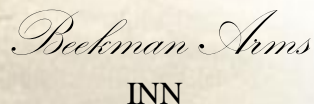




Marketing Opportunities to Reach Cultural & Heritage Travelers



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

- ☐ ***Preservation Magazine***
- ☐ **Cooperative Marketing Programs** **NEW!**
- ☐ **City Spotlights** **NEW!**
- ☐ **Civil War Sesquicentennial**

Opportunities

- Now distributing to over 170 member hotels
- Historic Hotels of America advertising sections
- Theme advertising sections



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What is it?

Integrated marketing campaigns that combine:

- Print
- E-communications
- E-commerce
- Partner promotions

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

EXCLUSIVE
MEMBERSHIP
BENEFITS

HistoricHotels.org

MEDIA GALLERY

Displays an expansive variety of visuals of exterior, interior, and historical photography/memorabilia.

EXPANDED SEARCH CAPABILITIES

Allows guests to find historic hotels by name, availability, location, plus:

- Favorite historical era
- 39 architectural styles ranging from Art Deco to Victorian
- 15 property styles from mansions to factories to resorts
- Four distinct levels of luxury

DYNAMIC MAP

Features historic hotels by geographic location, refined by luxury level, property style, and architectural design, plus local attractions, museums, battlefields, and historic sites.



*The Green Park Inn Resort & Spa
Asheville, North Carolina
Established 1913*

2012 Cooperative Marketing Program

Historic Hotels of America® represents more than 235 historic hotels ranging from small historic inns to city-center icons and grand dame hotels and resorts. Key membership benefits include an interactive and comprehensive website, showcasing member hotels with exclusive features, and access to opportunities through the National Trust for Historic Preservation®.

The Cooperative Marketing Program is an opt-in program that delivers integrated marketing campaigns of online, communications, and print tactics.

Membership benefits on HistoricHotels.org include:

- Individual historic hotel profile presenting characteristics and future events
- Interactive timeline of historic events featuring historic hotels and allowing guests to discover over 350 years of American history
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions
- Hot Deals section sharing hotel packages, experiences, and special offers
- Civil War sections promoting special hotel packages and Hot Deals, plus hundreds of experiences, such as re-enactments, lectures, tours, and more
- Smartphone mobile website allowing visitors on-the-go access to hotel details, photos, and booking



www.HistoricHotels.org

Spring Edition

HistoricHotels.org

- **Marquee placement**

Image on historichotels.org and Smartphone Mobile Website

- **Premiere placement**

Image with text ad

- **Pay per Click**

NEW!

Featured in PPC campaigns using Google AdWords



National Trust for Historic Preservation® Opportunities **NEW!**

- **Preservation ads**
Sent to 375,000 subscribers and distributed to over 170 hotels with 30,000 guestrooms
- **Website banner on PreservationNation.org**
- **Heritage Traveler**
monthly e-newsletter
Sent to almost 200,000 subscribers



Historic Hotels of America



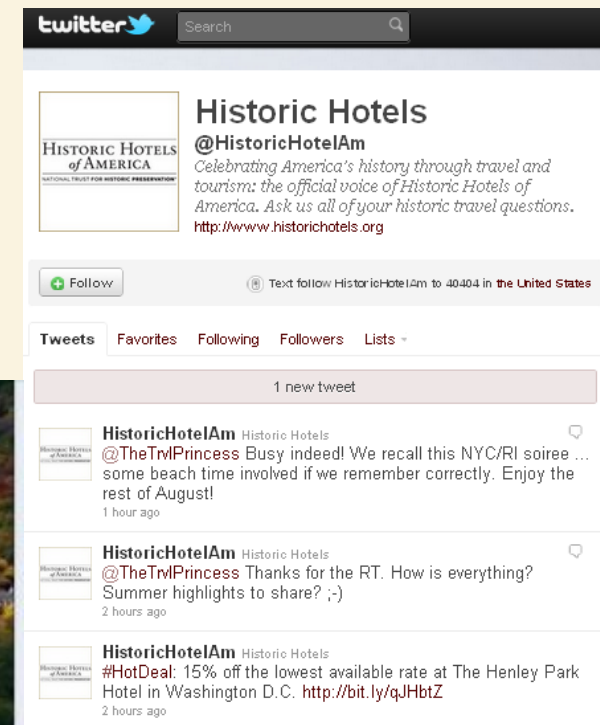
Founded in 1989 to promote heritage tourism, *Historic Hotels of America* is a program of the National Trust for Historic Preservation and a brand of Preferred Hotel Group. Historic Hotels of America has identified more than 200 quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this program, a hotel must be at least 50 years old, listed or eligible for the National Register of Historic Places or recognized locally as having historic significance.

SPECIAL MEMBER RATES - As a member of the National Trust for Historic Preservation, you receive 10% off the best available rates at over 175 select participating hotels listed below for your convenience. Book your rooms through the Historic Hotels of America [website](#) to be awarded this special Member rate by entering Rate Code **NHP**, or by clicking on the **Book** links below. Not a member of the National Trust for Historic Preservation? [Join today for only \\$20!](#)

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

Social Media

Promote an event, special offer, and your surrounding area on Facebook and Twitter.



Eblasts

- Targeted E-Communications
 - Geo-target from 300,000 names in the consumer database
 - Qualified meeting planners in the preservation client database
- Name Exchange Database Sharing Program
 - Double the impact with this group eblast opportunity



The eblast features a header with the hotel's logo and the Historic Hotels of America logo. Below the header are three photographs: the hotel's exterior, a garden path, and a swimming pool. A maroon banner with white text reads "19th-Century Charm Meets 21st-Century Comforts". The body text is in a serif font, with a link to the hotel's website.

THE 1886
CRESCENT
HOTEL
& Spa

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

19th-Century Charm Meets 21st-Century Comforts

Greetings. As someone who shares your passion for history and exceptional travel with friends and family, I searched through more than 500 historic experience packages from our member hotels to find this week's handpicked exclusive experience from Historic Hotels of America. It's my pleasure to tell you about a special offer at [1886 Crescent Hotel & Spa](#).

Perched above the Victorian village of Eureka Springs, Arkansas, 1886 Crescent Hotel & Spa is a palatial structure amid 15 acres of gardens and nature trails. Even after nearly 125 years, the hotel seamlessly retains its 19th-century character – from the elegantly furnished guestrooms to the Victorian-style Crystal Dining Room – without sacrificing a single full-service amenity.

Press Releases

Reach national digital and print media with a monthly or quarterly release featuring multiple hotels.



CAMPAIGNS

Opportunities	Marquee	Premiere	Showcase
HistoricHotels.org Placement	Homepage masthead ad	Homepage ad with text ad	Run of site button ads
Social Media Campaigns	Postings/month: Facebook: 2 / Twitter: 5	Postings/month: Facebook: 2 / Twitter: 3	Postings/month: Facebook: 1 / Twitter: 2
E-Blast to Consumers	1 per month (maximum 20,000 names)	1 per month (max 10,000 names)	1 per month (maximum 5,000 names)
E-Blast to Meeting Planners	1 Article	Article	
Name Exchange Program	Yes	Yes	
<i>Preservation Magazine</i> BONUS	2 1/6 ads + readership svc	1 1/6 ad + readership svc	
Pay per Click BONUS	Yes	Yes	
<i>Heritage Traveler</i> E-newsletter	Main story with link	Sidebar listing with link	
Press Release	Added to monthly release	Added to quarterly release	
National Trust Website Banner	Banner with text ad		
Additional Featured Placements	Hot Deals and Meetings & Events home page		
Featured Promotions	<i>The History Channel</i> <i>Club Magazine</i> , Civil War Trust, and others		

- **Marquee - \$3500 per month**
 - Two *Preservation* ads (an \$1800 value)
 - Pay per click campaigns (a \$700 value)
 - Meeting planner eblast (a \$375 value)
 - Home page presence, consumer eblast, social media
and much more for \$625
- **Premiere - \$2500 per month**
 - One *Preservation* ad (a \$900 value)
 - Pay per click campaigns (a \$500 value)
 - Meeting planner eblast (a \$375 value)
 - Home page presence, consumer eblast, social media
and much more for \$725
- **Showcase - \$1250 per month**

Q1 Initial Results

- **Bookings**
 - 634% more revenue
(Q1 2012 vs Q4 2011)
- **Unique visitors**
 - An average increase of 583% more unique visitors
(Q1 2012 vs Q4 2011)
- **Group sales**
 - Big Cedar Lodge
 - The Churchill
- **Press**
 - The Washington Post
 - am New York
 - Fort Worth Star-Telegram

Destination Campaigns

Cooperative Marketing Packages

Opportunities	Marquee	Premiere	Showcase
Featured Placement <i>Highlighted presence on HistoricHotels.org</i>	Banner Ad for six months 916 x 125 pixels	Banner Ad for three months 916 x 125 pixels	Banner Ad for one month 178 x 148 pixels
Social Media Campaigns <i>Spotlighted Facebook and Twitter postings</i>	Maximum postings for six months: Facebook – 2 Twitter – 3	Maximum postings for three months: Facebook – 2 Twitter – 2	Maximum postings for one month: Facebook – 1 Twitter – 1
E-Blast to Consumers <i>Targeted consumer lists from robust database</i>	1 (maximum 20,000 names)	1 (maximum 10,000 names)	1 (maximum 5,000 names)
E-Blast to Meeting Planners <i>Qualified meeting planners from group sales database</i>	One article	One article	
Press Release <i>Distributed releases to global A-list media contacts</i>	Stand-alone release		
Cost	\$2,750	\$1,500	\$1,250

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Boston City Spotlight

EXPERIENCE HISTORIC HOTELS



A Behind the Scenes Tour
Book the **History at the Hawthorne** at the **Hawthorne Hotel** in Salem, Massachusetts to receive a behind the scenes tour of the Salem Marine Society Room known for its replica of a cabin from Taria Topan, one of the last ships to sail the lucrative East India trade. The package also includes a two-night stay in one of the 93 individually-furnished rooms and tickets to the Phillips House, a member of Historic New England, which provides a glimpse into the lives of Salem's elite in the early 20th century.

One if by Land, Two if by Sea
Visit the historic city of Boston with **packages** from Historic Hotels of America. Celebrate the Centennial of **The Fairmont Copley Plaza**, discover the Back Bay at **The Lenox**, taste the famous Parker House Rolls and Boston Crème Pie at **Omni Parker House**, and more. Then combine your vacation with trips to Western Massachusetts, New Hampshire, and Southern Maine – all accessible within a couple hours of driving.



DESTINATION PACKAGES

SPA PACKAGES

GOLF PACKAGES

RECREATION PACKAGES

FEATURED PACKAGES

DINING PACKAGES

FAMILY PACKAGES

CITY SPOTLIGHT PACKAGES

ROMANCE PACKAGES

HONEYMOON PACKAGES

CIVIL WAR PACKAGES

MEMBER PACKAGES

TURN BACK THE CLOCK

PACKAGES BY LOCATION

Boston Specials & Deals

[Hot Deals](#) | City Spotlight Packages

RSS

Boston Specials & Deals

Sort by

Select a Destination



Hawthorne Hotel

History at the Hawthorne

Two nights accommodations and: --Tour of the Salem Marine Society Room on the top floor of the hotel. Not open to the public, the room is an exact replica of a cabin from the Taria Topan – one of the last ships to sail the lucrative East India trade – and has been the headquarters of the Salem Marine Society since 1830. -- Tickets to the Phillips House, which is a member of Historic New England and provides a glimpse into the lives of Salem's elite in the early 20th century.

[View Details](#)

[Book Now](#)

+ SHARE



The Fairmont Copley Plaza

+ SHARE

2012 Scheduled City or Theme Spotlights

- May – Great Lakes
- June – Small Hotels
- July – San Diego
- August – San Francisco
- September – Washington, DC
- October – Charleston
- November – New York
- December – New Orleans

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1861-1865 2011-2015
150
Civil War
SESQUICENTENNIAL
COMMEMORATION

Stay where history was written.

Preservation Magazine



- Advertise in the Historic Hotels of America sections or in the special theme sections (fall issue: Civil War Trails)

Cooperative Marketing Programs

NEW!



- Hotel: Reserve your campaigns
- Destinations: Refer your CVB contacts

City Spotlights

NEW!



- Participate by offering a package in your area

Civil War Sesquicentennial



- Post a Civil War related or inspired package

Contact Information

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