



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

2012 Annual Conference

Bidding • Boosting • Building
Case Studies on
eBay • Weddings • Museum Partnerships

PRESENTERS

“Reclaiming Your Hotel’s History Using Today’s Technology”

Tara Williams, Revenue Manager

Darren Thurman, Sales Coordinator

Radisson Martinique on Broadway, New York, New York

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“Weddings are Big Business”

“How OHEKA CASTLE Books \$12 Million in Weddings Annually”

Nancy Melius, Director of Marketing

OHEKA CASTLE, Huntington, New York

NMelius@OHEKA.com

“Building the Museum at the Mark”

Gail Gerber, Area Director of Sales & Marketing

InterContinental Mark Hopkins, San Francisco, California

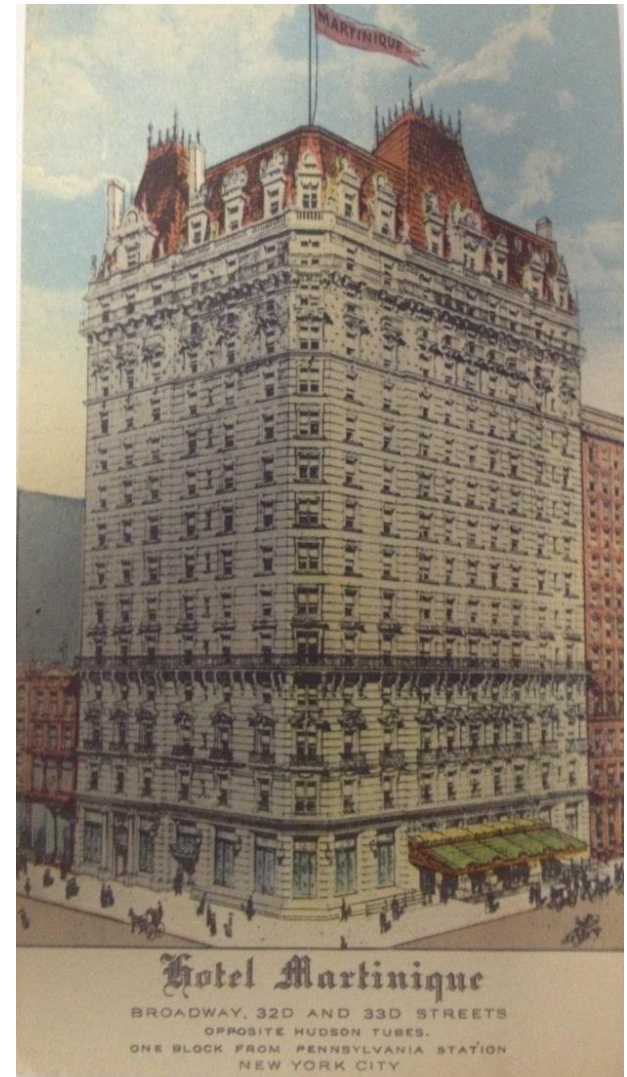
GGerber@IHG.com

Reclaiming Your Hotel's History Through Today's Technology



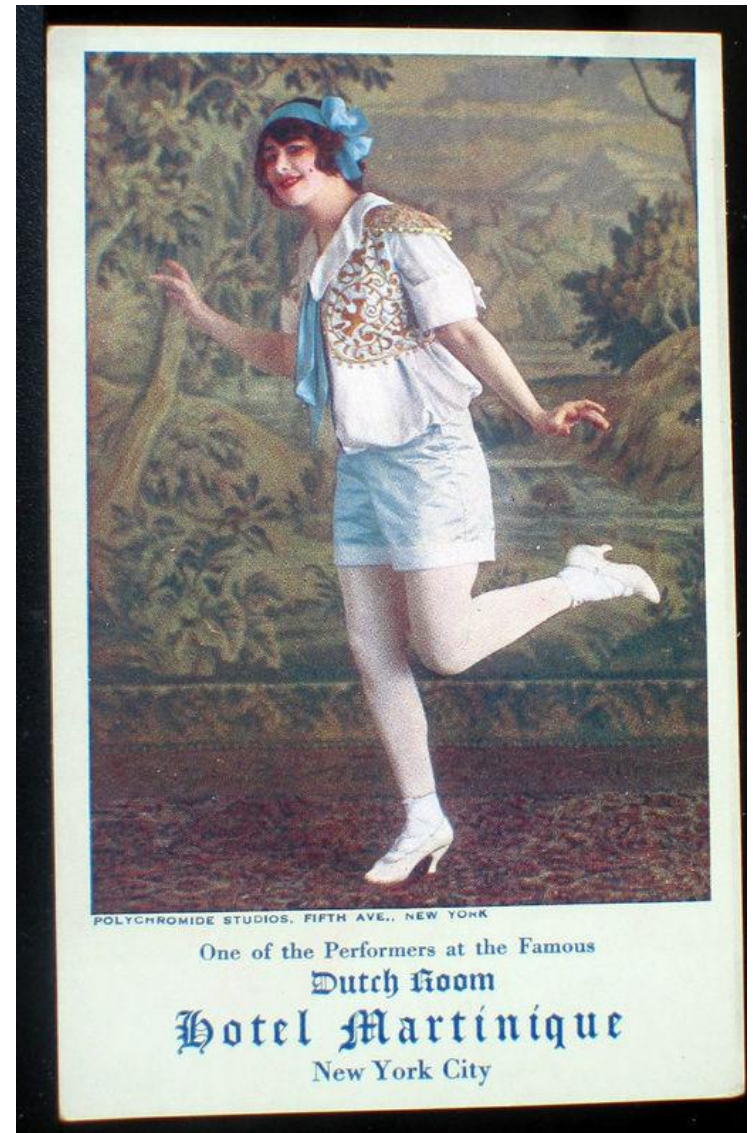
Brief History of The Hotel Martinique

- The Hotel Martinique originally opened in 1898 on Broadway and 32nd Street
- The building's architect was Henry J. Hardenbergh, noted architect of The Dakota Building, Original Waldorf Astoria, The Plaza Hotel, and the Willard Hotel.
- The Martinique predates The Empire State Building, NY Public Library, Rockefeller Center, and Grand Central Station.
- In the early 1900's, the Hotel Martinique was a communal hub for New York's elite. The Hotel had an active social environment boasting vaudeville stage theatres, clubs and restaurants.
- The Hotel Martinique operated as a hotel through the late 60's. For many years the Hotel was run as a government agency. After an extensive 10 year renovation, the hotel re-opened in 1998 as a 533 room property.
- Regaining the property's history is the key differential in a crowded NYC market.
 - The NYC market supply overall has increased by 28% in the past 10 years. Supply below 34th Street has increased 51% and is forecasted to increase to 73% by 2014



The Martinique Collection

- Total Collection: 200+ Pieces
- Average Price Range: \$5 - \$25
- Acquisition time: 5 years
- Primary Sources
 - Ebay
 - Google
 - News Paper Archives
 - Amazon
 - Library of Congress



ebay: The Game Changer

- The Hotel Martinique collected 160+ historical items through Ebay purchases.
- Examples Include: Postcards dating back to 1907, Room Keys, Drink/Dinner Menus, Dining China, vintage Martinique sugar cubes, and a New York City architectural journal featuring the hotel from the early 1900s





Advanced Search

Saved searches:

Items

- Find items
- On eBay Motors
- By seller
- By bidder
- By item number

Stores

- Items in stores
- Find Stores

Members

- Find a member
- Find contact information
- Find a Trading Assistant

Find Items

Enter keywords or item number

Exclude words from your search

See general [search tips](#) or using [advanced search options](#)

In this category:

☐ Save this search to My eBay

Search including

☒ Title and description

☐ Completed listings



Hi, flamechick! (Sign out)

My eBay | Sell | Community | Customer Support |

CATEGORIES ELECTRONICS FASHION MOTORS TICKETS DEALS CLASSIFIEDS

☒ Include description

219 results found for Hotel Martinique -GPS -GPS

Categories

Collectibles (91)

- Postcards (36)
- Advertising (26)
- Photographic Images (7)
- Paper (6)
- Historical Memorabilia (7)
- More

Books (35)

- Nonfiction (18)
- Fiction & Literature (8)

All items Auctions only Buy It Now Products & reviews ^{Beta}

View as:

Sort by: Page 1 of 5

1908 Hotel Martinique, New York City, Louis Room 0 bids \$9.99 Oct

Returns: Accepted within 14 days

1900 Print Map Paris France **Buy It Now or Best Offer** \$47.95 Oct



Best Practices

- Search your hotel, restaurant and/or club name
- Make sure to select included in description
- Through trial and error find exclusion words
- Make sure international/worldwide is selected
- Select newly listed first
- Save your search and sign up for update emails incase new items become available



Amazon: Look Inside!

amazon

Tara's Amazon.com

Today's Deals

Gift Cards

Help

Shop by
Department

Search

Books

hotel martinique

Go

Hello
You

Books

Advanced Search

Browse Subjects

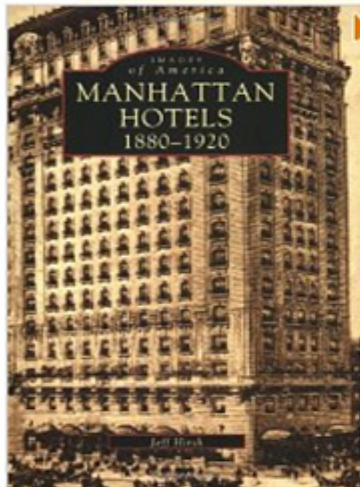
New Releases

Best Sellers

The New York Times® Best Sellers

Children's Books

Click to **LOOK INSIDE!**



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MANHATTAN HOTELS: 1880-1920 (Images of America (Arcadia Publishing)) [Paperback]

[Jeff Hirsch](#) (Author)

[Be the first to review this item](#) | [Like](#) (0)

List Price: ~~\$49.99~~

Price: **\$14.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: **\$5.00 (25%)**

Only 2 left in stock (more on the way).

Ships from and sold by **Amazon.com**. Gift-wrap available.

Want it delivered Saturday, October 20? Order it in the next 8 hours and 1 minute, and choose **Saturday Delivery** at checkout. [Details](#)

21 new from \$12.69 **14 used** from \$8.50
1 collectible from \$30.00

Sell Back Your

Used Price

\$8.50



News

Top Stories

Mitt Romney

Axl Rose

Britney Spears

Procter & Gamble

Tim Tebow

MacBook Pro

Taylor Swift

Jon Hamm

Lolo Jones

Jimmy Savile

Greater New York

Google archives

United Nations 2013 ...

Cleveland News Party...

NYC Events 2012

World

U.S.

Business

Elections

Find news stories that have

all these words:

Hotel Martinique

this exact phrase:

at least one of these words:

none of these words:

occurring anywhere in the article

Date added to Google News:

in archive

between

M/d/yy

and

M/d/yy

Source:

The New York Times

Location:

[REDACTED]

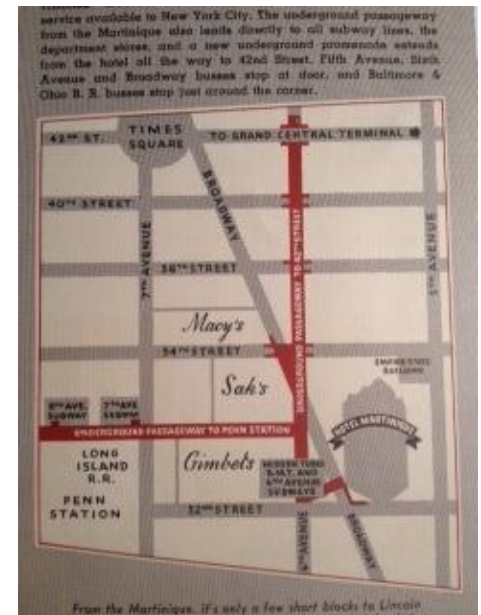
Search

NEW-YORK
HISTORICAL
SOCIETY
MUSEUM & LIBRARY
MAKING HISTORY MATTER

The
New York
Times

Unlocking the Facts

- **Pennsylvania 6-3800** : The Martinique has maintained a continuous phone number since telephones were installed.
- **Underground Tunnels** : Tunnels lead directly to Penn Station/ Madison Sq Garden & 42nd Street.
- **NYC Law**: In 1923, while promoting the silent film *Safety Last*, daredevil Harry F. Young, known as the Human Fly, attempted to scale the Martinique's Broadway façade. He tragically lost his footing on the 9th floor and fell to his death. Soon after, NYC enacted ordinances prohibiting the scaling of buildings.
- **Speakeasy**: One of the biggest mysteries of the Martinique is the possible existence of a speakeasy. Many searches and leads followed, but no confirmation to date.

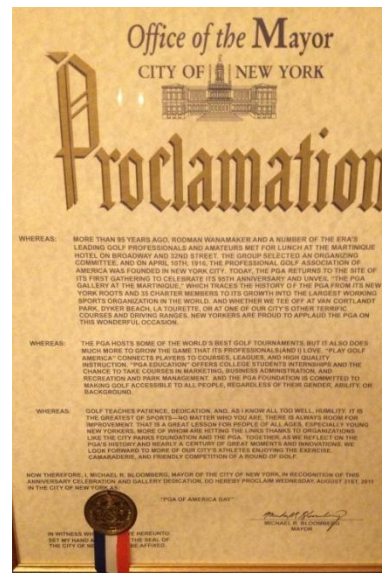




& The Martinique

•Professional Golfers Association Founding

- April 10th, 1916 PGA Founded at a meeting of the Taplow Club at the Hotel Martinique
- Meeting sponsored by department store magnet Rodman Wanamaker
- Notable attendees included famous golfers Jim Barnes and Walter Hagan
- Commemorative co-sponsored PGA photo gallery within walls of The Martinique
- PGA hosted its 90th anniversary celebration at the Hotel Martinique and plans the 100th at the property as well.





MUSARCH Archiving Software

- The Martinique organizes and tracks all memorabilia with the software program MUSARCH
 - MUSARCH helps track the inventory items, storage location, how it was obtained, among other details.
 - MUSARCH organizes collections by date, object name, object type, ascension numbers in addition to other fields.



MUSARCH Software

Object Will Be Changed (Hotel Martinique Napkin)

Object

☒ Basic Info

☐ Images

☐ Condition


☐ Events

☐ Appraisals

☐ Provenance

☐ Notes

 Print

 Folder

Category:	Archeology	Archeology - General
Object Name:	101	Hotel Martinique Napkin
Description / Abstract:	Hotel Martinique Napkin. Featuring Art Deco design. Huntress Diana.	
Accession Number:	Napkin1	
Collection:	General Collection	
Alternate ID:		
Source:		
Source Category:	Purchase	
Accession Date:	4/24/2012	
Credit Acknowledgement:	Tara Williams	
Location:	Binder	
Approx Object Date:	Unknown	
Start Year Range:	1933	End Year Range: 1940s
Date Added To Archive:	4/30/2012	
Added by Staff:	Darren Thurman	
Status:	In Collection	
Status Date:	4/30/2012	
Status by Staff:	Darren Thurman	



Image
Refresh

Copyright Details:

Stipulations and/or Use Limitations:

Include In Export

☒ Y ☐ N

Include In Website

☒ Y ☐ N



Keywords



Object
Details

Weddings are Big Business



How OHEKA CASTLE Books
\$12 Million in Weddings Annually



THE WEDDING INDUSTRY IN THE US

\$50 billion industry

Recession resistant

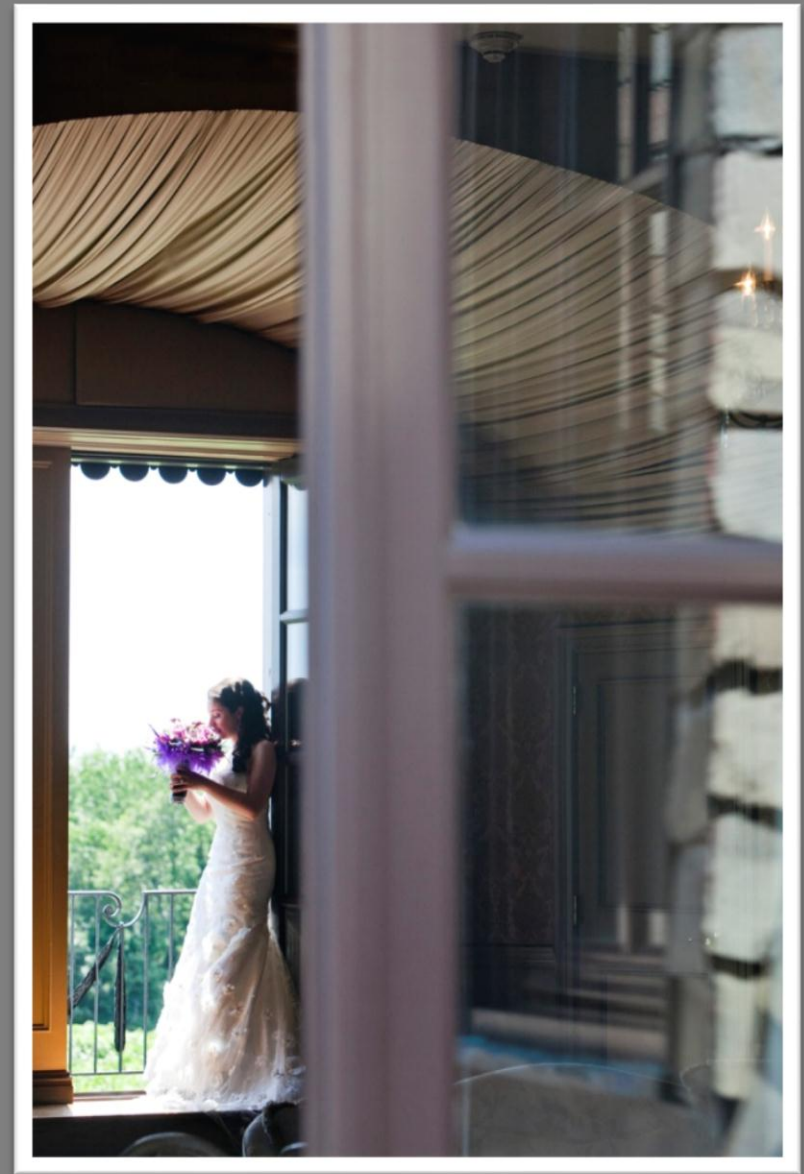
Over 2.5 million weddings a year

Reception Sites account for approximately 36% of the cost of a wedding

Almost 40% of engagements occur during the holiday season

Brides make their decisions on venues and catering within the first two months

Engagement Season:
December through March



2011 WEDDING STATISTICS

Average wedding budget (excluding honeymoon) - \$27,021

Most expensive place to get married:
Manhattan – Average \$65,824

Least expensive place to get married:
West Virginia - Average \$14,203

Average marrying age:
Bride-29; Groom -30

Average number of guests: 141

Most popular month to get engaged:
December

Most popular month to get married:
September

Average length of engagement:
14 months

Percentage of Destination Weddings:
24%

3-DAY LONG LUXURY WEDDINGS:
Spend on average \$100,000;
Approximately 85,000 luxury weddings
annually; \$9 billion industry

AVERAGE WEDDING SPEND

Wedding Venue \$12,116

Wedding/Event Planner \$1,753

Reception Band \$3,122

Reception DJ \$929

Photographer \$2,299

Florist/Décor \$1,894

Videographer \$1,486

Wedding Dress \$1,121

Wedding Cake \$535

Ceremony Site \$1,599

Ceremony Musicians \$536

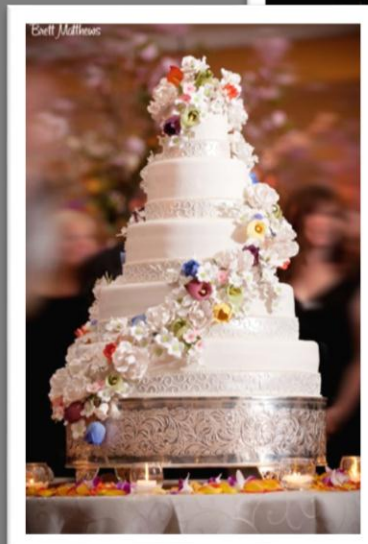
Invitations \$331

Limousine \$669

Favors \$217

Rehearsal Dinner \$1,078

Engagement Ring \$5,130



OHEKA WEDDINGS

Luxury Weddings

\$12 Million Annually

Approximately 200 Weddings a Year

One Wedding a Day

“No Two Brides Shall Meet” Policy

OHEKA wedding/event venue 1st – Hotel 2nd

Bride identifies herself as an “OHEKA BRIDE”

Located on the North Shore of Long Island
Large weddings are common

Fairytale Castle

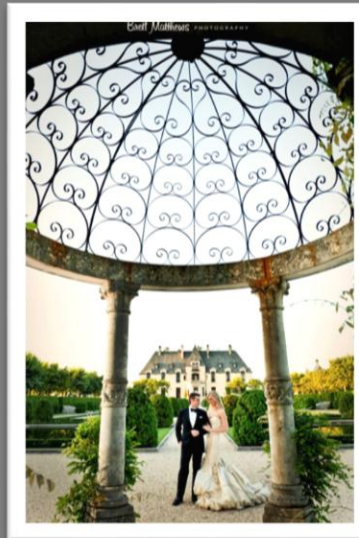
Philosophy: Every guest is a future potential customer;
Exceed expectations in food/beverage and service

The Castle is the perfect backdrop for wedding photos

Weddings/Events – 90% of Business
90% of OHEKA's marketing dollars goes into weddings

Average Long Island Wedding \$50,000
Average OHEKA Wedding: \$100,000

Engagement packages



OHEKA WEDDINGS INCLUDE:

- 5-hour Wedding
- Exclusive use of the Grand Ballroom, Bar, Dining Room, + Terrace Room
- Food/Beverage
- Cocktails + Reception
- Open bar with premium liquor
- White-glove service
- Bride's + Groom's attendant
- \$2,000 Wedding Cake (Buttercream & Fresh flowers)
- Dressing Room
- Overnight Suite

RATES:

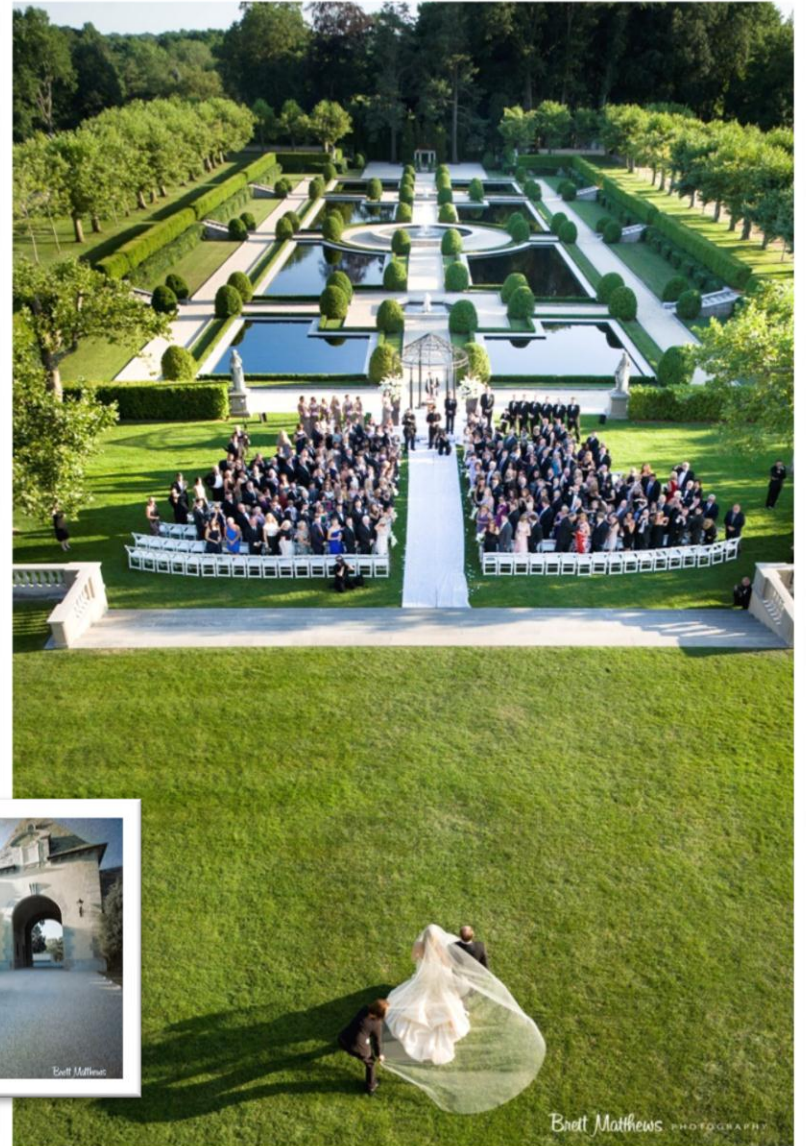
- Cost per person \$200 - \$340
- Site fee \$8,000 - \$14,000
- Minimum guest count: 125 – 200
- Maximum guest count:
400 (sit-down); 1000 (On-going)
- Upgrades/Additions:
 - Ceremony
 - After-Party
 - Guestrooms & Suites

DESIGNING A WEDDING PROGRAM

Research + Plan

Décor + Logistics

Marketing + Advertising



RESEARCH + PLAN

Know your market:

Ethnic markets (Jewish, African American, Asian, Chinese)

Average household income

Average spent on weddings

Hotel clientele

Visit the competition

Interview vendors

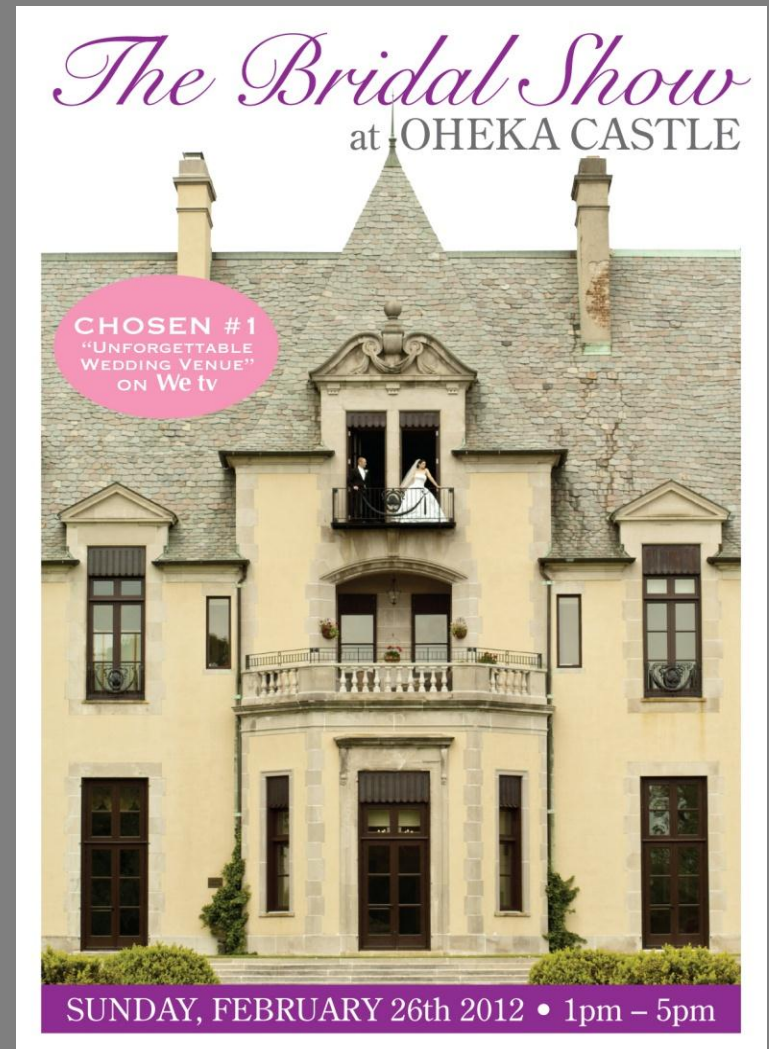
Attend Bridal Shows

Review bridal magazines/websites
(local/regional/national)

More Statistics:

www.weddingindustrystatistics.com

www.theweddingreport.com



REVENUE STREAMS



Weddings, Sweet Sixteen's,
Bar/Bat Mitzvahs, Special
Occasion events

Catering: food/beverage

Site fee

Upgrades & Additions

Recommended vendor
commissions

Bridal shows

Guestrooms

Breakfast the next day (hotel
guests)

Rehearsal dinners

Wedding photos



DÉCOR + LOGISTICS

Décor: Simple + elegant: Carpet, drapes, lighting, tables, chairs, linens, tableware, glassware

Show off historic architecture + gardens

Ballroom – Consider shape + size with dance floor + band (room capacity)

Audio/visual

Load-in/Load-out

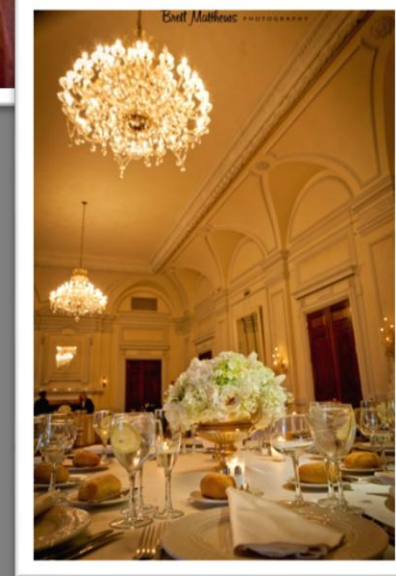
Ability to hang décor from ceiling

Use & flow of each designated wedding space and the impact on hotel guests

Dressing rooms:
Bride/Bridesmaids + Groom/Groomsmen

Overnight accommodations (room blocks/buyouts)

Consider how many weddings the hotel can accommodate each day (more is not necessarily better)



ADVERTISING + MARKETING



A Royal Estate of Affairs

Celebrating the art of entertaining since 1919



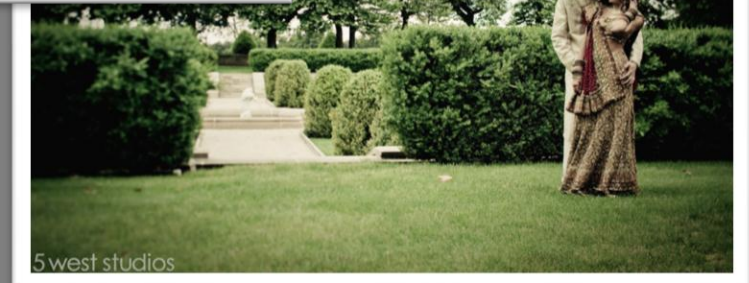
OHEKA CASTLE
Hotel & Estate
New York

Weddings & Celebrations

A Castle to Call Your Own with Just One Wedding a Day
32 Guestrooms & Suites • Fine Dining • Golf & Tennis

On the Gold Coast of Long Island between New York City and The Hamptons
135 West Gate Drive • Huntington NY 11743 • 631-659-1400
www.oheka.com

- It's all about the bride
- Visually communicate with your bride and groom
- Show the bride in your historic hotel using real brides or models.
- Wedding Magazines + Websites (cost effective)
 - The Knot
 - Bride's
 - Martha Stewart Weddings
 - Wedding Wire
- Social Media (facebook/youtube/twitter/pinterest)
- In-House Bridal Shows
- Target Niche Marketing – Asian, African American, Chinese, Jewish, Same Sex
- Show hotel in different seasons (Fall/Winter/Spring/Summer)
- Bridal TV Shows
- Reciprocal power of vendors (Photographers, florists, etc.)
- Avoid advertising in lifestyle magazines
- Create a Wedding Section on Website
- Define image



HISTORIC HOTELS OF AMERICA



INTERCONTINENTAL MARK HOPKINS

ONE NOB HILL



A historic landmark at the crest of illustrious Nob Hill, the Mark Hopkins has set the bar for exquisite luxury for over 85 years.

Steeped in traditions and San Francisco lore, the Mark had a story to tell, and we needed a way to share our historic highlights with guests from all over the world...



It started with showcase windows that were obscured
with black paint.



We wanted to use the windows to tell our story,
but had almost no budget to do it. What to do?



We reached out to a local art school, the Academy of Art University, and launched a contest for their visual merchandising students. A theme was assigned to each window and the students had to tell a story around the theme with their designs. They also would install the winning designs.



ACADEMY *of* ART
UNIVERSITY®

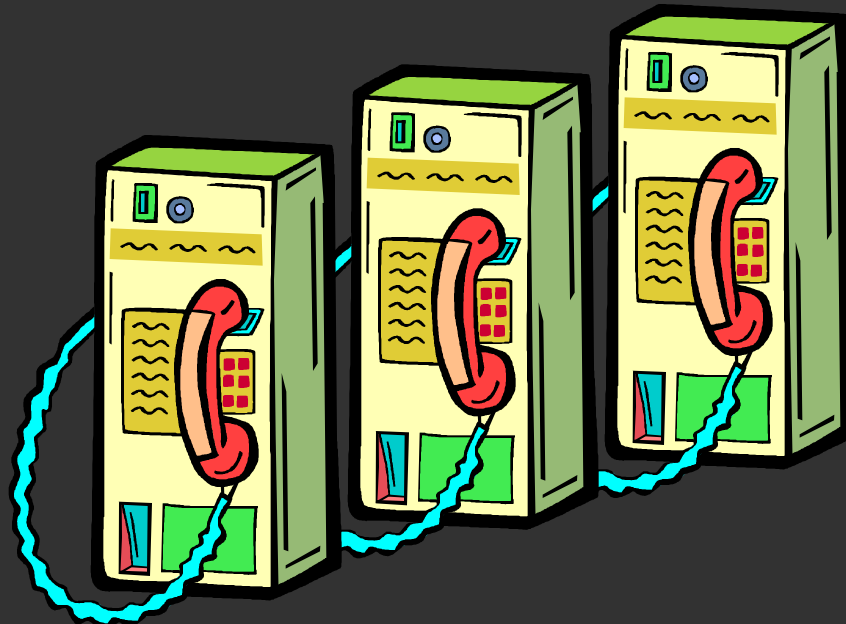
FOUNDED IN SAN FRANCISCO 1929
BY ARTISTS FOR ARTISTS

We realized we would need content to use in the windows, and began scouring eBay for historic memorabilia. We found albums, ads, posters, postcards, menus, service ware, door knobs, and more!



Meanwhile, we had an area in the lobby that was going to be available – a nook that housed 5 payphones.

With the proliferation of mobile phones, these phones were becoming obsolete. The little nook was the perfect spot for a coffee station or a mini-museum. We opted to create the museum, and worked with the visual merchandising instructor from the Academy of Arts and all the collectables that we culled from eBay to make it happen.



The Museum at the Mark



Our window displays are refreshed every 6 months to a year, depending on the schedule of the visual merchandising class.

This display windows design project has been so successful, it is now integrated into the Academy of Art University's visual merchandizing course curriculum.



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