



Historical Marketing: A Key to Relevance and Success in Hospitality

George Webber, Count Agoston
Haraszthy, Buena Vista Winery,
Founded in 1857





































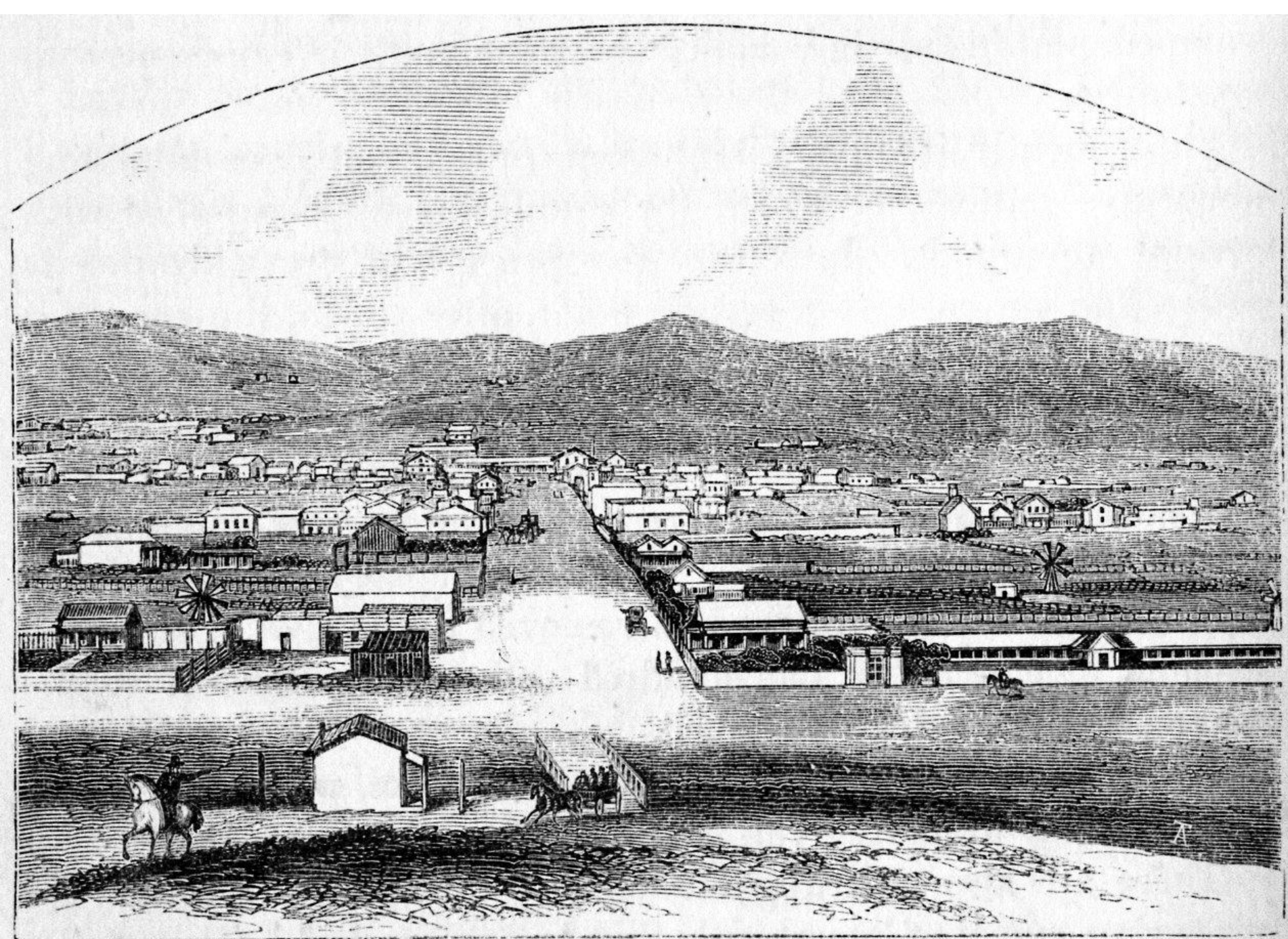








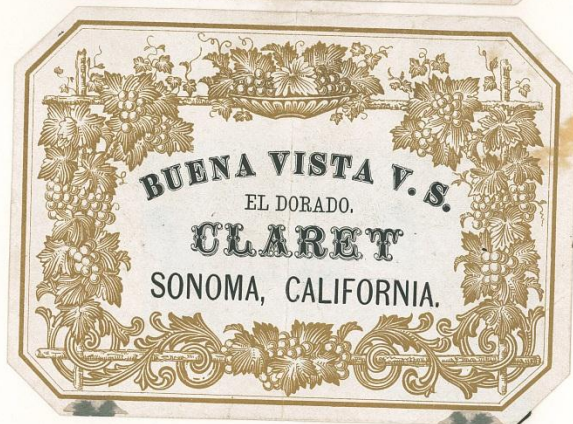
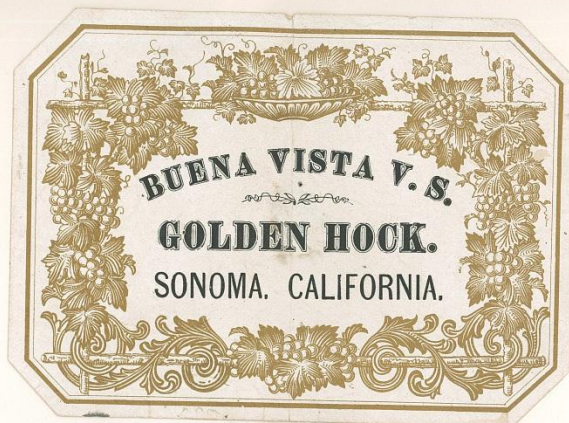






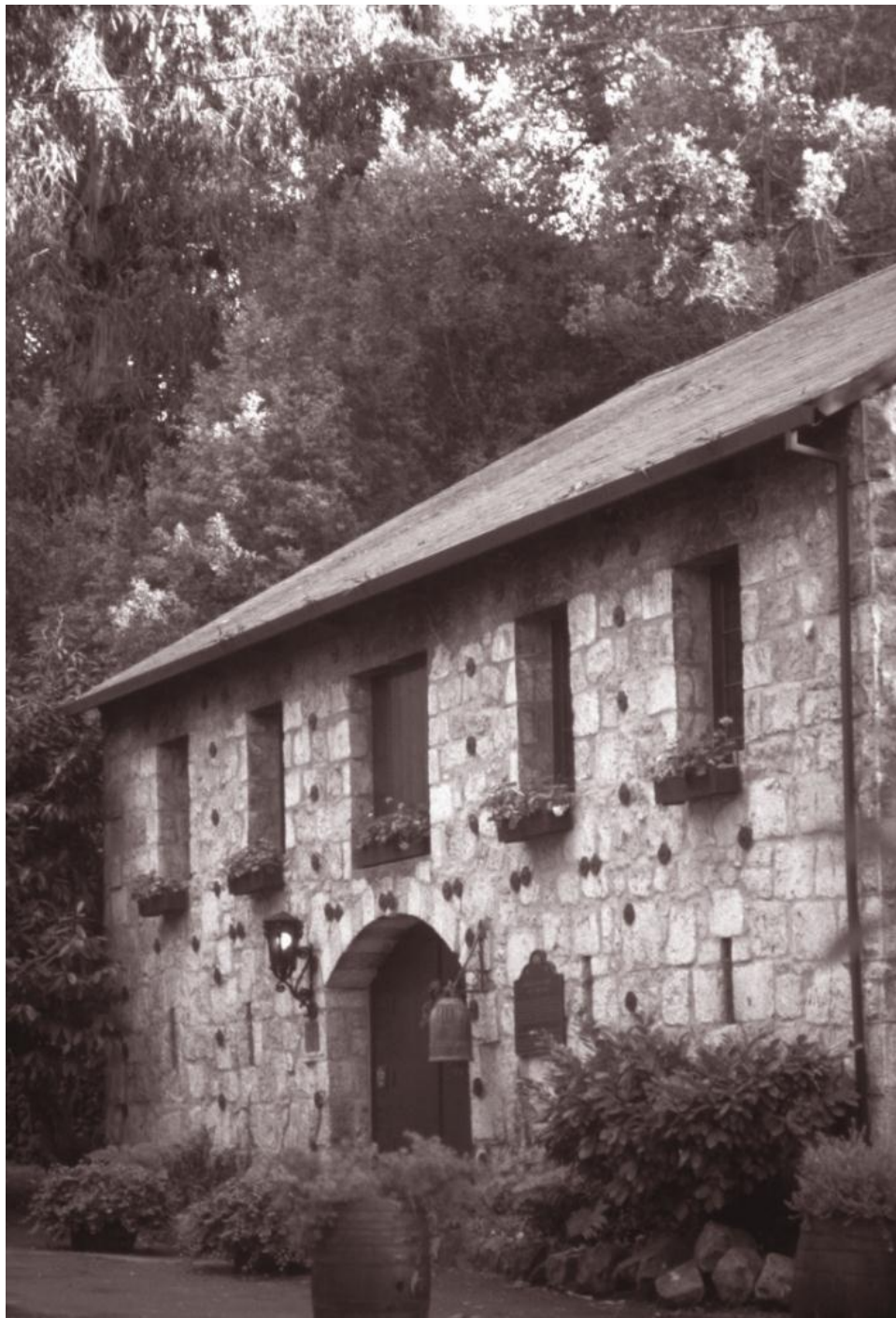


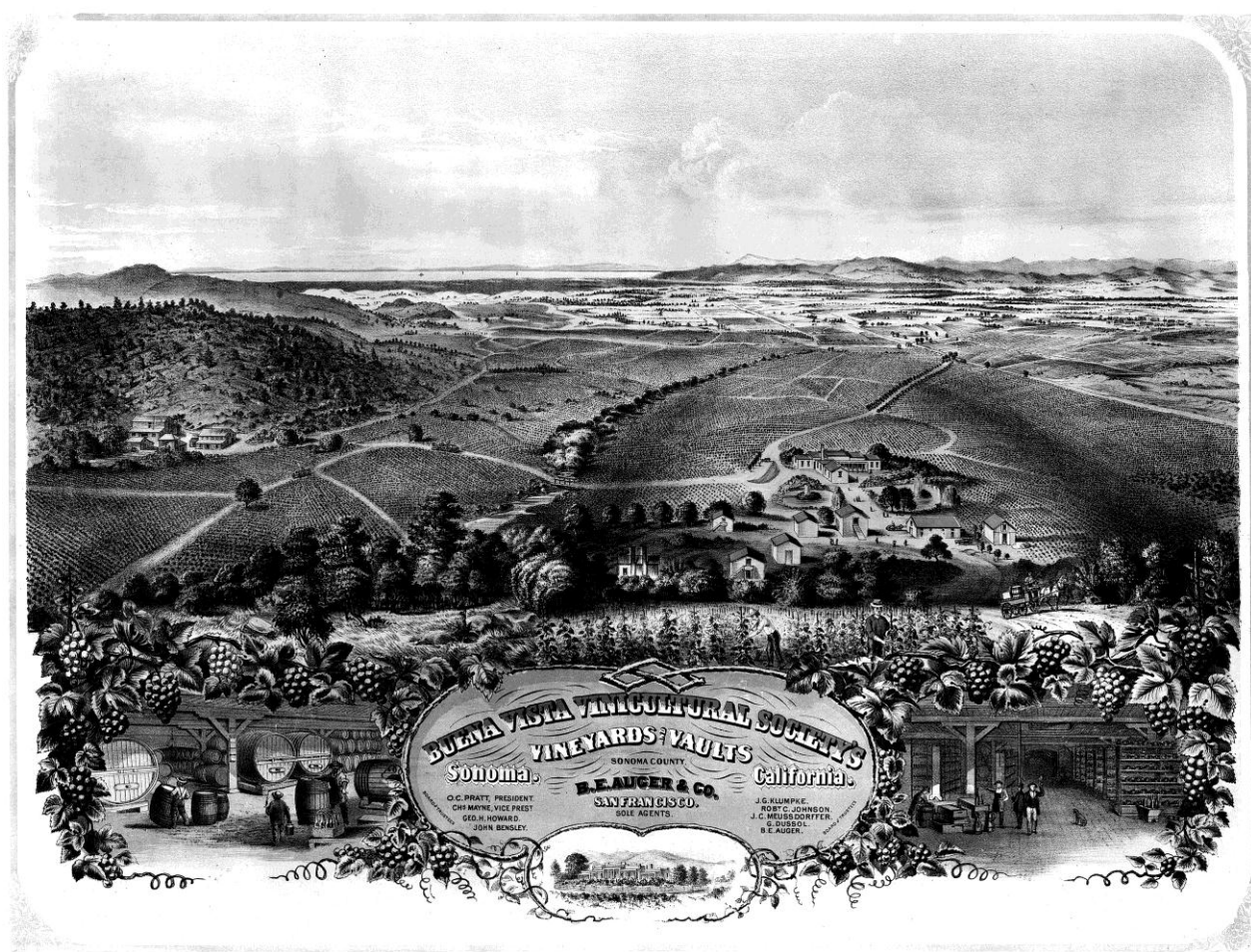




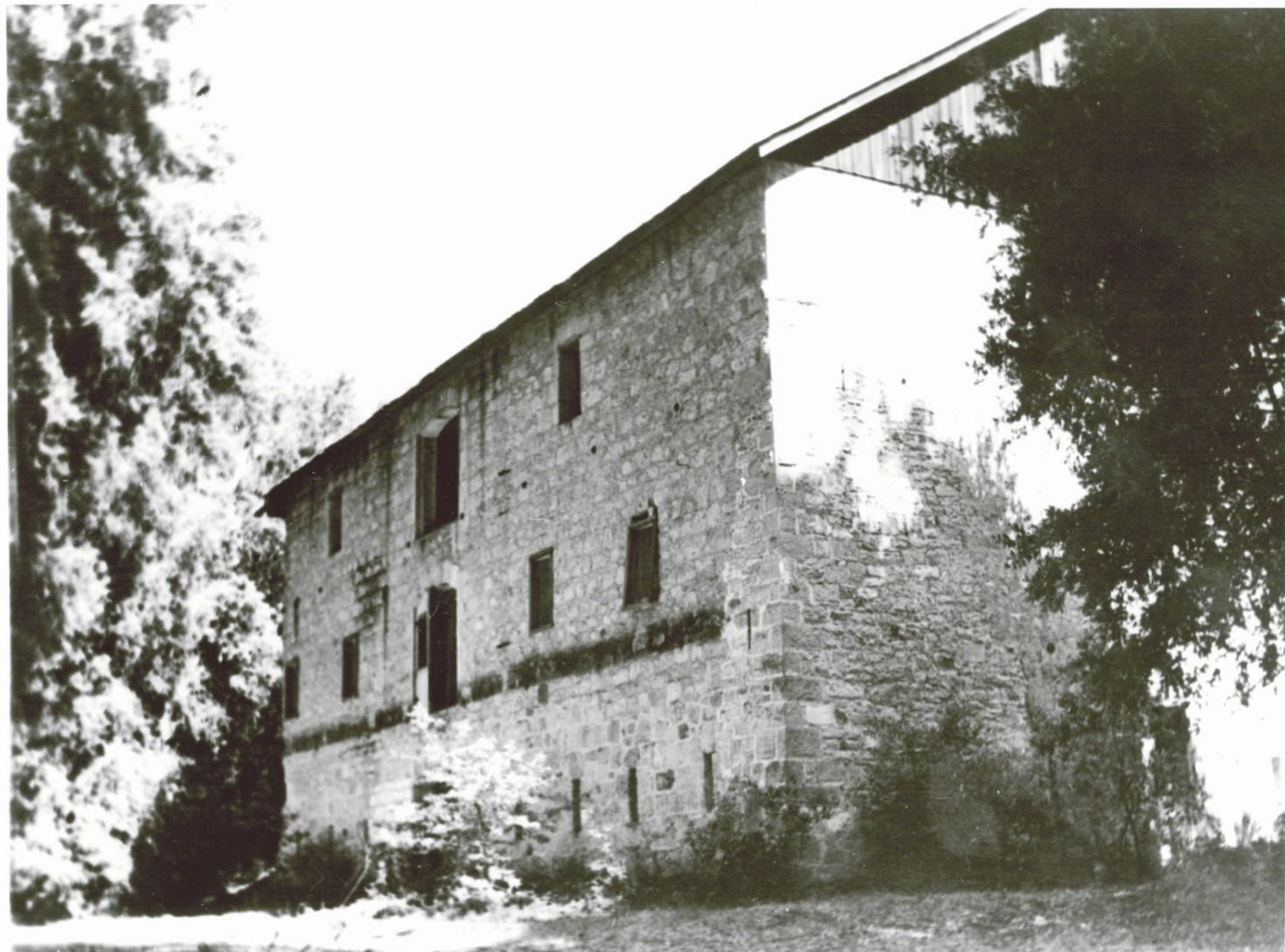
































How to Create your Own Historic Walking Tour

~~To Market your Historic Hotel~~

- **Contact a local theatre group or Historical Society** to find someone who can portray the founder of YOUR HISTORIC HOTEL. **If they are eccentric and funny**, you will have found the right person!
- **Make a deal with this person** -----they can begin (and end) their Historic Walking Tour AT YOUR HOTEL---and they **MUST** dress in PERIOD CLOTHING
- **Their Historic Walking Tour will be SEPARATE FROM YOUR HOTEL...**and will charge a fee (\$15 to \$30)but once a month they must offer a tour FOR FREE, so that your hotel will get on all the ON-LINE CALENDAR OF EVENTS that appears on the local Visitors Bureau or Chamber of Commerce website. **(FREE marketing is the GOAL!)**
- **Put a link from your website to THEIR website.....**and offer a special “deal” for a room/walking tour package

All the independent contractor---History Tour Operator----will need is:

- **A route of where to walk**---every block should be interesting
- **A script with details on the buildings passed....**and stories of the people who lived in them
- **A Historic Overview of your town....**from its beginning....to now----including all MAJOR ERAS INVOLVED
- **It should be like a college History Lecture** disguised as a Walking Tour---but WACKY AND FUN....if alcohol is included it will be better
- **The ability to shamelessly self-promote**----the hardest thing to find, particularly in the Midwest where modesty predominates
- **Website, rack cards, e-blasts, Facebook, Twitter.....ETC, ETC**

























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