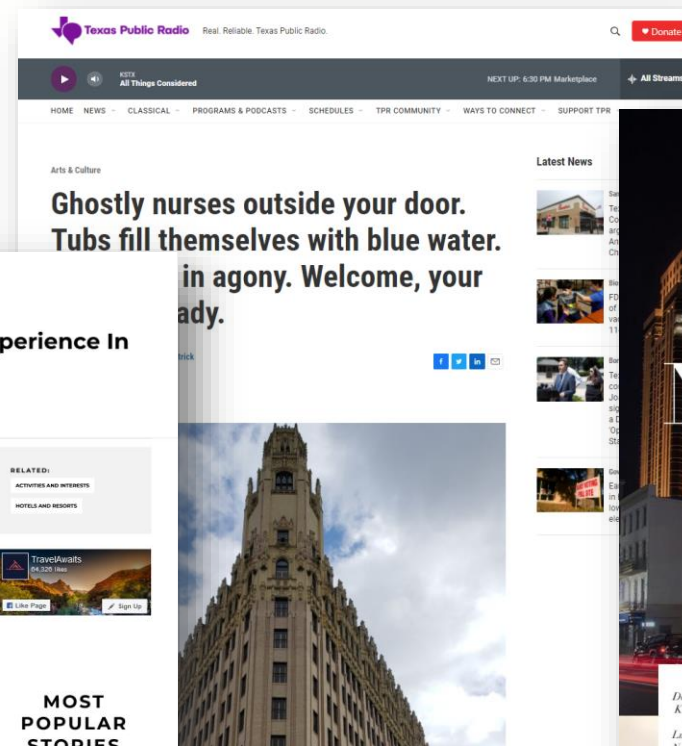
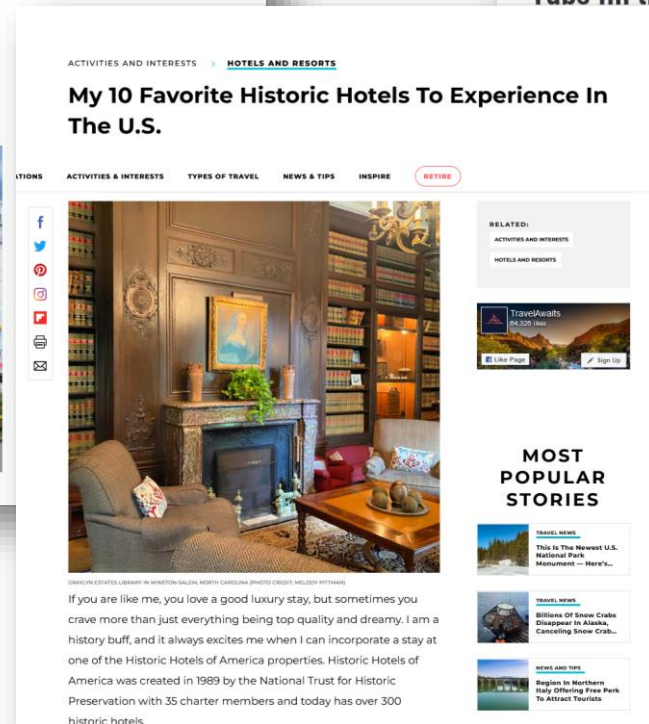
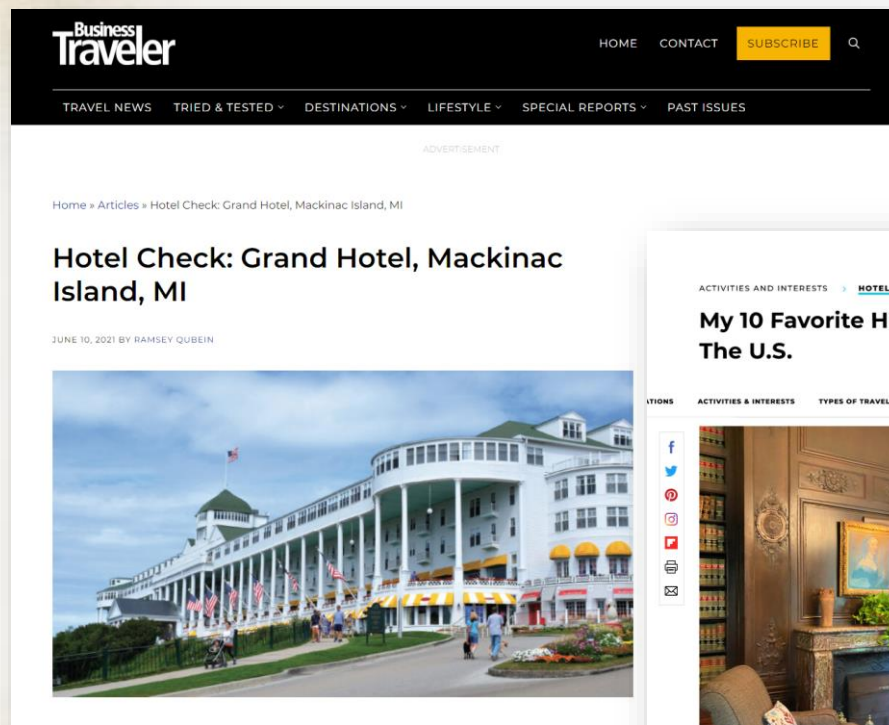
With the help of the Lehigh Valley community, loyal guests and staff they were able to maintain #1 Best Historic Hotel throughout the entire voting period.

Several members have had the honor of this accolade over the years. Contest expert panels pull nominees from Historic Hotels of America news (Top 25 lists and Awards of Excellence nominees) and from outside the program.





## 2. Serve as a Source and Resource for Media



Left: <https://www.businesstravelerusa.com/business-traveler-usa-story/hotel-check-grand-hotel-mackinac-island-mi/>  
Middle <https://www.travelawaits.com/2755122/best-historic-hotels-to-visit-in-the-us/> and <https://www.tpr.org/arts-culture/>  
Right: [https://issuu.com/mindblowingmagazine/docs/\\_official\\_mb\\_mag\\_june\\_mens\\_issue/76](https://issuu.com/mindblowingmagazine/docs/_official_mb_mag_june_mens_issue/76)

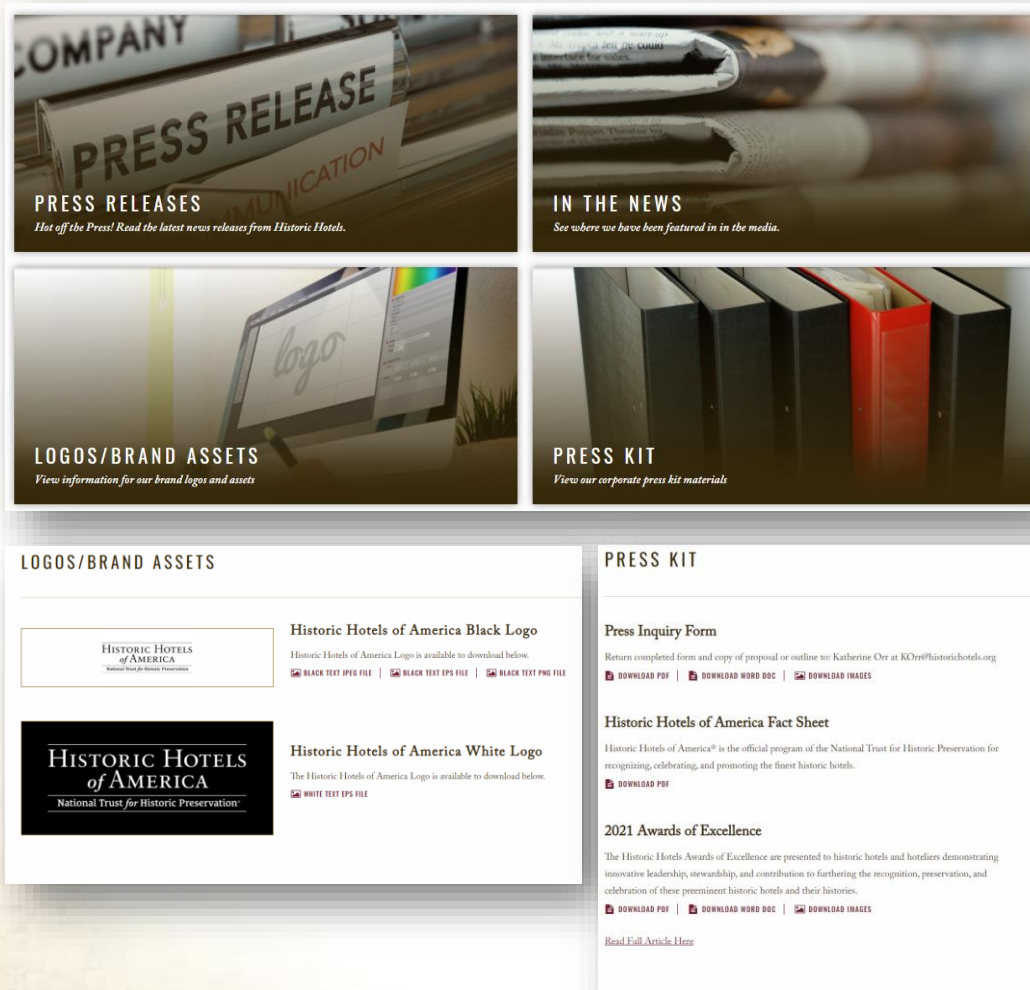


### 3. Support Members' Press and Publicity

Historic Hotels of America and Historic Hotels Worldwide is also a resource for members to promote themselves.

- Logos to use on websites and in articles
- Fact sheets for members to refer to when speaking with the media
- Examples of how members have promoted themselves in the past (send us articles about your hotel and we'll post it here)
- Published press releases and associated photographs

<https://www.historichotels.org/us/press/press-room.php>





### 3. Support Members' Press and Publicity

2022 Historic Hotels Awards of Excellence Nominee Finalists Press Kit: A social media Kit with pre-written content, a drafted press release ready for personalization, and logos sized for a variety of digital platforms

2022 Awards of Excellence Nominee Fina...s of America)

Save to Dropbox

Download

Sorted by name



2022 Historic Hotels of America Awards of Excellence Nominee Finalist



Frequently Asked Questions



2022 Historic Hotels of America Awards of Excellence Nominee Finalist



2022 Historic Hotels of America Awards of Excellence Nominee Finalist



2022 Historic Hotels of America Awards of Excellence Nominee Finalist



2022 Historic Hotels of America Awards of Excellence Nominee Finalist



Press Release for Historic Hotels of America



Social Media Kit for Nominee Finalists



#### LinkedIn

Graphic: 700 x 400px (graphic file located in press kit folder)

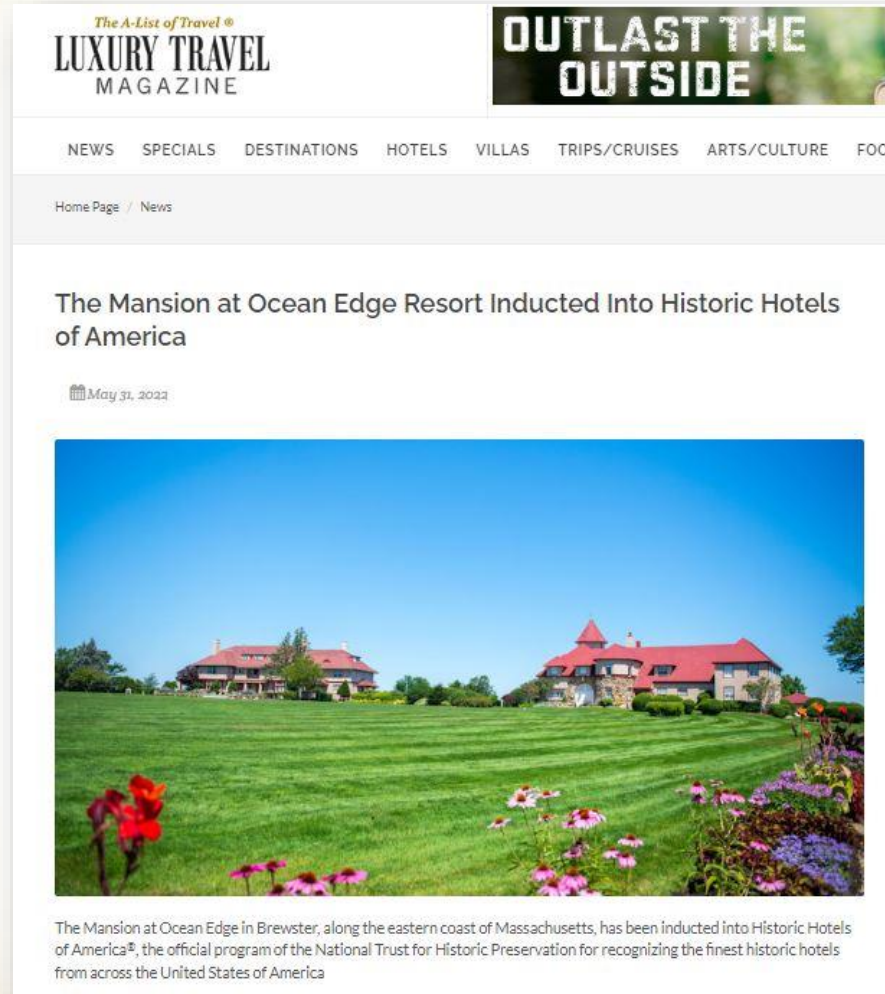
(Hotel Name) in (City) is pleased to announce it is nominated for (award) of the 2022 Historic Hotels Awards of Excellence.

The 2022 Historic Hotels Annual Awards of Excellence Ceremony and Gala Dinner will take place at the Grand Hotel Golf Resort & Spa in Point Clear, Alabama, on November 17. Awards will be presented to recipients before an audience of owners, senior management, industry leaders, and representatives from the finest historic hotels around the world.

Each year, these Historic Hotels Awards of Excellence honor, encourage, and recognize the most exemplary historic hotels, hoteliers, and leadership practices. The Historic Hotels Awards of Excellence are presented to historic hotels and hoteliers demonstrating innovative leadership, stewardship, and contribution to furthering the recognition, preservation, and celebration of these preeminent historic hotels and their histories.

Learn more about our nomination here: [LINK](#)

### 3. Support Members' Press and Publicity



<https://www.luxurytravelmagazine.com/news-articles/the-mansion-at-ocean-edge-resort-inducted-into-historic-hotels-of-america>



<https://news.yahoo.com/morris-house-hotel-inducted-historic-150000038.html>





## 4. Promoting Members When the Focus is On Historic Hotels

Explore The World podcast Episode #88 with Larry Horwitz  
@ <https://landlopers.com/2021/01/10/podcast-episode-88>

### ETW# 88 The Pinehurst Resort & Historic Hotels of America

Twitter Facebook Pinterest LinkedIn Email



This week we explore North Carolina's legendary Pinehurst Resort and learn more about the Historic Hotels of America.



You can listen to the podcast here on this page or on any of these services: iTunes, Google Play, Spotify, Stitcher.



Hi there and thanks for visiting!  
Travel with me as I explore the best places and experiences that the world has to offer. Read more.

#### Popular Posts

Origin Story: My Inspiration To Leave The 9-5 And Follow My Passion

Explore The World Travel Podcast

A Few Reasons Why Everyone Is Obsessed With Iceland

20 Things Every Smart Traveler Should Know

Honest Luxury Travel: What It Is And Why It's Important



Nat Geo Travel "Why it's important to save historic hotels"  
@ <https://www.nationalgeographic.com/travel/article/how-to-save-a-historic-hotel-and-why-they-matter>

Travel Itch Radio Halloween Special Episode with Larry Horwitz @ <https://danschlossberg.net/travel-itch-radio/>



**NEXT UP ON TRAVEL ITCH:** Halloween Special: Larry Horwitz, Executive Vice President, [Historic Hotels of America](#), joins Travel Itch this Thursday 10/28 @ 8:00 pm. Want to sample a paranormal experience or two this Halloween? There's no better place than one of the Top 25 most haunted members of Historic Hotels of America. Hear all about these venerable properties which span both coasts, as well as ghost sightings dating all the way back to the Revolutionary War. Larry will also discuss the spirit of a jilted bride, a ghostly maid called "Mrs. Clean," a woman who committed suicide by locomotive after learning her husband died in wartime service, and spirits that passed through elevators doors without opening them. Even long-time Louisiana legend Huey Long lives on as a ghost in a Baton Rouge historic hotel! Listen live on iTunes or BlogTalkRadio. See you on the radio!





# 4. Promoting Members When the Focus is On Historic Hotels

## Preservation Magazine Placement

**Top 25 Historic Hotels of America Most Magnificent Art Collections**  
Discover the Art of Historic Hotels at [HistoricHotels.org/us/art-2022.php](https://www.historichotels.org/us/art-2022.php)  
HistoricHotels.org | Reservations: 800-678-8946

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

**MORRIS HOUSE HOTEL (1787)**  
**Philadelphia, Pennsylvania** | The eclectic art collection of the Morris House Hotel features a series of contemporary oil paintings of friends and family of the hotel owners in the style of Revolutionary and Federal Era style portraiture.

**21c MUSEUM HOTEL LOUISVILLE (1800)**  
**Louisville, Kentucky** | The 21c Museum Hotel Louisville in Louisville, Kentucky, was the first of the 21c Museum Hotels, founded in 2006 by contemporary art collectors Laura Lee Brown and Steve Wilson.

**THE WORT HOTEL (1941)**  
**Jackson, Wyoming** | The historic Jackson Hole hotel displays much of its 175 pieces of original contemporary and traditional Western-themed art, valued at over \$1.2 million, for guests to enjoy. The collection is defined by its sculptured bronze works, acrylics, and oil paintings. The hotel offers visitors a self-guided walking tour.

**MOHONK MOUNTAIN HOUSE (1869)**  
**New Paltz, New York** | Mohonk Mountain House has an extensive art collection of over 1,800 pieces that showcase artists who chose Hudson Valley people and scenery as their subjects. The most famous artists in the Mohonk collection are Henry Van Ingen and Daniel Huntington, who painted portraits of the resort's founders, Albert K. and Eliza P. Smiley.

**CASA MONICA RESORT & SPA (1888)**  
**St. Augustine, Florida** | The Casa Monica Resort & Spa and its Grand Bohemian Art Gallery are curated with an adventurous collection of oil paintings, sculpture, and antiques. One of the collection's most impressive series is the "Five Women of Saint Augustine" by Mariamne Lebe, which depicts St. Augustine's history through the lives of five courageous women.

**CLAREMONT CLUB & SPA A FAIRMONT HOTEL (1915)**  
**Berkeley, California** | The Berkeley resort's halls boast a rotating blend of photography, oils, acrylics, and three-dimensional pieces. The Lilly Treadwell Room—named for Sir Edmund Hillary and Sherpa Tenzing Norgay, the first climbers to summit Mt. Everest on May 29, 1953—exhibits some of the collection's art as well as historical artifacts.

**21c MUSEUM HOTEL CINCINNATI (1912)**  
**Cincinnati, Ohio** | In 2022, the hotel is exhibiting Dress Up, Speak Up: Regalia and Resistance: a bedecked and bejeweled occupation of space and time, evoking past and present, fact and fiction, memory and desire, to illuminate the complexity of contemporary identity.

**CHATHAM BARS INN (1914)**  
**Chatham, Massachusetts** | A poignant tribute to the history of the United States, the Spirit of America painting by Norman Rockwell found its home at the restaurant STARS, right above the mantle and within view of the Chatham Harbor. In the lobby, guests enjoy the large model replicas of clipper ships from the 1800s.

**THE MISSION INN HOTEL & SPA (1876)**  
**Riverside, California** | A stroll through the richly appointed Spanish Art Gallery of The Mission Inn Hotel & Spa makes for a magical evening in the midst of an exquisite art collection. The gallery was designed in 1914 to display a vast collection of paintings from around the world, collected by the Miller hotelier family.

**LA FONDA ON THE PLAZA (1922)**  
**Santa Fe, New Mexico** | Original works of southwestern art are displayed throughout La Fonda on the Plaza. Paintings by the best Pueblo artists were acquired in the historic hotel's early years and much of the art comes from Santa Fe's famed Indian Market. Carefully selected, every piece has a connection to the people who designed, built, and owned the hotel.

**THE MAYFLOWER HOTEL AUTOGRAPH COLLECTION (1925)**  
**Washington, District of Columbia** | In collaboration with local District artist Cris Clapp Logan, The Mayflower Hotel developed several eye-catching works that capture the richness of the hotel's history. Logan also designed for the hotel colorful room keycards with images of notable guests that it has welcomed since the Roaring Twenties.

**XV BEACON (1903)**  
**Boston, Massachusetts** | With an extensive art collection, the Boston hotel invites guests to tour the works and "feel a stirring of the soul." Prized pieces of the collection include an ancient Roman mosaic, canvases by America's foremost portraitist Gilbert Stuart; and works by contemporary abstract painter Maggi Brown.

FALL 2022 | [SavingPlaces.org](https://www.SavingPlaces.org) 53

DISCOVER *magnificent* ART COLLECTIONS AT  
HISTORIC HOTELS OF AMERICA

21c Museum Hotel Oklahoma City, Oklahoma City, Oklahoma  
Photo courtesy of 21c Museum Hotel Oklahoma City, 2022 All Rights Reserved.

HISTORIC HOTELS OF AMERICA is known for its hotels' stunning architecture, colorful gardens, elegant hospitality, and romantic settings. Many feature museum-quality art collections. These historic places offer opportunities to experience and enjoy a variety of artwork: furniture, paintings, sculpture, augmented reality, blown and stained glass, photography, and more. Many historic hotels were founded by art collectors, such as the Palmer House, a Hilton Hotel, and many more are managed today in part by art professionals and collectors. These are truly museums where you can spend the night!

**Hacienda Del Sol Guest Ranch Resort (1929)**  
Tucson, Arizona  
Guests encounter sculptures, paintings, pottery, photography, and tilework, all accenting and enhancing the natural landscape of the Sonoran Desert.

**The Grand Hotel Golf Resort & Spa, Autograph Collection (1847)**  
Point Clear, Alabama  
Contemporary artist Nall (Fred Nall Hollis) loaned over 150 pieces to the resort by 2002. View throughout the resort.

**The Statler (1956)**  
Dallas, Texas  
Mid-century and contemporary art abound, such as the Miss Liliada Lise Llama sculpture, an homage to the real-life celebrity llama that visited Dallas in 1959.

**The Pfister Hotel (1893)**  
Milwaukee, Wisconsin  
Reportedly the largest collection of Victorian art of any hotel in the world, most pieces were collected by the hotel's founders. About 80 pieces are on permanent display today.

Explore the 2022 Top 25 Historic Hotels of America Most Magnificent Art Collections List at [historichotels.org/us/art-2022.php](https://www.historichotels.org/us/art-2022.php)  
Members of the National Trust for Historic Preservation SAVE UP TO 30%\* OFF BEST AVAILABLE RATES at more than 200 participating Historic Hotels of America with offer code NHP  
\*Subject to availability and only offered through advance reservation on [HistoricHotels.org](https://www.HistoricHotels.org). Copyright © 2022 Historic Hotels of America All Rights Reserved.

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

Member hotels are featured quarterly in *Preservation*, the official magazine of the National Trust for Historic Preservation and Historic Hotels of America.

*This issue for Fall 2022 is out now! Look for it in your guest room.*

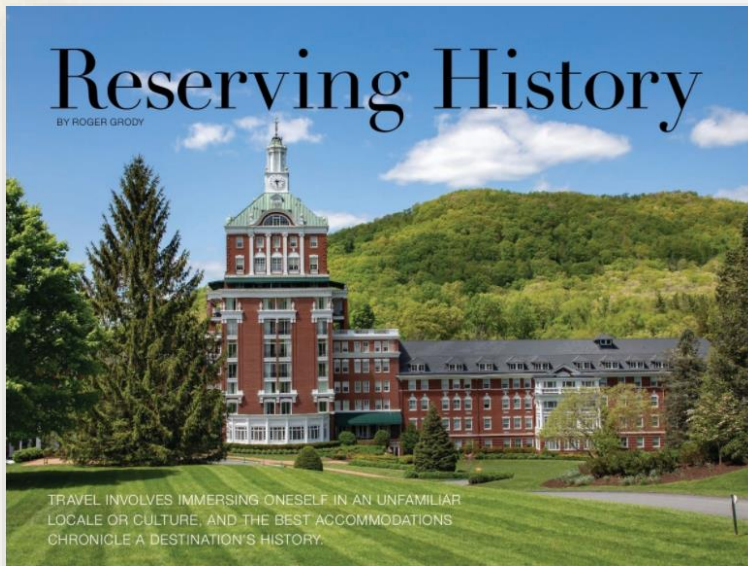
Inside spread

Back cover





## 4. Promoting Members When the Focus is On Historic Hotels



It is estimated there are more than 700,000 hotels around the world, and major American reservations platforms provide instant access to about 200,000 properties. Many are nondescript structures built to mass-market formulas perfected by the world's largest hospitality companies. While providing entirely adequate accommodations, those hotels reveal very little about a destination.

Travelers not satisfied with a standard-issue product from one of the big chains usually have the opportunity to stay at a hotel that is an authentic piece of history, and those properties can enhance a journey immensely. "They want to learn about the hotel's history by discovering and exploring the hotel and the heritage, culture and tastes of the region in which the hotel is located," says Lawrence Horwitz

of such intellectually curious guests. Horwitz is the executive vice president of Historic Hotels of America and Historic Hotels Worldwide, organizations dedicated to promoting the châteaux, villas, haciendas, and monasteries that have been lovingly restored into hotels. Horwitz reports that many guests at those treasured landmarks experience a genuine emotional connection to the local heritage conveyed through the properties themselves.

The five-star Hotel Bernini Palace, overlooking the Palazzo Vecchio in historic Florence, Italy, is a work of art worthy of the remarkable city it occupies. The hotel is housed in a sumptuously renovated 15th-century building that exudes classic Florentine romance, offering its pampered guests the opportunity to fully experience one of the most artistic places on



Virginia's Omni Homestead Resort is a product of more than 250 years of rich history.

the planet. The hotel — it was the first in Florence to provide running water and a stable for its guests' horses — dates back to about 1700 and is literally a slice of local history.

David Foschi, general manager of the Bernini Palace, reports the hotel succeeds in balancing historic preservation with the introduction of modern amenities and technology for its guests. "The hotel has perfectly preserved the classic Florentine style of its architecture and history can be breathed in every corner of the building, but we must also keep up with the times," says Foschi. He reports the hotel took advantage of the pandemic-imposed closure by investing in renovations that, among other things, included enhanced efficiency of water, heating and air conditioning systems, thereby ensuring the antique palace is environmentally sustainable.

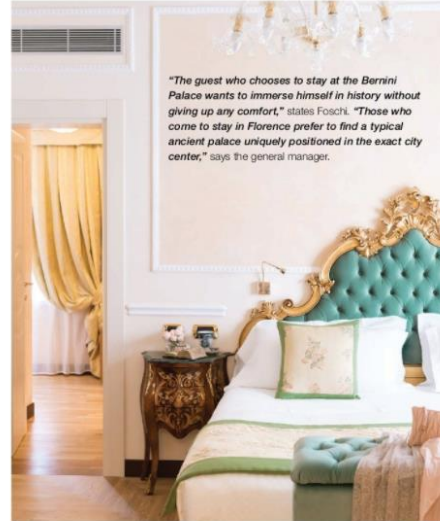
"The guest who chooses to stay at the Bernini Palace wants to immerse himself in history without giving up any comfort," states Foschi. "Those who come to stay in Florence prefer to find a typical ancient palace uniquely positioned in the exact city center," says the general manager. He adds, "After exploring the lively streets and the suggestive, unforgettable corners of Florence, they can quickly return to the tranquility of their Florentine 'home.'"

Ashford Castle is a medieval estate in Ireland, formerly home of the Guinness family, and the 800-year-old structure was converted into a hotel in 1959. Today the luxury property offers a world-class spa, elegant afternoon tea and dinner beneath a veritable galaxy of Waterford crystal chandeliers, while the 350-acre estate accommodates clay shooting, golf, cycling, and kayaking — even an introduction to falconry.

"Every guest is escorted to their room and during their orientation they're given an overview of the history of the Castle," explains general manager Neil Rochford, who notes a local historian is available for private tours the guests may wish to book. Crediting an interior design team led by Tom Tolman, one of the property's owners, Rochford insists the 13th-century castle is tickled out with 21st-century technology. Reporting most guests are from the U.S., Neil Rochford notes, "They come because Ashford Castle has over 800 years of history, over 80 years as a hotel, and the most passionate, professional staff who take pride in their place, resulting in Ashford being the only Forbes five-star hotel in Ireland." Located in South Africa's scenic wine country



David Foschi, general manager of the Bernini Palace



"The guest who chooses to stay at the Bernini Palace wants to immerse himself in history without giving up any comfort," states Foschi. "Those who come to stay in Florence prefer to find a typical ancient palace uniquely positioned in the exact city center," says the general manager.

The five-star Hotel Bernini Palace — Florence, Italy

is a charming piece of history known as the Ennville Estate Hotel & Spa. A Dutch Colonial outpost was established here in the mid-1600s, when some of the ancient oaks currently shading the property were planted. The hotel itself was not opened until 1994, but the old homestead exudes the history of this enchanting region. While the grounds are expansive, the Ennville is a rather intimate hotel with only 56 rooms, yet supported by amenities that include a Gary Player-designed golf course, superb dining and an indoor-outdoor spa.

General manager Urs Kem reports, "To



ColdwellBankerLuxury.com | 13

Last Example: *Coldwell Banker Homes & Estates*, a luxury magazine, worked with us to feature Historic Hotels, focusing on four members.

Magazine Reach: 225,000 print and digital

Direct mail to wealthy and ultra-wealthy consumers in USA including

- 30,000 delivered to subscribers of Wall Street Journal
- 15,000 distributed to Haute Living subscribers

PLUS

120,000 digital editions sent via e-mail to

- Affluent consumers (domestic & international)
- Consumers with a \$10m+ net worth in China

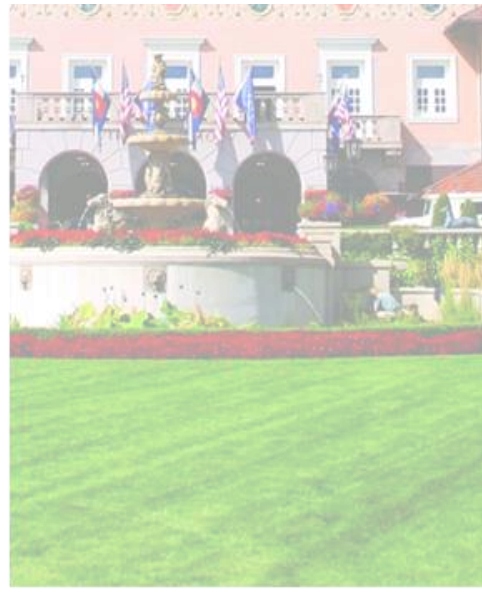
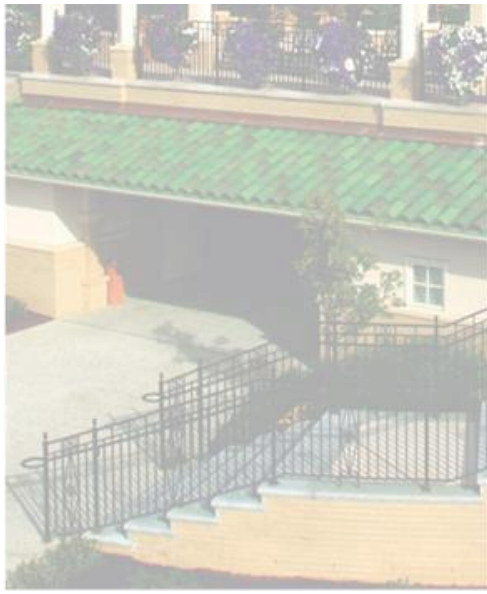






# Media Partnerships

Katherine Orr  
Manager, Marketing Communications





## Key Media Partnerships

Opportunities for Our Members to be Seen, Heard, Tasted, and Remembered

*Hotels With A Past*  
with Peter Greenberg



Grandin Hood Publishers



*A Taste of History*  
with Chef Walter Staib



## Key Partnerships

### *Hotels With A Past with Peter Greenberg*



Peter Greenberg is a multiple Emmy Award-winning correspondent and producer and America's most honored, respected front line travel news journalist – broadcasting breaking news and investigative reports from around the world each week as Travel Editor for CBS News.

In addition to his work for CBS News, Peter's multiple media platforms include video (TV and digital), radio, social media networks, books, articles, blogs, newsletters and websites, reaching millions every day.

Greenberg's audience is comprised of historic hotels' target audience: highly educated and affluent sector of Americans who have the time, the interest and the disposable income to travel. They are not aspirational or occasional consumers; they get out and see the world.





# Key Partnerships

## *Hotels With A Past* with Peter Greenberg

Historic Hotels of America and Historic Hotels Worldwide members are invited to purchase the *Hotels With A Past* package, where Greenberg and his team document and promote the history and life of a historic hotel.

*Hotels With A Past* is a multimedia series distributed as TV, radio, articles, and visual content across multiple web and social media platforms.

Some historic hotels featured on *Hotels With A Past* to date include:

- Grand Hotel Golf Resort & Spa (1847) Point Clear, Alabama
- French Lick Resort (1845) French Lick, Indiana
- The Omni Homestead Resort (1766) Hot Springs, Virginia
- The Plaza (1907) in New York, New York
- Hotel Raffles (1887) Singapore
- Grand Hotel (1887) Mackinac Island



## Key Partnerships

### *Hotels With A Past* with Peter Greenberg

#### *Hotels With A Past* video and radio package includes

- A *Hotels with a Past* video segment, ~8-10 minutes, featured on *The Travel Detective*, airing on PBS and streaming on Amazon Prime & Apple TV+ services.
- Teaser posted to *PeterGreenberg.com*, Greenberg's social media platforms & weekly e-newsletter.
- Recording of Greenberg's three-hour CBS Radio Show broadcast from the hotel.
- Recording of Greenberg's one-hour Podcast from the hotel.
- Weekly live CBS affiliate cross-talks broadcast from the hotel.
- Photos from Radio Show posted on Greenberg's social media platforms featuring Greenberg at the hotel.
- Greenberg's weekly one-hour *Global Travel Update* live show, broadcast from the hotel
- *Instagram* reel recorded featuring one unique experience that represents the hotel.
- License to use the *Hotels with a Past* video footage.

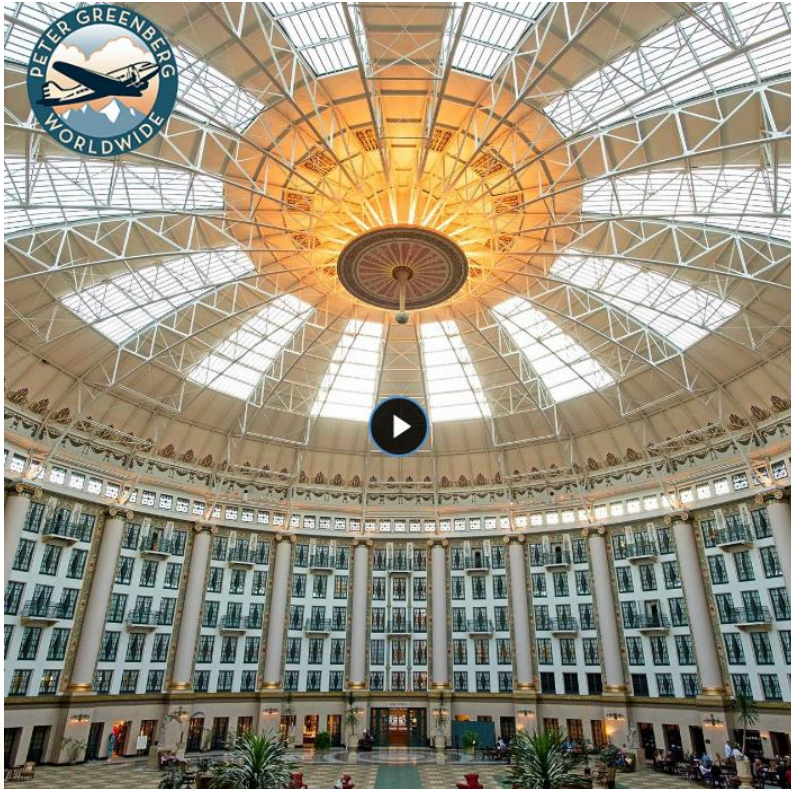




# Key Partnerships

## *Hotels With A Past* with Peter Greenberg

### How Historic Hotels of America Supports *Hotels With A Past* featured members



- Hotel will be featured in the marquee section of the home page of *HistoricHotels.org*.
- Hotel's overview page on *HistoricHotels.org* will have a link to the video.
- Hotel will be featured in one issue of *Discover & Explore* with a link to the video (e-newsletter sent to 300,000 households).
- Hotel will be featured in one issue of *Heritage Traveler* with a link to the video (e-newsletter sent to 180,000 households).



# Key Partnerships

## *Hotels With A Past* with Peter Greenberg



Watch Now: *Hotel With A Past*: "Grand Hotel Golf Resort & Spa"  
<https://www.youtube.com/watch?v=VtyrqmTWE00>





# Key Partnerships

## *Hotels With A Past with Peter Greenberg*

In addition to distribution on *The Travel Detective*, these *Hotels with a Past* segments are distributed across multiple web and social media platforms. Videos are posted on *PeterGreenberg.com* and are then promoted on Peter's e-newsletter and across his social media channels, including *Twitter*, *Facebook* and *YouTube*.

*PeterGreenberg.com* sees 15 million unique visitors per month

A highly coveted niche of educated, informed travelers.

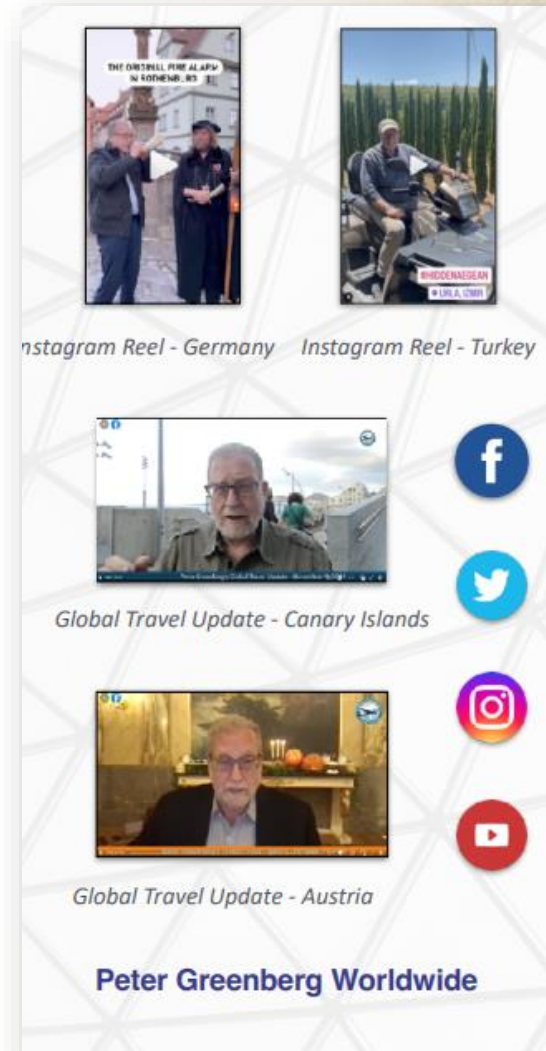
- 82% have a current passport.
- More than 50% travel internationally each year.
- 48% travel more than 4x a year for leisure.

### CBS Eye on Travel Radio Show

Peter Greenberg's 3-hour weekend Radio program and short-form *Daily Travel Minute* reach millions of listeners per month.

### E-Newsletter

E-newsletter promotes online videos, travel tips and feature stories, reaching 50,000+ dedicated subscribers every week.



## Key Partnerships Grandin Hood

**Grandin Hood Publishers, led by Pulitzer Prize-winning photographer, Robin Hood**



Grandin Hood Publishers creates beautiful coffee table books that act as a multifaceted marketing tool.

Historic Hotels of America is dedicated to sharing the stories and preserving the legacy of each of our member hotels for future generations, and there is no finer publishing partner than Grandin Hood.

We believe this is important work for historic preservation, but also a product that has been proven to deliver significant return on investment for member hotels.





# Key Partnerships Grandin Hood



## A MULTIFACETED MARKETING TOOL

Present a stunning book for use in retail sales, promotions, rewards and as distinctive in-room gifts for group events.

## A COMPLETE HISTORY

Provide a thoroughly researched and compelling historical record for the benefit of the owners, staff, guests, and partners.

## A CELEBRATION OF YOUR BRAND

Capture the unique stories of the hotel, its founding, its preservation, and the people and community who made it become such an important landmark.

## AN IMAGE LIBRARY

Create a database of original, high-resolution digital imagery for the hotel's use, including the architecture, grounds, interiors, staff, culinary offerings, and other amenities, activities and traditions.



# Key Partnerships Grandin Hood



Grand Hotel, Mackinac Island

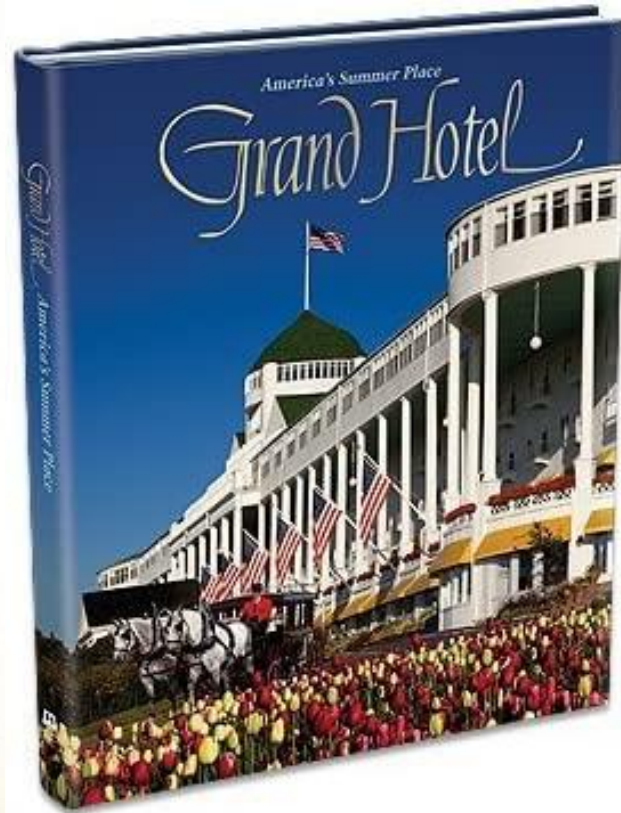
After production and publication of your book, Grandin Hood offers:

- Advance web promotions and media releases
- Capital campaign materials and book launch plans
- “Limited Edition” enhancement options
- Digital online edition of the book
- Unlimited usage of all created photography





## Key Partnerships Grandin Hood



Grand Hotel at Mackinac Island, Michigan celebrated its 125th Anniversary in 2012 by commissioning Grandin Hood to publish a commemorative coffee table book to mark the milestone event. It continues to be among the most popular mementos the Hotel sells today.

From the initial order of 10,000 books, 1,000 were designated to be enhanced as “Special Edition” copies, signed by the Grand Hotel’s longtime and venerated owner. The signed books were offered as part of the 125th Anniversary package, which filled quickly.

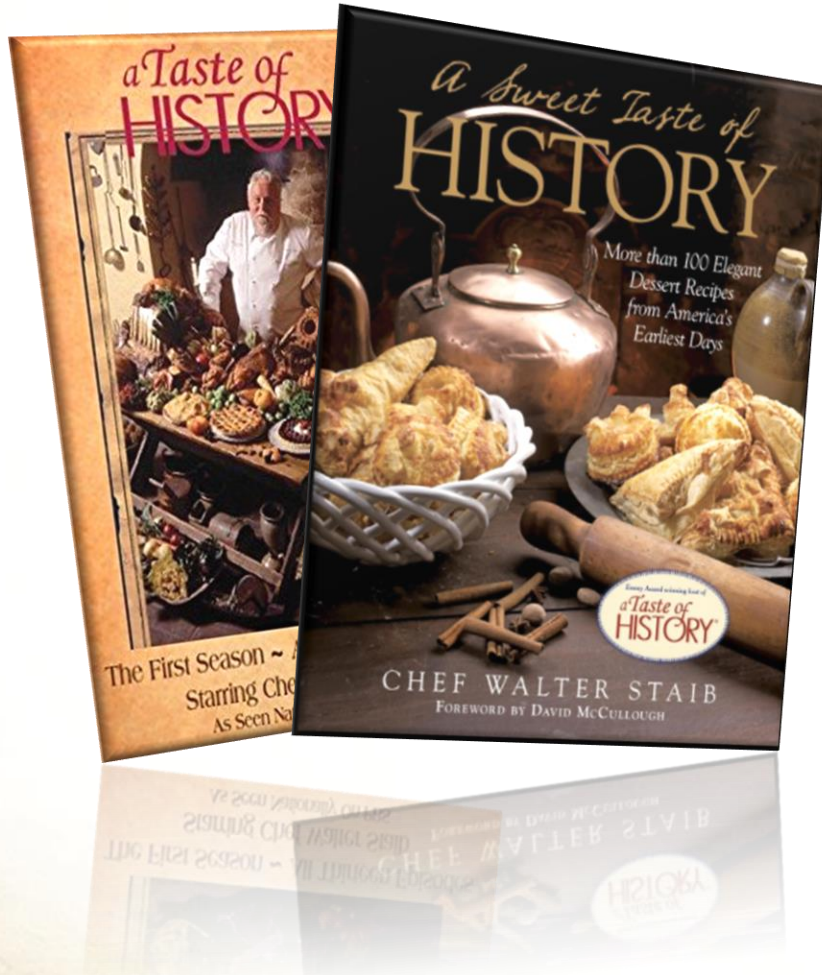
Additionally, during that first and the following six-month season, enough copies were sold to exceed their full investment.

Over the years, the book has enjoyed continued success as a VIP amenity gift and generated a handsome profit through brisk sales.



# Key Partnerships

## *A Taste of History* with Emmy Award-Winning Chef Walter Staib



Promote your hotel's culinary history through our partnership with Chef Walter Staib — author, filmmaker, and chef at Philadelphia's City Tavern, a faithful recreation of an original 18th century tavern.

Throughout the year, various hotels will be selected to participate on Chef Staib's PBS show, *A Taste of History*. Why work with Chef Staib?

- Feature famed hotel recipes
- Brand visibility on PBS
- Celebrate your culinary heritage
- Shows are sold on DVD, a perfect addition to your hotel's giftshop









# Member Directory

**Katherine Orr**  
**Manager, Marketing Communications**





# *Historic Hotels of America Directory*

## **Print and Digital**



- A detailed listing of all Historic Hotels of America members, at no extra cost.
- Published both as an online interactive with the bells and whistles, and as a glossy full color catalog.
- Estimated annual readership: 6.5+ million.
- TYPICAL Print Distribution includes:
  - 60,000+ guestrooms and concierge desks
  - National Trust for Historic Preservation historic sites
  - Tradeshows and client events
  - Web requests, calls, emails
  - News and media events



# Available Online: *Digital Directory*

The screenshot displays the 'Historic Hotels of America 2020-2021 Directory' website. The left sidebar contains navigation links: Page View, Contents View, HistoricHotels.org, Facebook, @HistoricHotels, Pinterest, Instagram, Advertisers, News, Settings, and Language. The main content area features the 'BATTLE HOUSE RENAISSANCE MOBILE HOTEL & SPA' in Mobile, Alabama. It includes a detailed description of the hotel's history, a large image of the hotel's exterior and interior, and sections for Amenities, Dining, and Location. The footer indicates 'Page 9 / 346' and provides options to 'Go to Page', 'Full Screen', 'Share', 'Search', and 'More'.

The *Digital Directory's* pages are interactive and hotlinked, taking users back to member hotels' pages at *HistoricHotels.org*.

The interactivity and discoverability of the directory on the web makes the directory a top-referrer to the main website's hotel members' pages.

Over 400,000 PDF downloads and over 500,000 page views.

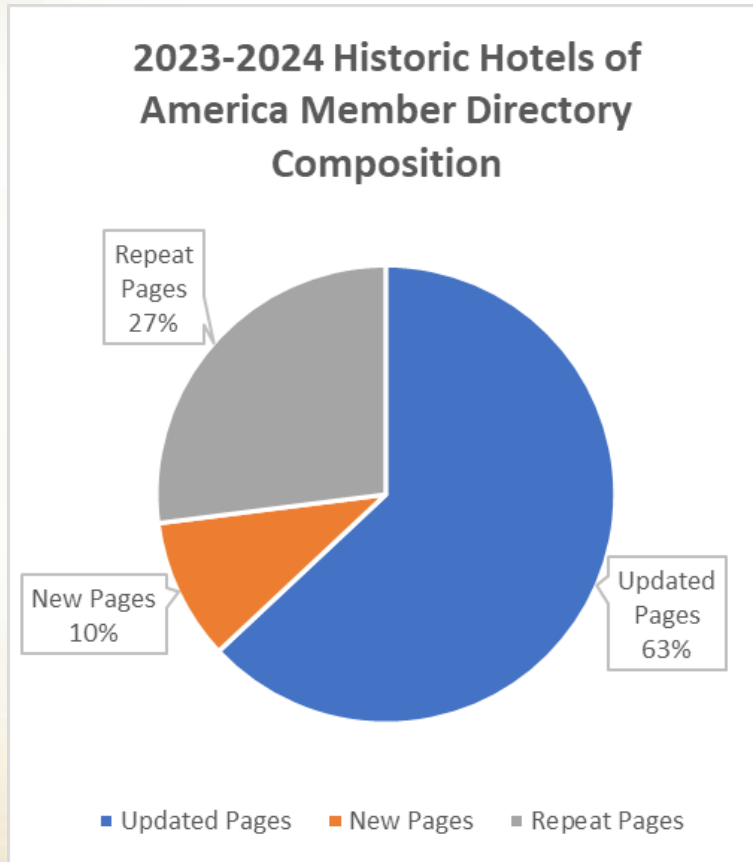
See the online directory @ [HistoricHotels.org/us/Directory.php](https://HistoricHotels.org/us/Directory.php)





# *Historic Hotels of America Directory*

## **Coming soon: 2023-2024 Edition**



- Meticulously updated member pages to reflect changes to their amenities and dining options.
- 30+ pages added for new Historic Hotels of America members
- Updated listing of Historic Hotels Worldwide members
- New thematic feature pages drawn from Top 25 List press releases
- New National Trust for Historic Preservation Historic Sites content
- Available Winter 2023



# Historic Hotels of America Directory

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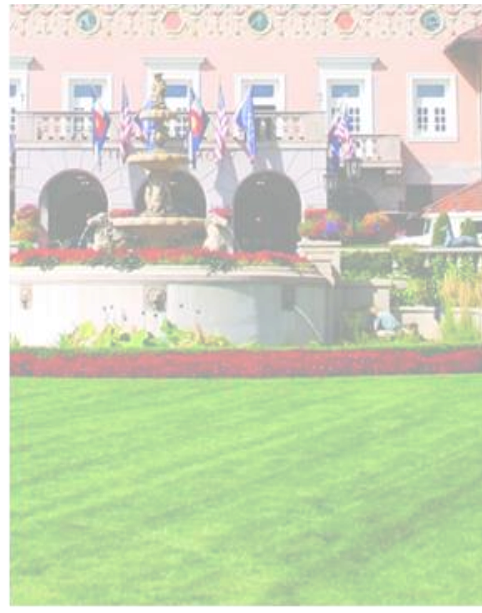






# Member Services and Support

Matt Coletti  
Manager, Member Services & Support



# Historic Hotels Member Services and Support

**We Enhance Your Hotel's**

- **Reputation**
- **Profitability**
- **Guest Experience**
  - **Staff**

**Through these various tools and programs**





# Historic Hotels Membership

## How we are growing over the last year

- We preserved a **96% retention** rate from January 2022 to today.
- We have **20** hotels on voluntary suspensions due to the pandemic.
- We have inducted **17** hotels in Historic Hotels of America.
- We have inducted **20** hotels in Historic Hotels Worldwide.
- Of the hotels inducted, **19** hotels are part of a major brand.
- Of the hotels inducted, **17** hotels are independently owned and operated.
- We are actioning around **5** nominations a month that we could turn into inducted hotels.
- We have sent RFPs representing over **41,000** room nights over the last 12 months.
- We have sent RFPs representing over **\$5,900,000** in potential revenue over the last 12 months.



# The Concierge Newsletter

Monthly newsletter that promotes activities and events for both Historic Hotels of America and Historic Hotels Worldwide.

Among recent highlights included in *The Concierge* are:

- Alliance Partner spotlights
- Access to digital publications
  - Digital Directory
- Current media initiatives
  - Top 25 Lists
- Current marketing partnerships
- Ordering brand collateral
  - Historic Hotels of America plaques
  - Historic Hotels of America flags
- Social media opportunities
  - Instagram Takeovers
- Website performance metrics

HISTORIC HOTELS  
of AMERICA  
National Trust for Historic Preservation



## The Concierge Newsletter June 2022 Issue

### THREE ACTIONS THIS MONTH:

**NOMINATE** your hotel for the 2022 Historic Hotels Annual Awards of Excellence  
**REGISTER** for the 2022 Historic Hotels Annual Conference  
**ATTEND** the June Refresh Webinar with the Historic Hotels Team

### New and Notable



**Nominate your historic hotel and historic hoteliers for the 2022 Historic Hotels Annual Awards of Excellence**

The Nominations for the 2022 *Historic Hotels Awards of Excellence* are now being accepted. Please nominate your historic hotel or historic hotelier.





# Historic Hotels of America Recognition

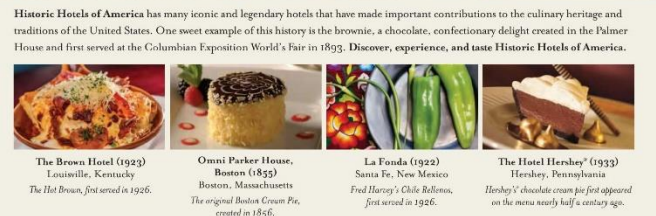


Flags are 5 x 8-feet, nylon, lined, and double-sided and are available in two special colors: white and Historic Hotels of America gold.





# Preservation Magazine



## The Publication at a Glance

**Circulation:** 125,000 (Alliance for Audited Media)

**Readership:** 300,000+ per year

**Frequency:** 4 times per year

**Readers:** Affluent, active, educated

Access to *Preservation* is one of the benefits to which you are entitled as a member of Historic Hotels of America. For your reference, each issue covers locations that have shaped the American identity and the people, like you, who work tirelessly to protect them. Please speak with Matt Coletti if you have not yet enrolled for the 2023 serial.





# Employee Rate Program

**Midweek this Fall for  
under \$200**

**Benbow Inn (1926)**

**Garberville, California**



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



## Historic Hotels Employee Discounts

Book these hotels or other participating hotels using Promo Code HHE



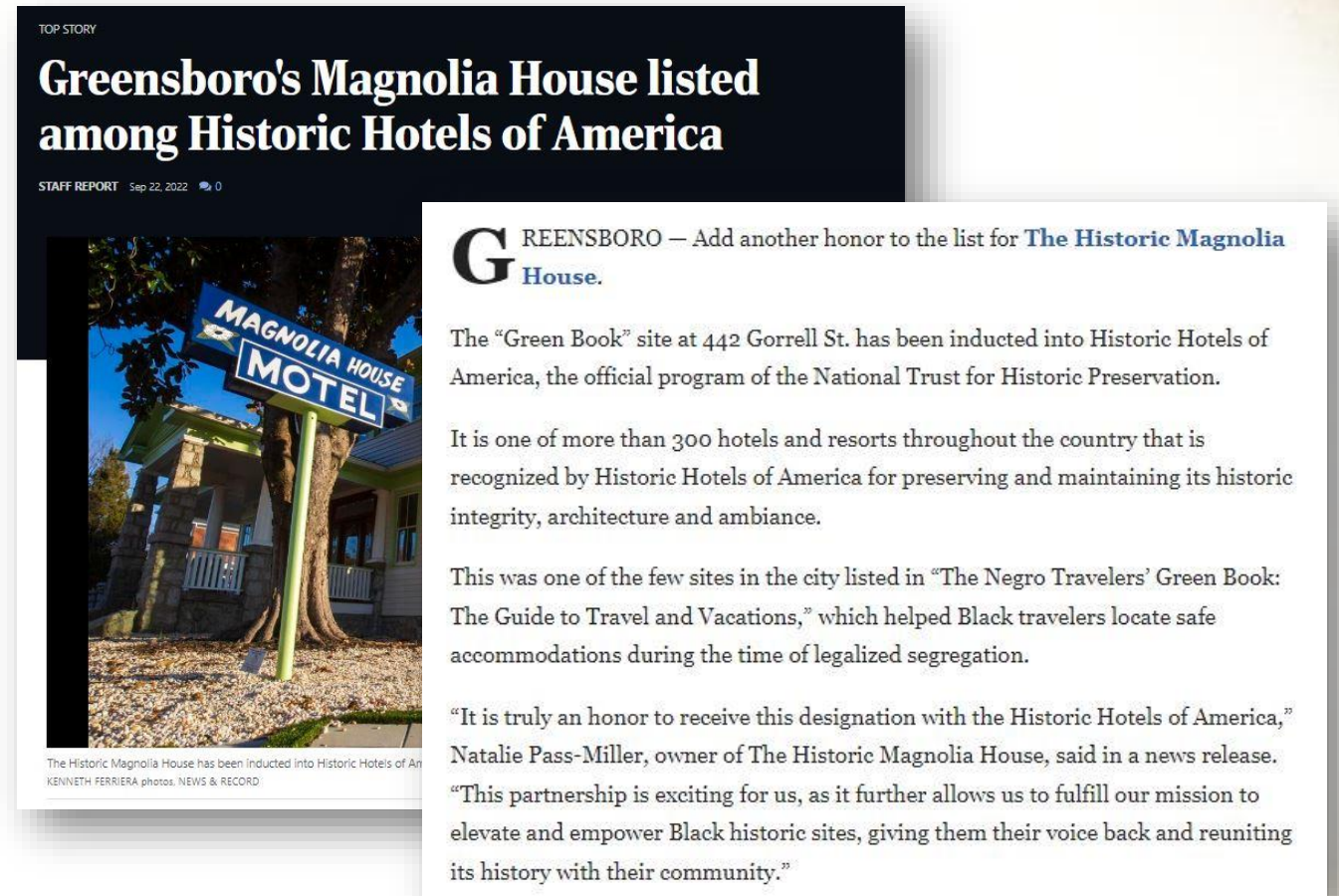
**\$79 for a Charming Getaway to Kentucky**

- Open to all your employees at the hotel.
- Bookings are managed online- no additional work for your reservations team.
- Verification required at check-in to prove eligibility ensures a closed channel program.
- Over 175 members internationally participating.
- Members can sign up to be included in the Newsletter by emailing Laura Allard, Coordinator, Administration & Projects.



# New Member Press Release

- In collaboration with Marketing Communications, Member Services oversees the creation and distribution of the Historic Hotels New Member Press Release.
- During onboarding for all new members, Member Services provides a press release template the hotel can use to announce its induction to its own media contacts.
- The press release comes complete with quotes from leadership, as well as instructions on how to contact local media outlets.
- Member Services works internally with other team members to help promote the press release distribution on social media throughout the day.



[https://greensboro.com/news/local/greensboros-magnolia-house-listed-among-historic-hotels-of-america/article\\_413b487e-3aa7-11ed-9d87-efc69b70376a.html](https://greensboro.com/news/local/greensboros-magnolia-house-listed-among-historic-hotels-of-america/article_413b487e-3aa7-11ed-9d87-efc69b70376a.html)





# Alliance Partners



Enseo is the premier provider of hotel technology in the U.S., offering solutions in hospitality, senior living, education and healthcare. Located in Plano, TX, Enseo has been engineering innovative hardware and software solutions for 21 years that deliver in-room entertainment, managed WiFi, smart room automation (IoT) and energy management, and a suite of health & safety solutions including employee emergency alert system, MadeSafe®, and touchless technology. Enseo is enjoyed by more than 85 million users annually. Enseo has been recognized for excellence as a Financial Times's America's Fastest Growing Companies, one of the best Entrepreneurial Companies in America for three consecutive years by Entrepreneur Magazine's Entrepreneur 360 List, the 10th Fastest-Growing Women-Owned/Led Company by Women Presidents' Organization (WPO), and consistently recognized on the Inc. 5000 as one of the fastest growing companies in the US. For more information, please visit [www.enseo.com](http://www.enseo.com).

[www.enseo.com](http://www.enseo.com) | +1 214 683 9949

#### REPRESENTATIVE:

**Carol Metz**, Director of Regional Sales  
[Cmetz@enseo.com](mailto:Cmetz@enseo.com) | +1 214 808 3803

#### BENEFITS TO MEMBERS:

- Platform that protects employees and guests, the hotel infrastructure, the owners' investment, and the environment.
- Enseo's platform reaches over 84 million people annually.



GCommerce is a recognized expert hospitality marketing agency serving independent hotels and resorts through digital marketing, website development and metasearch marketing for nearly 20 years. GCommerce's well thought out strategies draw their strength from the synergy of multiple disciplines working in concert and guided by an overlying strategy to drive new customer acquisition at the lowest cost per acquisition. Their services are designed to deliver a complete digital marketing presence to help their clients claim more market share through proactive recommendations driven by data and a customized approach designed to meet their hotel partners' specific needs and objectives.

[www.gcommercesolutions.com](http://www.gcommercesolutions.com) | +1 435 200 5402

#### REPRESENTATIVE:

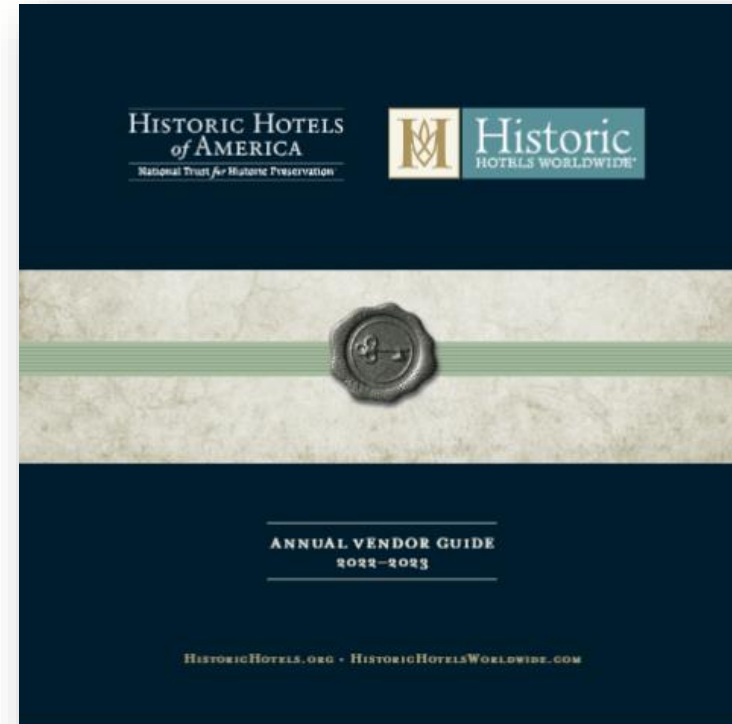
**Chris Jackson**, Principal & Chief Evangelist  
[chris@gcommercesolutions.com](mailto:chris@gcommercesolutions.com)  
**Mark Oliver**, Vice President Business Development  
[moliver@gcommercesolutions.com](mailto:moliver@gcommercesolutions.com)

#### BENEFITS TO MEMBERS:

- Complimentary website and digital marketing sales assessment.
- 10% off retail fees for website development and for digital marketing services.
- Metadesk metasearch platform setup fee is waived for Historic Hotels of America.

HISTORIC HOTELS ANNUAL VENDOR GUIDE 2022-2023

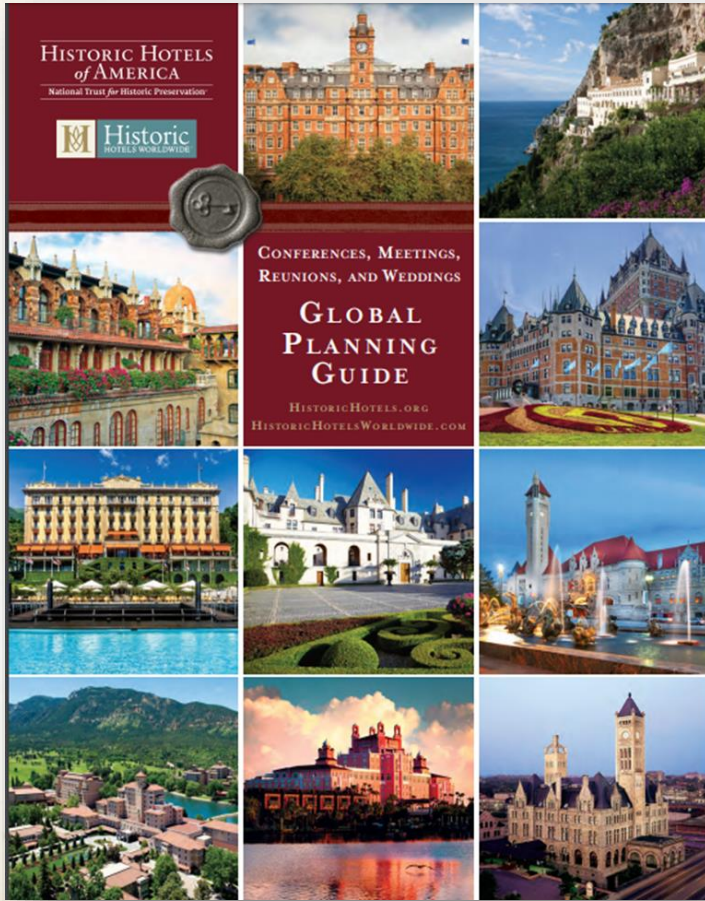
8



Each Partner lists special benefits exclusive to Historic Hotels of America and Historic Hotels Worldwide, so by patronizing their businesses, learning from their expertise, and sharing their offers with your team you can enhance your reputation and operations.



# Group Sales – Preservation Vertical Market



*Conference, Meetings, Reunions  
and Weddings Global Planning Guide*

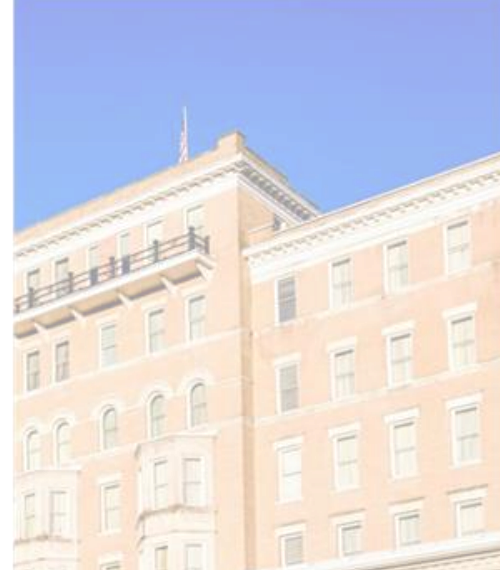
The Preservation Vertical Market (2,500+ meeting planners) is comprised of preservation, heritage, and cultural non-profit organizations, government entities, private foundations, associations, boards, and societies which have an affinity for conducting meetings and events in historic venues. By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel brand which can stake a credible claim to having a genuine understanding of and legitimate affiliation with this market.

## Sampling of Preservation Vertical Market Organizations

- National Trust for Historic Preservation
- US Department of the Interior, National Park Service
- American Battlefield Trust
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Art, History, and Historic House Museums
- Cultural, Heritage and Historical Societies



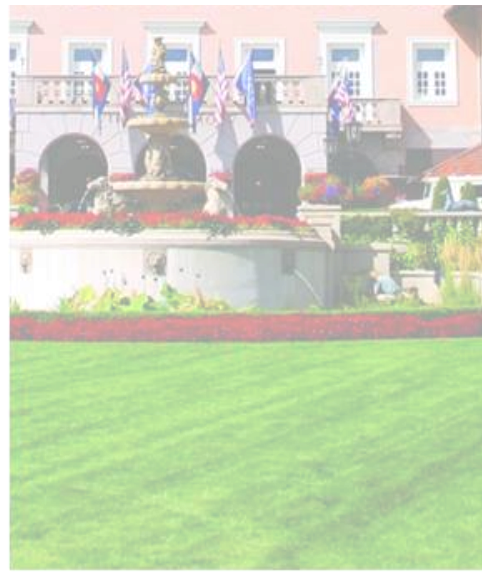
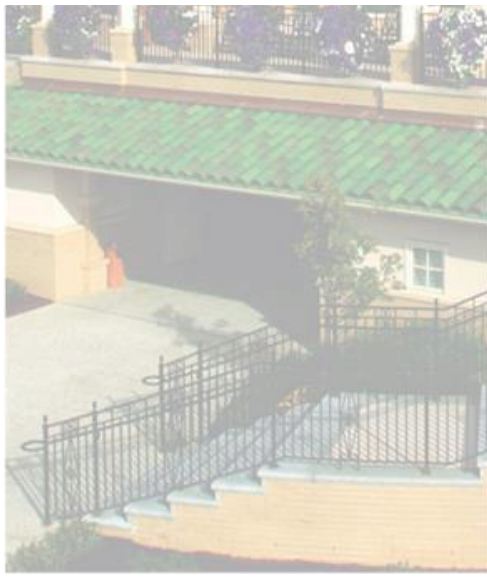




# Revenue and Distribution

William Steele, CRME

Revenue, Reservations, & Distribution Manager Revenue Management



# Distribution Partnership

We work with brands, chains, and hotel collections to distribute their products on *HistoricHotels.org* and *HistoricHotelsWorldwide.com*

There are four main systems that pull rates, availability, and inventory from hotels:

- **CRS (Central Reservation System):** This is the system where a hotel stores rates and inventory.
- **Channel Manager:** Integrated in the CRS or standalone. This sends the rates from the CRS to different channels such as voice, GDS etc.
- **DHISCO Switch:** Aggregates connections from CRS systems and channel managers in to one interface that businesses such as OTAs can use.
- **OTAs:** They can directly connect to the CRS like Expedia Direct Connect or go through a channel manager or through a switch. They could go through one or all-of -the-above.

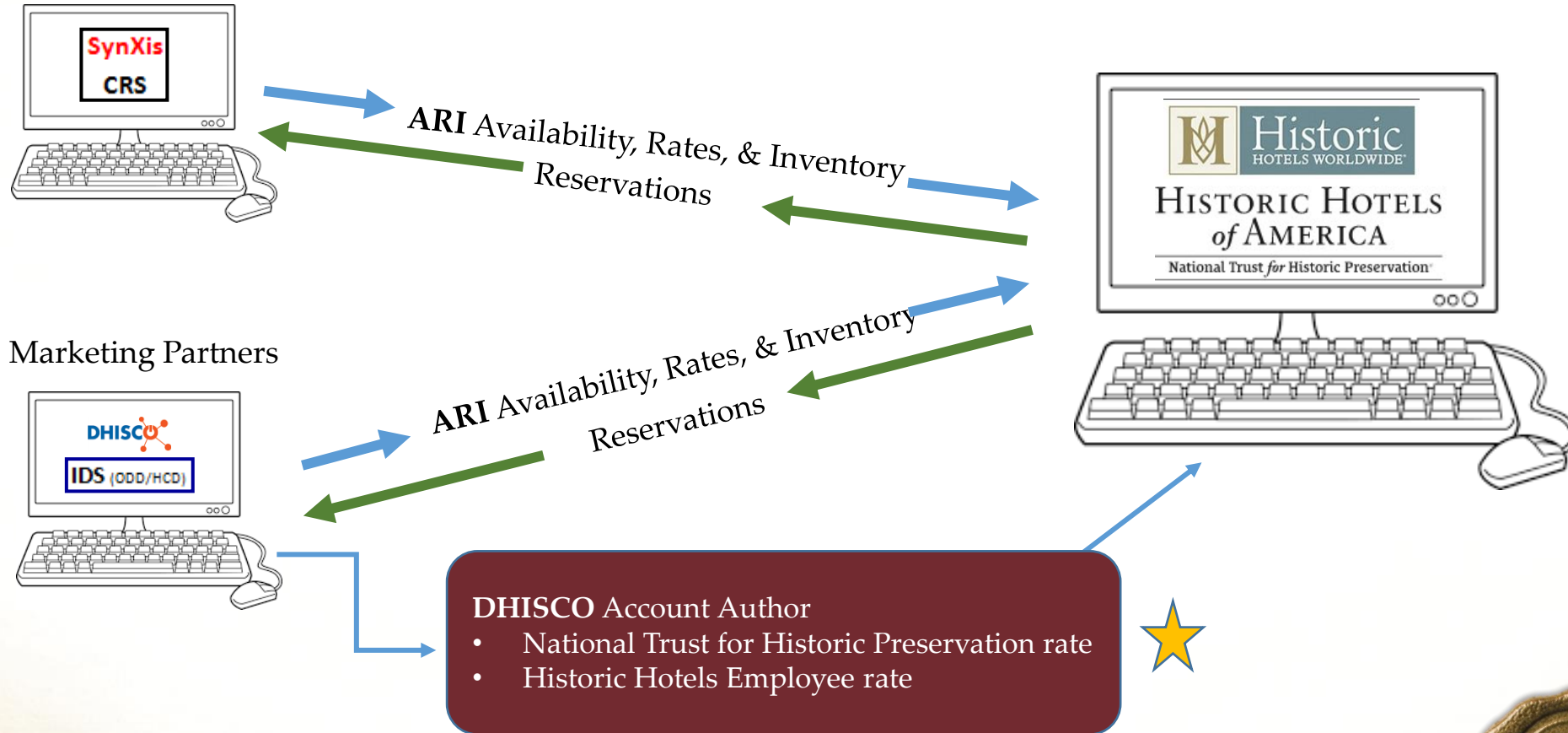




# Distribution Partnership

We work with brands, chains, and hotel collections to distribute their products on *HistoricHotels.org* and *HistoricHotelsWorldwide.com*.

Total Branded Connectivity Partners



1 Search 2 Select Room 3 Guest Information 4 Confirmation

DEC 20, 2022 → DEC 23, 2022

3 Nights | 1 Room, 2 Adults [Edit](#)

Promo Code: **HHE**

[Edit](#)



All room types

Sort by: Price

Currency: USD



### Deluxe King

Only available with Selected Room

King-sized bed, luxurious bedding, glass enclosed shower, custom tile, 42" HDTV, Mallin+Goetz bath amenities, plush robe, alarm clock/docking station, Nespresso coffee, original artwork, and free...

[View room details](#)

From

**\$207.20** /night

Rate and availability are subject to change until the time of booking.

[SELECT ROOM](#)



### Luxury King

Only available with Selected Room

King-sized bed, luxurious bedding, glass enclosed shower, custom tile, 42" HDTV, Mallin+Goetz bath amenities, plush robe, alarm clock/docking station, Nespresso coffee, original artwork, and free...

[View room details](#)

From

**\$223.20** /night

Rate and availability are subject to change until the time of booking.

[SELECT ROOM](#)

1 Search 2 Select Room 3 Guest Information 4 Confirmation

DEC 20, 2022 → DEC 23, 2022

3 Nights | 1 Room, 2 Adults [Edit](#)

Promo Code: **HHE**

[Edit](#)



All room types

Sort by: Price

Currency: USD



### Deluxe King

Only available with Selected Room

King-sized bed, luxurious bedding, glass enclosed shower, custom tile, 42" HDTV, Mallin+Goetz bath amenities, plush robe, alarm clock/docking station, Nespresso coffee, original artwork, and free...

[View room details](#)

#### Choose a rate plan

Historic Hotels  
Employee Rate

Historic Hotels Employee Rate

**\$207.20** avg./night ⓘ

[Cancellation Policy](#)

[BOOK](#)

NO FLEXIBLE  
RATE - SHORT  
STAY EP Room  
only

NO FLEXIBLE RATE - SHORT STAY EP Room only

**\$233.10** avg./night ⓘ

[BOOK](#)

3 NIGHTS FOR  
THE PRICE OF 2

3 NIGHTS FOR THE PRICE OF 2

**\$233.10** avg./night ⓘ

[BOOK](#)

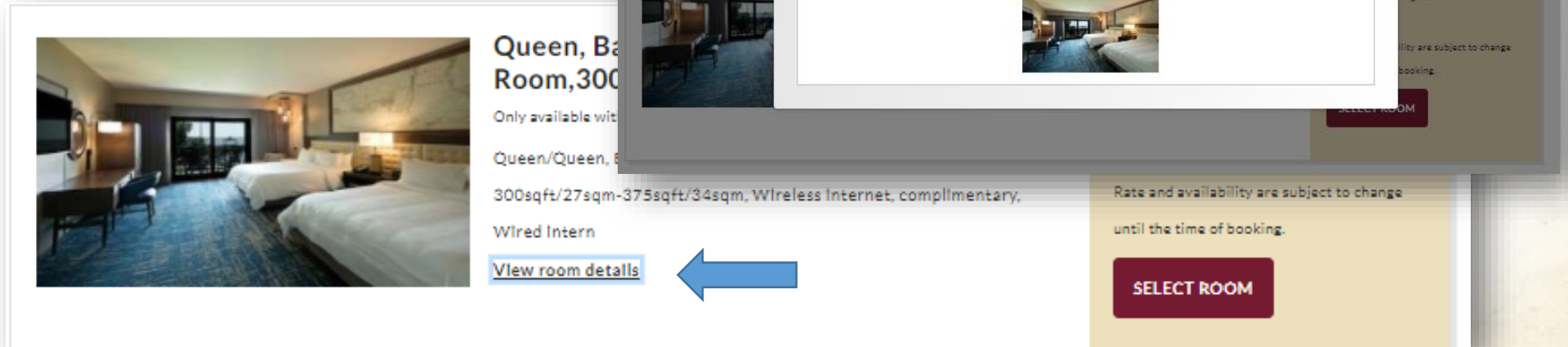




# New Booking Engine ~ Optimization

## Room Images:

- Room images are one of your hotel's best-selling point.
- Let us know when you have new room images for showcasing.
- Images should be at least 900 x 500. They can go larger following the ratio 9:5. Supported image types are gif, jpe, jpeg, jpg, or png.
- You may contact [webmaster@historichotels.org](mailto:webmaster@historichotels.org) to update new room images.



The screenshot displays a hotel booking engine interface. On the left, a room listing for a 'Queen, Bay View, Grand Room, 300sqft/375sqft' is shown. The listing includes a thumbnail image of the room, a description of the room's features (300sqft/27sqm-375sqft/34sqm, Wireless Internet, complimentary, Wired Internet), and a 'View room details' link. A blue arrow points from the 'View room details' link to a modal window on the right. The modal window displays a larger image of the room, titled 'Queen, Bay View, Grand Room, 300sqft/375sqft'. Below the main image in the modal is a smaller thumbnail of the same room. To the right of the modal, a 'SELECT ROOM' button is visible. At the bottom right, a yellow box contains the text 'Rate and availability are subject to change until the time of booking.' and a 'SELECT ROOM' button.

Queen, Bay View, Grand Room, 300sqft/375sqft

Only available with...

Queen/Queen, Bay View, Grand Room, 300sqft/27sqm-375sqft/34sqm, Wireless Internet, complimentary, Wired Internet

[View room details](#)

Rate and availability are subject to change until the time of booking.

**SELECT ROOM**



# Historic Hotels Total Branded Connectivity (HE) Hotel Full Connectivity Partner

TBC leverages the value of Historic Hotels into the electronic booking process across all channels, enhancing technology with a recognized identity.





# SYSTEM ROOMS REVENUE GROWTH



SYNXIS CENTRAL RESERVATIONS  
SYSTEM (CRS)

HISTORIC HOTELS OF AMERICA  
BOOKING ENGINE

HISTORIC HOTELS OF AMERICA  
CENTRAL RESERVATION OFFICE (CRO)

GLOBAL DISTRIBUTION SYSTEM (GDS)

*I PREFER* HOTEL REWARDS

ACCESS TO

**250+**

DIRECT OTA  
CHANNELS

INTERFACE WITH

**100+**

PMS, CMS, AND RMS

CONNECTED TO

**100+**

REGIONAL TOUR  
OPERATORS & DMCS

SUPPORTED BY

**2**

GLOBAL CALL CENTERS,  
2 LANGUAGES



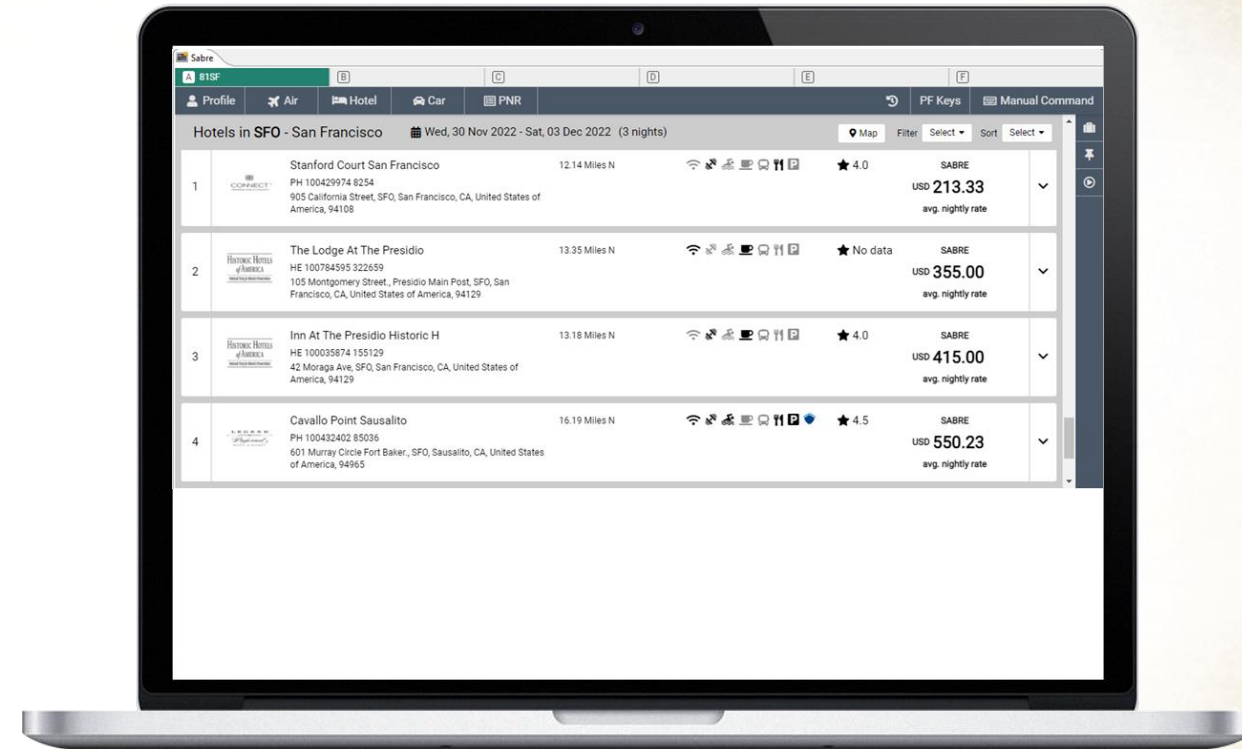
# Global Distribution Systems (GDS) Representation of hotel's availability, rates, inventory to the global travel agencies community and other online booking tools.

## PV Master Chain Code – brands:

- Historic Hotels of America (HE)
- Historic Hotels Worldwide (HE)
- Preferred Hotels & Resorts (PH) + more

## Benefits :

- Access to Global Corp/Leisure Account
- Member Hotel discount on GDS Advertisement
- Online TA Commission processing to influence TAs/TMC







# Integrated Support PROTOCOLS

- Hotel Booking Engine
  - ECommerce Powerhouse
  - BE Designer
  - Upsell, upsell, upsell...
- Business Intelligence
  - Agency360 & STR
- Travel Agent Commission Processing
  - Strengthen reputation and credibility with travel agents
- PMS, RMS & CMS Interfaces
  - 100 + Certified Integrations
- Call Gating
  - Staffing Solution for Hotel Reservation
- OTA Direct Connectivity
  - Connect to 250+ Direct OTA channels
- Tour Operator Connectivity
  - Connect to 100+ Regional Tour Operators and DMCS
- Competitive Rate Shopping
  - OTA Insights
  - Rate360

Certified Revenue Account  
Management Support

Sabre Hospitality  
University provides 24/7 online  
training for CR and booking  
engines.





# Loyalty Rewards

## *I PREFER HOTEL REWARDS*

The largest, award-winning global points-based guest loyalty program in the world for independent hotels with instant benefits.

## *I PREFER PLANNER*

PHR-funded program that allows meeting planners to earn points booked through our group sales team.

## *I PREFER ALLIANCE*

Connects *I Prefer* to other loyalty programs to open up new avenues for earning and redemption.

## *I PREFER ENROLLMENT INCENTIVE*

Incentivized quarterly enrollment goals for property-based teams.





# I Prefer Benefits & Tier Structure

New tiers and benefits effective July 31, 2021.

I Prefer Member Tiers and Benefits	Insider 0 - 24,999 points	Explorer 25,000 - 49,999 points	Elite 50,000+ points	Authority By Invitation Only
Points Earned on Eligible Stays	•	•	•	•
Access to Exclusive Member Rates	•	•	•	•
Complimentary In-Room Internet Access or Enhanced Access	•	•	•	•
Early Check-in, Late Check-Out*	•	•	•	•
Enhanced Room Upgrades*	•	•	•	•
Access to I Prefer Loves Partner Offers	•	•	•	•
Access to Rewards Suite	•	•	•	•
Beyond Green Enrichment Activity Bonus**	•	•	•	•
Digital Preferred Travel Magazine	•	•	•	•
Welcome Amenity**		•	•	•
Points Bonus***		20%	50%	50%
Access to Special Offers and Experiences			•	•
Food & Beverage Offering**			•	•
Digital Anniversary Gift			•	•
Complimentary daily breakfast for two**				•
Concierge Lounge access*				•
Dedicated reservation line				•
Gift Elite status to up to 3 friends per calendar year				•

\* Based on availability  
 \*\* Varies by property  
 \*\*\* Bonus applied to base points on eligible stays



***I PREFER***  
*Member Origins*

**76%**

NORTH AMERICA

**2%**

CENTRAL & SOUTH  
AMERICA

**10%**

EUROPE

**2%**

SOUTH ASIA, MIDDLE  
EAST, AFRICA,  
AUSTRALIA

**10%**

ASIA PACIFIC

**Key Performance  
Metrics**





## *I PREFER* Member Value



1/4 BOOKINGS ARE NEW,  
INCREMENTAL CUSTOMERS.

## Key Performance Metrics



USD **\$275M**  
STAY REVENUE



USD **\$869**  
AVERAGE STAY VALUE



**4M**  
MEMBERS



**2%**  
ELITE MEMBERS



**2%**  
EXPLORER MEMBERS

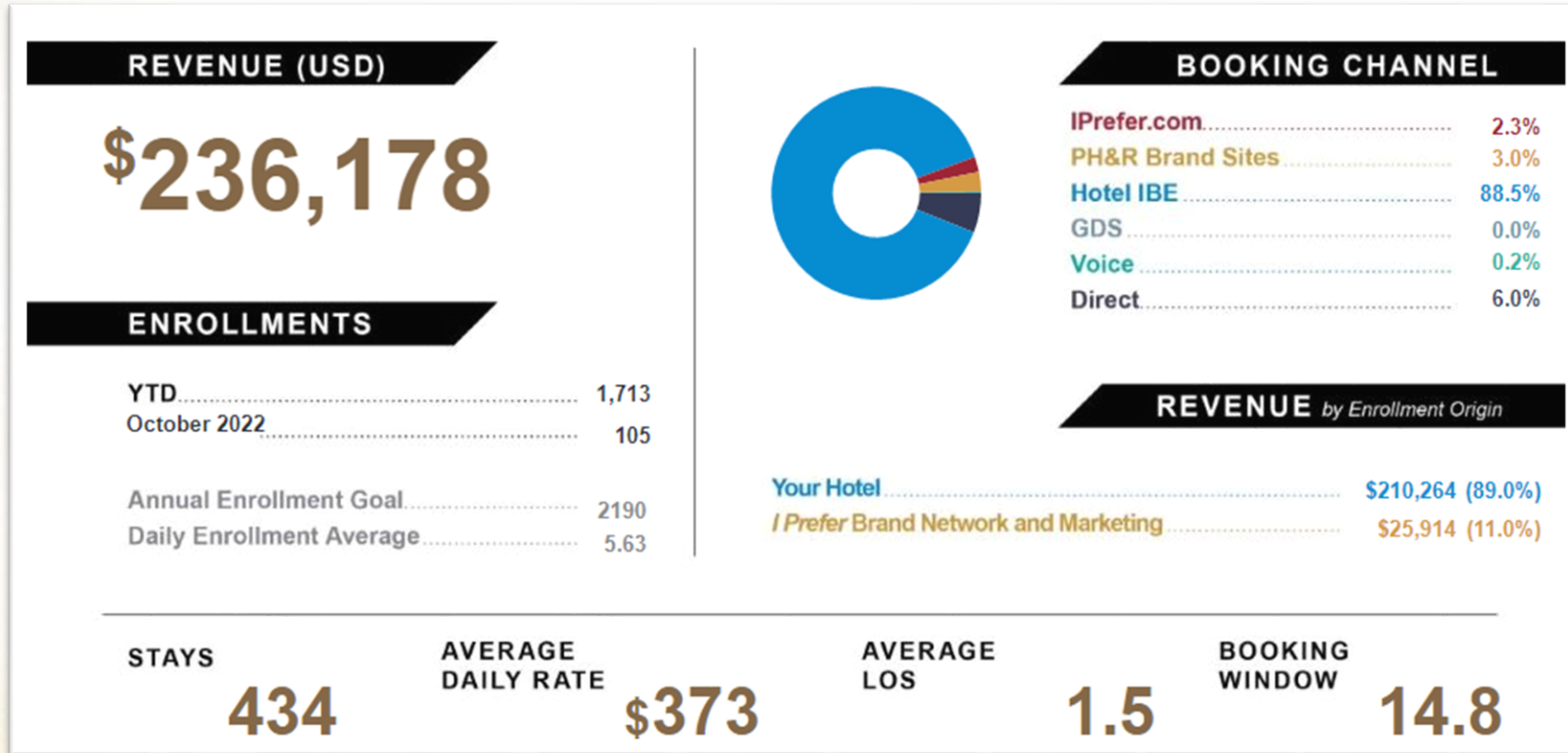


**2ppts**  
INCREASE IN MEMBER  
BOOKING PENETRATION

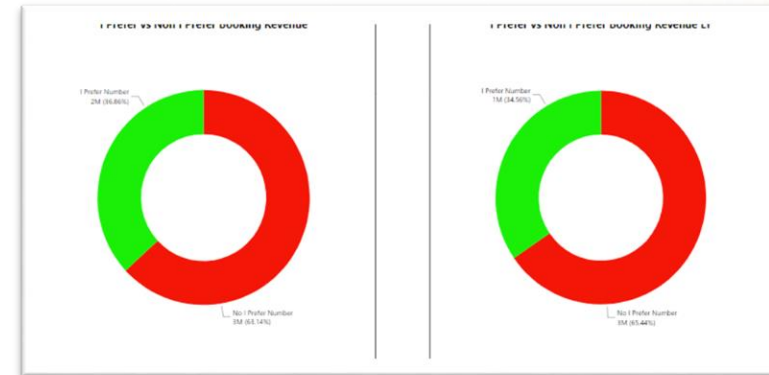


# I PREFER HOTEL REWARDS

## Hotel A (100-150 rooms) | Prefer Booking Jan-Oct 2022



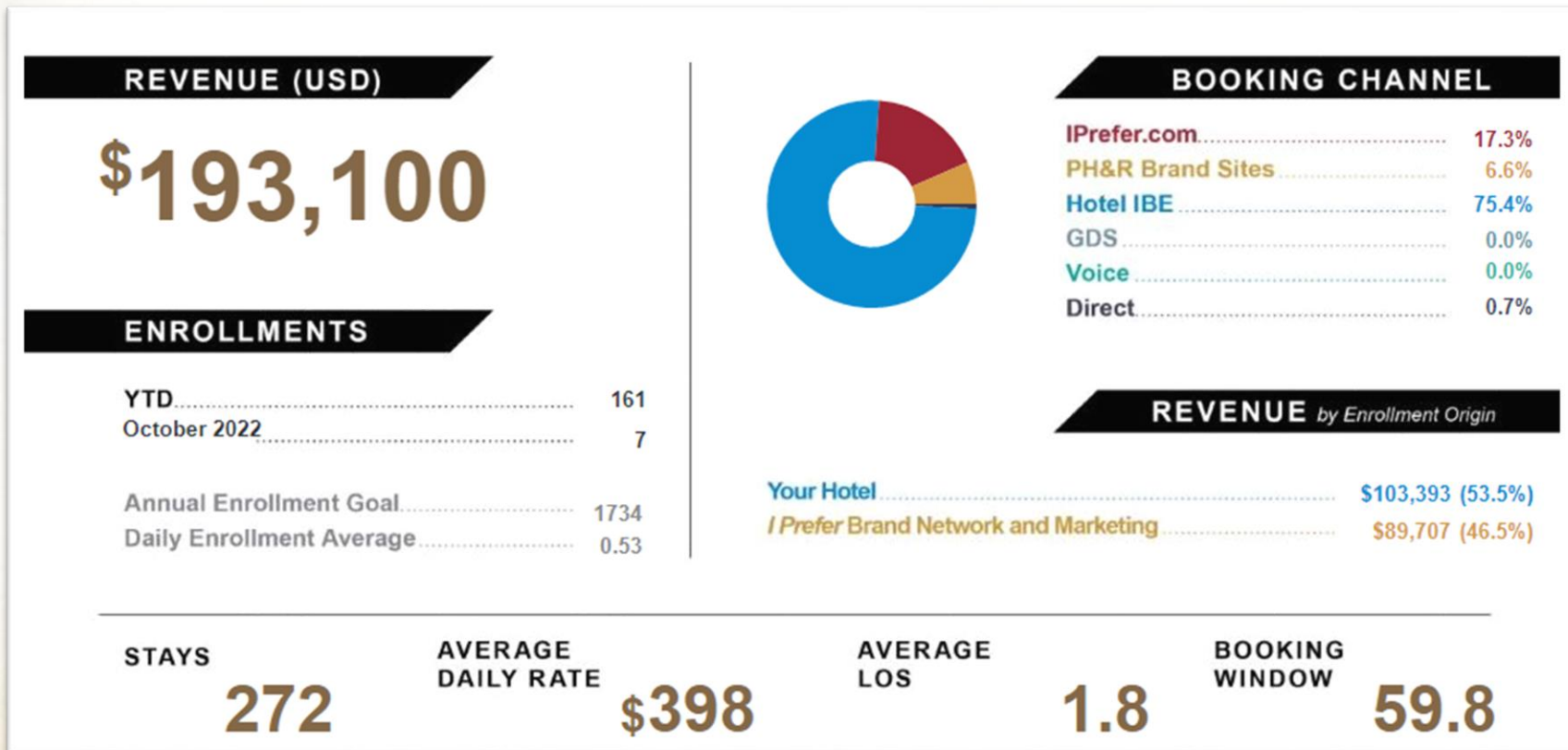
### I Prefer vs Non-I Prefer



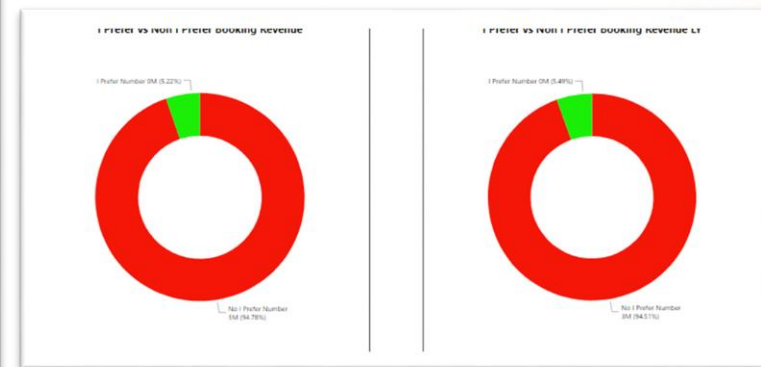


# I PREFER HOTEL REWARDS

Hotel B (75-100 rooms) | I Prefer Booking Jan-Oct 2022

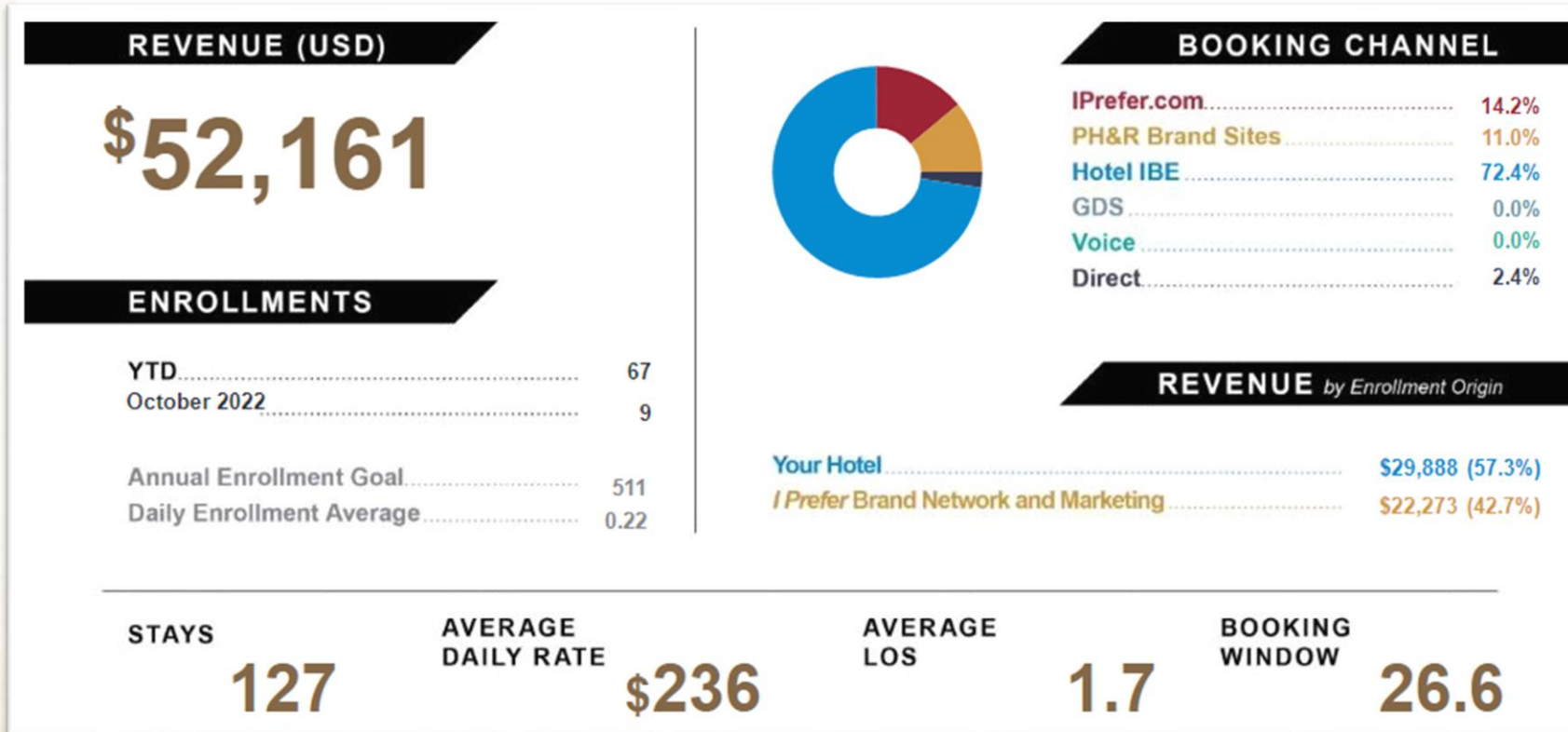


## I Prefer vs Non-I Prefer

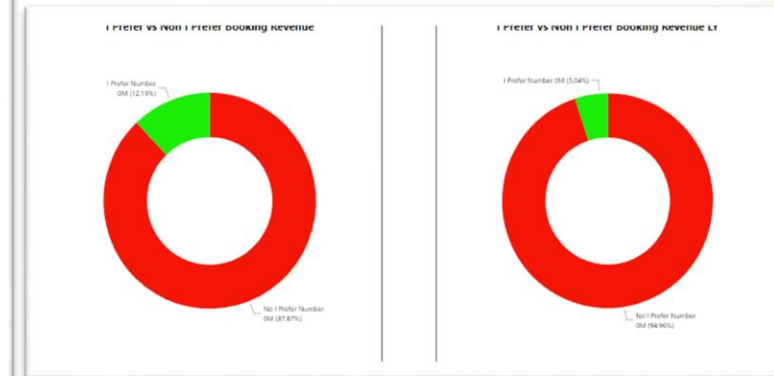


# I PREFER HOTEL REWARDS

## Hotel A (30-50 rooms) | Prefer Booking Jan-Oct 2022



### I Prefer vs Non-I Prefer





# Revenue Account Management Support, Certification, & Training



All Revenue Account Managers are certified in four key areas.



## **Technical**

Sabre Hospitality University, CRS Expert, IBE Specialist



## **Academic**

Industry –Accreditation Certified Revenue Management Executive,  
by HSMAI



## **Application**

Reporting, Analytics, Strategic Consulting Skills



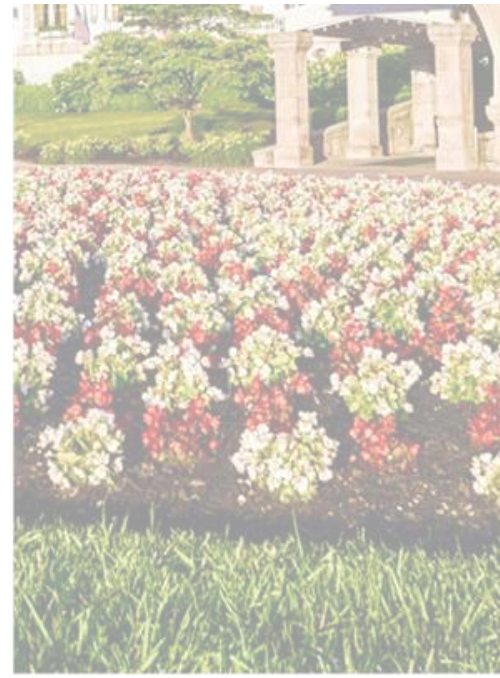
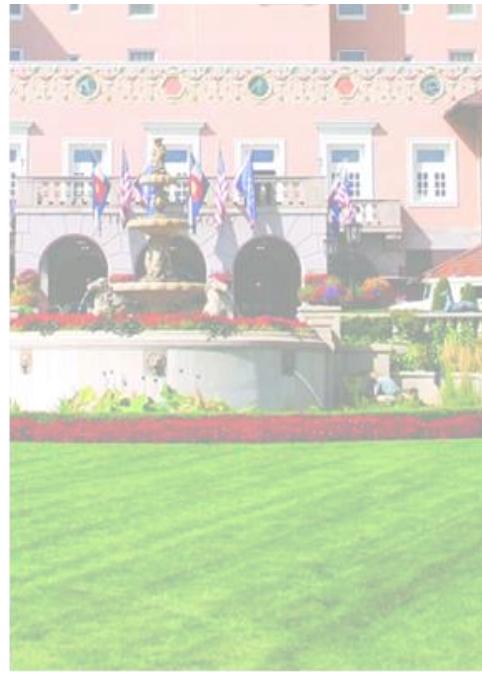
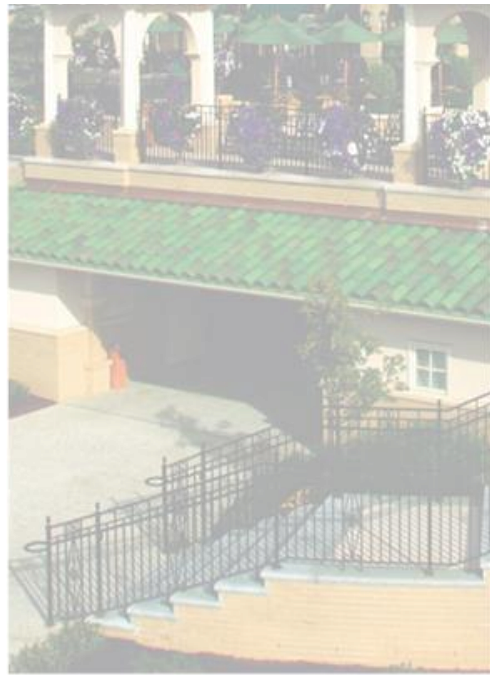
## **Products & Services**

A-Z Distribution Platform Product Knowledge





# Membership Overview





# Membership Benefits Overview

## Primary Benefits

---

### **HistoricHotels.org and HistoricHotelsWorldwide.com**

Reach more than 3 million visitors per year with a curated, image and video rich custom profile

---

### **Historic Hotels of America Directory (print, digital, apps)**

Estimated annual readership 6.4 million

---

### **Bronze wall plaque and license to use membership logo and marks**

Showcasing Historic Hotels of America and National Trust for Historic Preservation

---

### **Historic Hotels Annual Conference**

The only global conference for historic hoteliers

---

### **Historic Hotels Awards of Excellence**

---

### **Partnership with National Trust for Historic Preservation, its affiliates, and its historic sites**

More than 1 million donors, members, and supporters

---

### **Employee Rate Program**

Reach more than 47,000 employees of historic hotels and historic sites monthly

---

### **Media Coverage**

*Create and Curate Content for national and international audience*

Reach is 1.3 Billion media impressions annually, with over 100 million impressions internationally

---

### **Member portal**

A tool kit for building revenue through the Historic Hotels programs

---

# Membership Benefits Overview

## Marketing, Communications, and Public Relations

### HistoricHotels.org and HistoricHotelsWorldwide.com

Promote special offers, exclusive deals, packages to 3 million+ visitors per year

### *The Concierge*, monthly members-only newsletter

News, highlights, and notice of revenue-building opportunities from Historic Hotels of America and Historic Hotels Worldwide

### *Leverage History and Stories*

Opportunities (USA Today 10Best Readers' Choice Best Historic Hotel, 25 Top Historic Hotels Lists – Most Haunted Hotels, Press and social media exposure)

### Marketing Partnerships, partial list

Opportunities - Peter Greenberg Hotels with a Past, AmericanAncestors.org, White House Historical Association, Share The Experience – National Park Foundation

Opt-In

### *Discover and Explore*, monthly consumer newsletter

Featuring historic hotel specials, offers, and fun facts reaching over 300,000+ heritage and cultural households

Opt-In

### National Trust for Historic Preservation Multi- Channel Marketing

Brand and individual hotels included in digital marketing, print, social media, and newsletter campaigns

### *Preservation* magazine, reach over 1.3 million annually

Print and digital editorial and advertising opportunities

Opt-In

### Co-op Marketing Programs

Individual hotel and integrated thematic campaigns

Opt-In

### National and Regional Client & Media Events

Reach more than 500 global decision makers and top-tier media focusing on heritage, cultural, historic travel

Opt-In

### Recreation.gov (determined by eligibility)

Complimentary if  
Eligible



## Next Steps

In order to best take advantage of your membership, Historic Hotels of America recommends that you complete the following next steps:

- ☐ Look at your profile on *HistoricHotels.org* to ensure it is up to date
- ☐ Engage with us on social media and consider an Instagram Takeover
- ☐ Send us updated information on hotel special promotions and packages
- ☐ Share national media coverage and submit content for a Top 25 list
- ☐ Familiarize yourself with our strategic partners
- ☐ Review the Concierge newsletter and share with team members
- ☐ Review use of Historic Hotels branding on-site
- ☐ Sign-up for *Preservation* magazine
- ☐ Schedule a meeting with an Alliance Partner
- ☐ Load the National Trust for Historic Preservation Rate and Historic Hotels Employee Rate program





**Thank You!!**

