





Total Branded Connectivity



'Leveraging the value of the Historic Hotels of America brand into the electronic booking process across all channels, enhancing technology with a recognized identity'

Single portal (SynXis CRS) connects all reservations channels

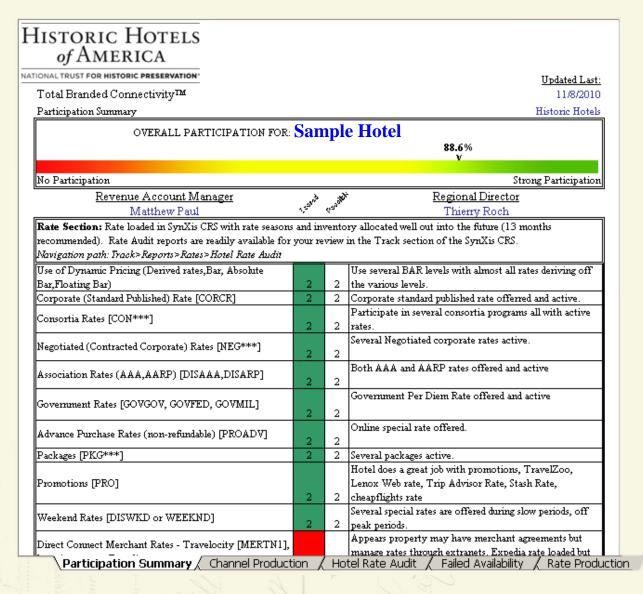
- GDS
 - HE = "Historic Experience" within PV
 - o GDS Biasing and advertising opportunities
 - Access to Consortia/TMCs (RFP program & Visits)
- Hotel's Website and Booking Engine
- Pegasus ODD/HCD Incl. Historic Hotels of America Website
- Direct Connect 3rd party Online Travel Agents (Expedia, Travelocity, over 30 OTAs)
- Voice Call Centers
- Mobile Website and Booking Engine
- Facebook Booking Widget



Manage all rate products in one place (saves time & effort)

Total Branded Connectivity: Participation Summary





A **Participation Summary** is a best practices audit conducted by Historic Hotels of America Revenue Account Manager.

Summary includes:

- Hotel Rate Audit
- Channel Distribution Audit
- Rate Production Audit
- Failed Availability Analysis
- Marketing Audit
- Many other items.

Total Branded Connectivity: Revenue Management



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

The Sample Hotel
June 2011

	Total Room Nights Total Reservations			ns	Total Revenu	Revenue In USD				Average Daily Rate			AVGLOS			AVG Lead Time			
Date	TY	LY	% Chg	TY	LY	% Chg	TY	LY		% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
YTD	9,064	8,345	9.00%	4,298	4,045	6.00%	\$2,184,400.25		\$1,878,561.25	16.00%	\$241.00	\$225.11	7.00%	2.11	2.06	2.00%	34.98	28.64	22.00%
12M	17,788	14,847	20.00%	8,495	7,121	19.00%	\$4,368,337.75		\$3,397,202.75	29.00%	\$245.58	\$228.81	7.00%	2.09	2.08	0.00%	32.11	24.77	30.00%
Jun-11	1,488	1,547	-4.00%	678	707	-4.00%	\$436,954.00		\$383,449.75	14.00%	\$293.65	\$247.87	18.00%	2.19	2.19	0.00%	33.49	37.78	-11.00%
May-11	1,617	1,517	7.00%	694	663	5.00%	\$464,195.00		\$424 102 50	9.00%	\$287.07	\$279.57	3.00%	2.33	2 29	2 00%	73 29	40 45	81 00%
Apr-11	1,630	1,408	16.00%	740	633	17.00%	\$464,267.50		Rate Ca	tegory - J	une 2011								

Historic Hotels of America **Revenue Account Manager** will review monthly reports with your team.

Click Links Below To View Reports

Sheet 2 - Instructions

Sheet 3 - Three Year Rolling

Sheet 4 - Channel

Sheet 5 - Rate Category

Sheet 6 - Rate Plan

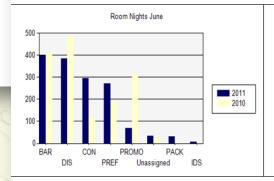
Sheet 7 - Day of Week

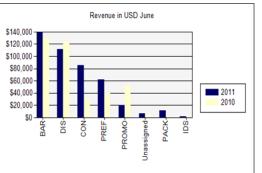
Sheet 8 - Travel Agency

Sheet 9 - Room Code

Sheet 10 - Consortia Rate

	Rate C	Rate Category - June 2011																			
	Total Room Nights Total Reservations T						Total Revenue In US	D			Average Daily Rate			AVG LOS			AVG L	ead Tin	1e		
Code	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
BAR	397	26.68%	410	-3.00%	169	24.926%	176	-4.00%	\$138,875.00	31.783%	\$130,425.00	6.00%	\$349.81	\$318.11	10.00%	2.35	2.33	1.00%	43.18	40.03	8.00%
DIS	384	25.806%	487	-21.00%	161	23.746%	209	-23.00%	\$111,183.00	25.445%	\$124,147.00	-10.00%	\$289.54	\$254.92	14.00%	2.39	2.33	3.00%	54.58	52.68	4.00%
CON	295	19.825%	118	150.00%	142	20.944%	66	115.00%	\$85,031.00	19.46%	\$29,620.00	187.00%	\$288.24	\$251.02	15.00%	2.08	1.79	16.00%	18.72	23.33	-20.00%
PREF	272	18.28%	189	44.00%	139	20.501%	96	45.00%	\$61,851.00	14.155%	\$39,888.00	55.00%	\$227.39	\$211.05	8.00%	1.96	1.97	-1.00%	13.89	13.31	4.00%
PROMO	70	4.704%	313	-78.00%	37	5.457%	145	-74.00%	\$19,760.00	4.522%	\$52,607.75	-82.00%	\$282.29	\$168.08	68.00%	1.89	2.16	-13.00%	9.73	35.56	-73.00%
Unassig	34	2.285%	24	42.00%	15	2.212%	10	50.00%	\$6,981.00	1.598%	\$4,906.00	42.00%	\$205.32	\$204.42	0.00%	2.27	2.40	-5.00%	75.80	51.50	47.00%
ned																					
PACK	30	2.016%	4	650.00%	11	1.622%	3	267.00%	\$11,880.00	2.719%	\$1,416.00	739.00%	\$396.00	\$354.00	12.00%	2.73	1.33	105.00%	21.91	54.00	-59.00%
IDS	6	0.403%	2	200.00%	4	0.59%	2	100.00%	\$1,393.00	0.319%	\$440.00	217.00%	\$232.17	\$220.00	6.00%	1.50	1.00	50.00%	72.75	0.00	
Total	1,488	100.00%	1,547	-3.81496	678	100.00%	707	-4.102%	\$436,954.00	100.00%	\$383,449.75	13.953%	\$293.65	\$247.87	18.47296	2.19	2.19	0.3096	33.49	37.78	-11.36%





monthly to selected hotel
email addresses. This
snapshot will include past
production and performance
across several metrics.

A Production Workbook

will automatically be sent

	Total I	Room Nig	hts		Total Rese	rvations			Total Revenue In US	D			Average	Daily Ra	ite	AVG LOS			AVG Le	ad Tin	ie
Code	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
BAR	1,460	30.834%	1,314	11.00%	574	27.178%	563	2.00%	\$496,430.50	36.357%	\$420,095.00	18.00%	\$340.02	\$319.71	6.00%	2.54	2.33	9.00%	68.73	40.24	71.009
DIS	1,364	28.807%	1,579	-14.00%	572	27.083%	634	-10.00%	\$377,290.00	27.632%	\$421,553.00	-10.00%	\$276.61	\$266.97	4.00%	2.38	2.49	-4.00%	68.58	51.19	34.009
CON	821	17.339%	442	86.00%	432	20.455%	241	79.00%	\$220,911.00	16.179%	\$114,940.00	92.00%	\$269.08	\$260.05	3.00%	1.90	1.83	4.00%	19.39	19.22	1.009
PREF	648	13.685%	597	9.00%	338	16.004%	314	8.00%	\$143,641.00	10.52%	\$128,336.00	12.00%	\$221.67	\$214.97	3.00%	1.92	1.90	1.00%	15.41	15.70	-2.009
PROMO	180	3.801%	370	-51.00%	87	4.119%	182	-52.00%	\$49,972.00	3.66%	\$63,272.25	-21.00%	\$277.62	\$171.01	62.00%	2.07	2.03	2.00%	24.60	40.01	-39.00





iTools: Productivity Solutions



Available for all hotels:

- *i* CONNECT HOTEL-TO-GUEST CRM SOLUTION
- *i* RATE COMPETITIVE RATE-SHOPPING SERVICE
- i SHOP Mystery Call Evaluation Service

Available for HE chain coded hotels:

- *i* ANSWER CALL GATING SERVICE
- INTERFACE PMS AND RMS TO CENTRAL RESERVATION SYSTEM CONNECTIVITY
- *i* MOBILE MOBILE WEBSITE AND BOOKING ENGINE
- *i* PAY ONLINE COMMISSION PROCESSING SERVICE

iTools: E-Marketing Solutions



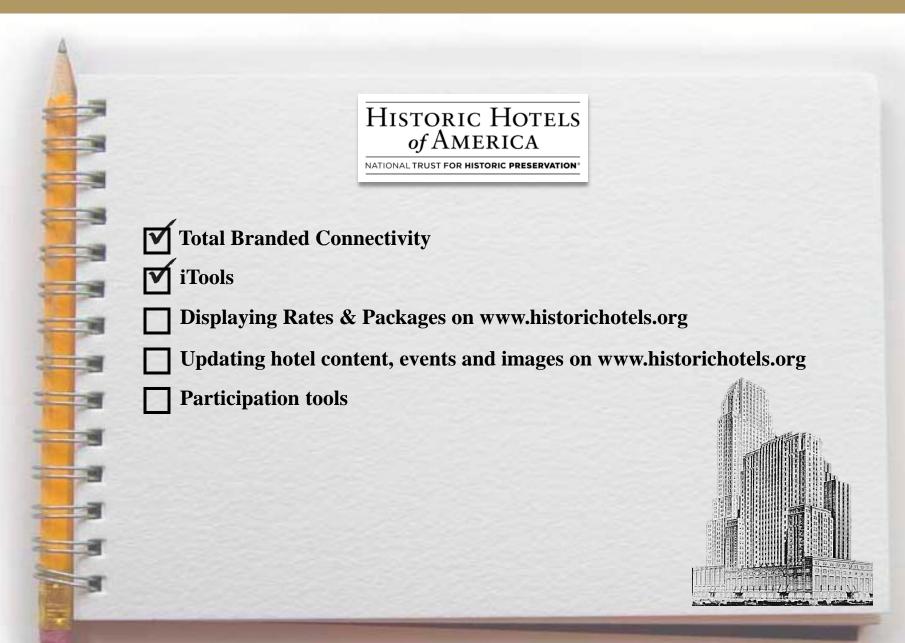
- *i* ADVERTISING ELECTRONIC ADVERTISING SOLUTIONS
- *i* MAIL EMAIL MARKETING SOLUTIONS
- WEB WEBSITE DEVELOPMENT AND INTERNET MARKETING

More information about iTools can be found at:

http://www.historichotels.org/member-login.php

Member User Name: hha Member Password: hotels





Displaying Packages & Rates: Production



National Trust Member Rate

- For the 3rd quarter, #1 producing rate in room nights and revenue.
- Highest producing rate for July and September.
- The fastest growing rate category on the HHA website.

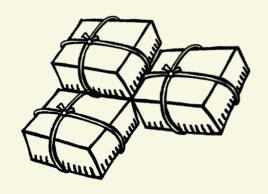
Packaged Rates

• For the 3rd quarter, #2 producing rate in room nights.

Summary: Top producing hotels on Historic Hotels of America Website:

- 1. Offer National Trust Member Rate
- 2. Participate in promotions
- 3. Actively engaged

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PRESERVATION



Displaying Packages & Rates



Build the rate directly into hotel's Central Reservation
System (CRS). Be sure the rate has inventory, availability and distributed to the Pegasus ODD/HCD/IDS Channel.



Notify the CRS provider's **GDS Department** the rate is built and needs to be mapped. Provide them 1 of 3 different methods of mapping and corresponding rate loading form.



Once built and CRS provider has mapped the rate, **send email** to hhaoffers@historichotels.org notifying HHA the rate is ready to be tested for availability.

General Availability

Only Historic Hotels of America Website (**No code**)

Only Historic Hotels of America Website (**Code**)

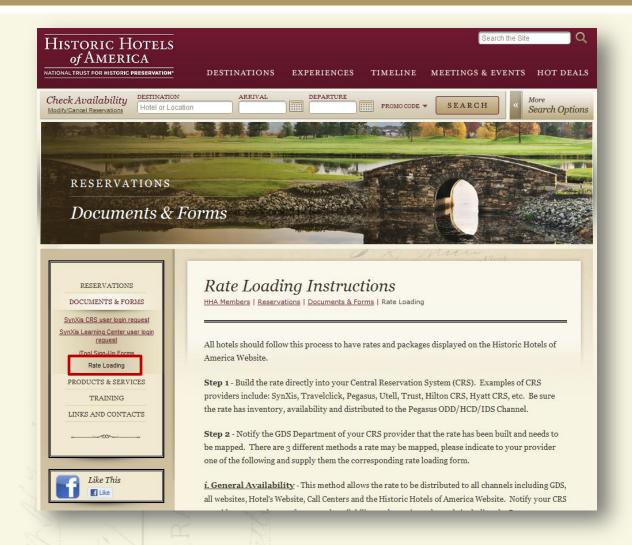
Displaying Packages & Rates



HHA Members				If it is a new package to the Historic Hotels of America Website.								
Welcome!				Hotels of Ameri	ca vvensile.							
Updating content on the Historic Hotels of A	mer	ica Website										
Hoteliers, we have developed the following forms s	o you	ı may keep your hote	l's content on the									
Website Content Correction Form – The ne several individual pages that are unique and specipages should be as current and as accurate as possiyou wish to have made on your individual propert	One sec web	e of the new major feat tion where special pack	• ures of the new Historic Ho	s of America Website otels of America website will be a robust Hot Deals e centralized and diaplayed. To add packages to the offers@historichotels.org	HISTORIC of AM	ERICA						
hhawebmaster@historichotels.org.		Hotel Name:										
nnawebmaster@nistoricnoteis.org.												
2. <u>Packages Form</u> One of the new major featur		Today's Date: Validity Dates	Title of Package	Package Description (50 words or less)	Starting Price	National Trust Members Only						
pages will contain an unlimited amount of packag to the website, please complete this form and subm	Ex.	Must be at least 3-12 months of availability.	Descriptive Title of Package	Recommendation: Include extra features in order to in-bed additional tags and enhance Search Engine Optimization.	Lowest Price/night	Yes/No						
3. Event Form – Individual hotel pages will cont Calendar notifying visitors of re-occurring local, re	-											
holiday celebrations will be announced. Please cor hhaevents@historichotels.org.	2											
4. New Images – All new images that hotels wish uploaded to VFM for the Media Gallery section show												
 Individual hotel page images - hhawebmast Media Gallery via VFM images - images@his 												
5. Historic Hotels of America Event Photos - Photos click here.	5											

Displaying Packages & Rates





Rate Loading Instructions are in the member portal and in your welcome packet!





- **Total Branded Connectivity**
- **V** iTools
- Displaying Rates & Packages on www.historichotels.org
- Updating hotel content, events and images on www.historichotels.org
- Participation tools



Updating Hotel Content: Analytics



- Averaging 150,000 Page Views a month.
 (Additional 12,000 Page Views per month on mobile devices)
- Approximately 30,000 **Unique Visitors** per month.
- Average **Time On Website** is over 4 minutes (4.29) per visit.
- Average approximately 5 Pages per Visit.
- Top Traffic Sources:
 - 1. Google / Organic
 - 2. Direct / (None)
 - 3. National Trust for Historic Preservation Website / Referral
 - 4. Email Traffic / Email
 - 5. Bing / Organic











Updating Hotel Content: Best Practices





Best Practice Examples:

Overview: French Lick Springs

Accommodations: Mayflower Park Hotel

History: The Battle House, A Renaissance Hotel

Ghost Stories: The Grove Park Inn

Activities and Events: Big Cedar Lodge

Local Attractions: Hilton Cincinnati Netherland Plaza

Dining: Jekyll Island Club Hotel

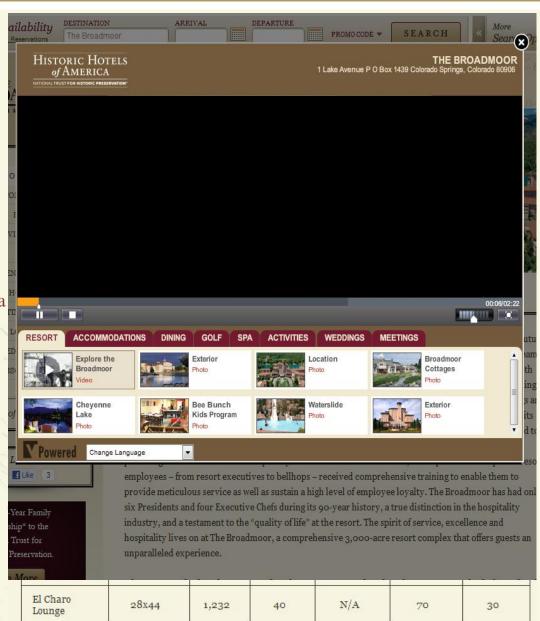
Event Calendar: Craddock Terry Hotel

Hot Deals: The Peabody Memphis

Meetings and Groups: Bishop's Lodge Resort

Weddings: The Lenox

Media Gallery: The Broadmoor



Changing the Tides of History

Process: Updating Hotel content and images



HHA Members						
Welcome!						
Updating content on the Historic Hotels of A	mer	ica Website				
Hoteliers, we have developed the following forms s Historic Hotels of America website fresh and up-to						
1. Website Content Correction Form - The neseveral individual pages that are unique and spec pages should be as current and as accurate as poss	The hot with hha	e new Historic Hotels o el. We would like this h any edits you wish to	information to be as up to da have made on your individua	several ate and	l individual pages that are unique and speical to each accurate as possible. Please complete this form erty pages and submit to:	HISTORIC HOTELS of AMERICA NATIONAL TRUST FOR HISTORIC PRESERVATION*
you wish to have made on your individual proper hhawebmaster@historichotels.org.		Hotel Name:	I			
2. <u>Packages Form</u> – One of the new major featur is our enhanced Hot Deals sections. A dedicated H		Today's Date: Priority (Low,Med,Critical)			Description of Error	Copy and paste web address link with error
pages will contain an unlimited amount of packag to the website, please complete this form and subn	H.X	Medium	The hotel was opened in 1653 no		The word "there" should be "their".	http://www.historichotels.org/hotels-resorts/the- buccaneer/
3. <u>Event Form</u> – Individual hotel pages will con Calendar notifying visitors of re-occurring local, r	•					
holiday celebrations will be announced. Please co hhaevents@historichotels.org.	2					
 New Images – All new images that hotels wish uploaded to VFM for the Media Gallery section sho 						
 Individual hotel page images - hhawebmast Media Gallery via VFM images - images@hi 						
5. Historic Hotels of America Event Photos - Photos click here.	5					

Process: Updating Hotel Events



HHA Members						
Welcome!						
Updating content on the Historic Hotels of A	mer	ica Website				
Hoteliers, we have developed the following forms	_	u may keep your hotel's cor	itent on the			
1. Website Content Correction Form – The notes are unique and specified specified by a several individual pages that are unique and specified pages should be as current and as accurate as possivou wish to have made on your individual proper	On re-	vent Listing Form: e of the new major features of toccurring local, regional and state applete this form and submit to:	he new Historic Ho e events, as well as	tels of Ame special holi	rica website will be an Events Calendar when day celebrations will be announced. Please	HISTORIC HOTELS of AMERICA ATIONAL TRUST FOR HISTORIC PRESERVATION*
hhawebmaster@historichotels.org.		Hotel Name:				
2. Packages Form – One of the new major featu	r	Today's Date: Event Dates	Title of Event or C	elebration	Explain Event (50 words or less)	Event website (if applicable)
is our enhanced Hot Deals sections. A dedicated I pages will contain an unlimited amount of packas to the website, please complete this form and subr	I 50 Ex.	Events may be up to 12 months out. Please avoid events less than one week in duration and sold out periods.	Descriptive Title		Recommendation: Include extra descriptive keywords in order to in-bed additional tags and enhance Search Engine Optimization.	http://www.chicagoevents.com/event.c/m?eid=124
3. Event Form - Individual hotel pages will con Calendar notifying visitors of re-occurring local, 1						
holiday celebrations will be announced. Please co hhaevents@historichotels.org .	n 2					
 New Images – All new images that hotels wish uploaded to VFM for the Media Gallery section sho 						
 Individual hotel page images - hhawebmas Media Gallery via VFM images - images@hi 						
5. Historic Hotels of America Event Photos - Photo <u>click here</u> .	s 5					



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Participation Tools



2011 OPPORTUNITIES REGISTRATION FORM

Revenue Account Mgt Opportunities	Date	Days	Location	Соѕт	Remaining Availability	1
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Hot Deals Featured on the HHA Website	On-Going			\$150/6 Months	25	
Link to PreservationNation.org Website	On-Going			Complimentary	160	
National Trust Email Campaign	On-Going			Complimentary	25/Quarter	
Preservation Magazine – NTHP Members Ads	On-Going			\$200/Year	60	
Gozaic Website Campaign	On-Going			\$250/Year	100	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	100	
Guest Connect Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iMobile - Mobile Booking Engine	On-Going			\$400 Set-up, \$75/Month	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	



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Thank You

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