

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Dynamic Drivers

Key Strategies to Promote Your Historic Hotel

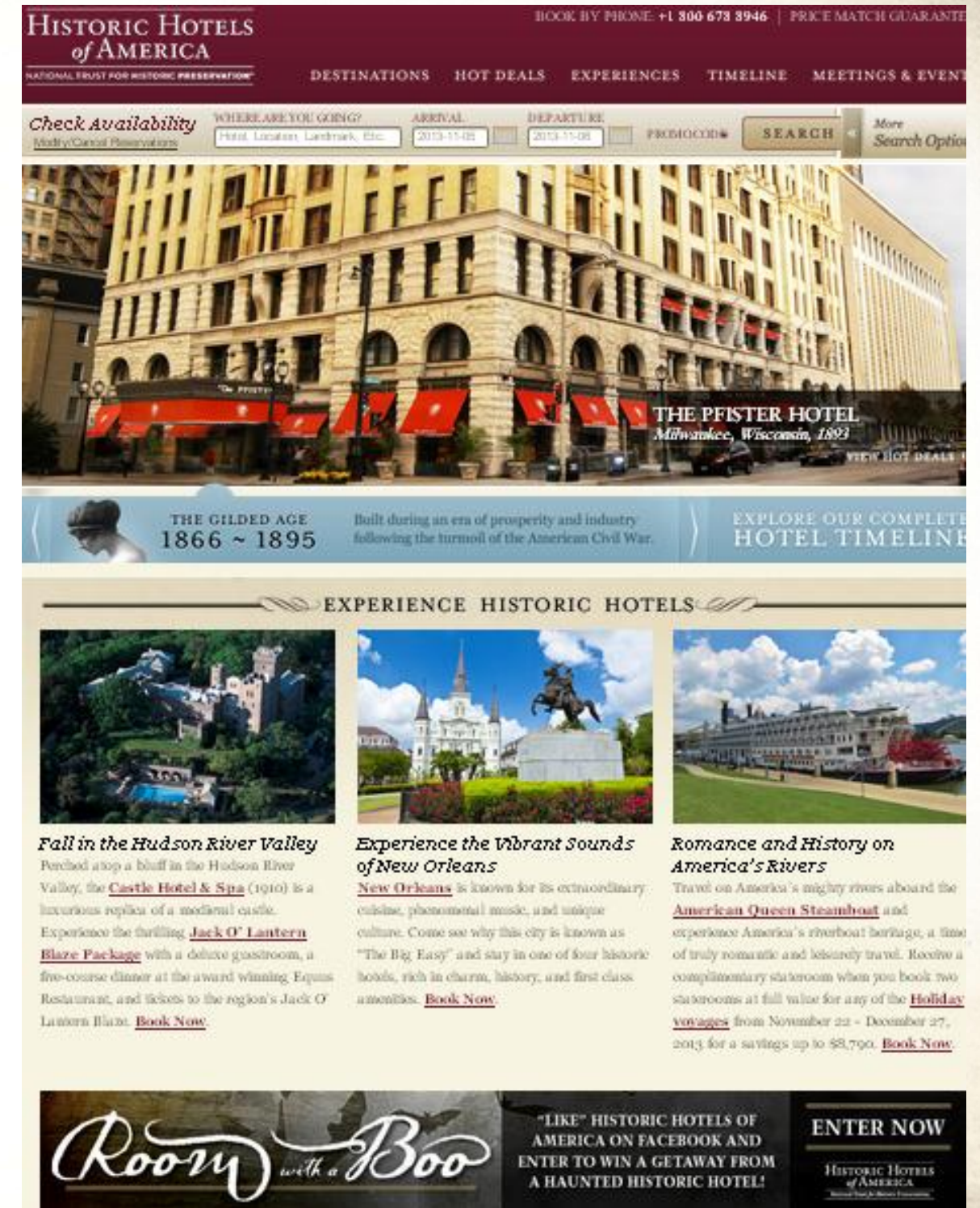
2013 Annual Conference



2013 Marketing & Public Relations Highlights

- Online
 - Online media campaigns
 - TripAdvisor: Check Rates and display
 - @TravelDeals
 - Dynamic remarketing campaigns
 - Destination campaigns
 - Ve interactive emails
- Other drivers to HistoricHotels.org
 - Project Web Content
 - Google Places (HEs)
- HistoricHotels.org growth (2012 / 2013)
 - 94% more unique visitors
 - Conversion rate has tripled
 - 4x more revenue

NEW!



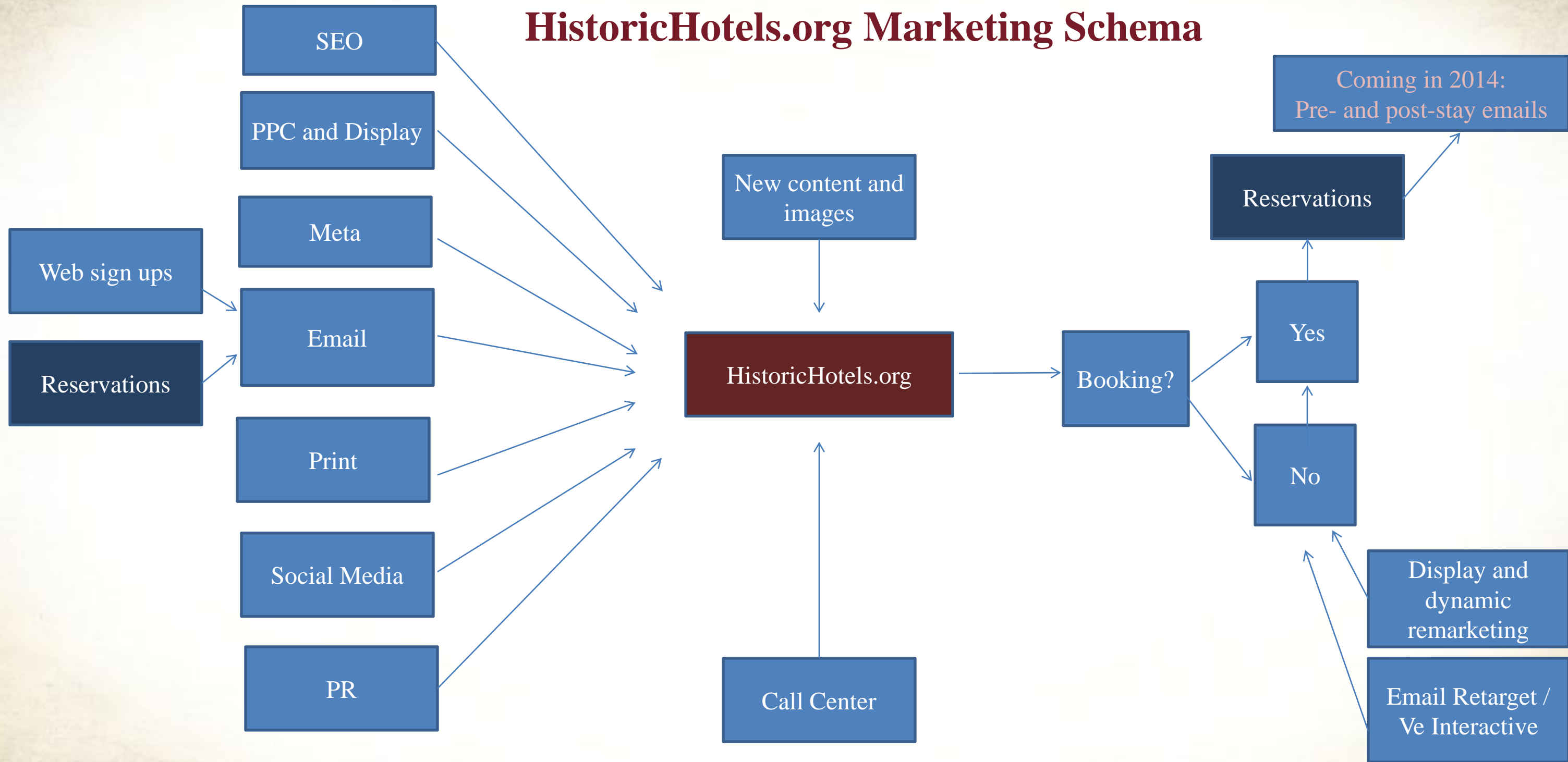
Marketing & PR
Highlights

Cooperative Marketing
Opportunities

PR Opportunities

Guestroom Distribution
Program

HistoricHotels.org Marketing Schema



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Marketing & PR
Highlights

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Opportunities

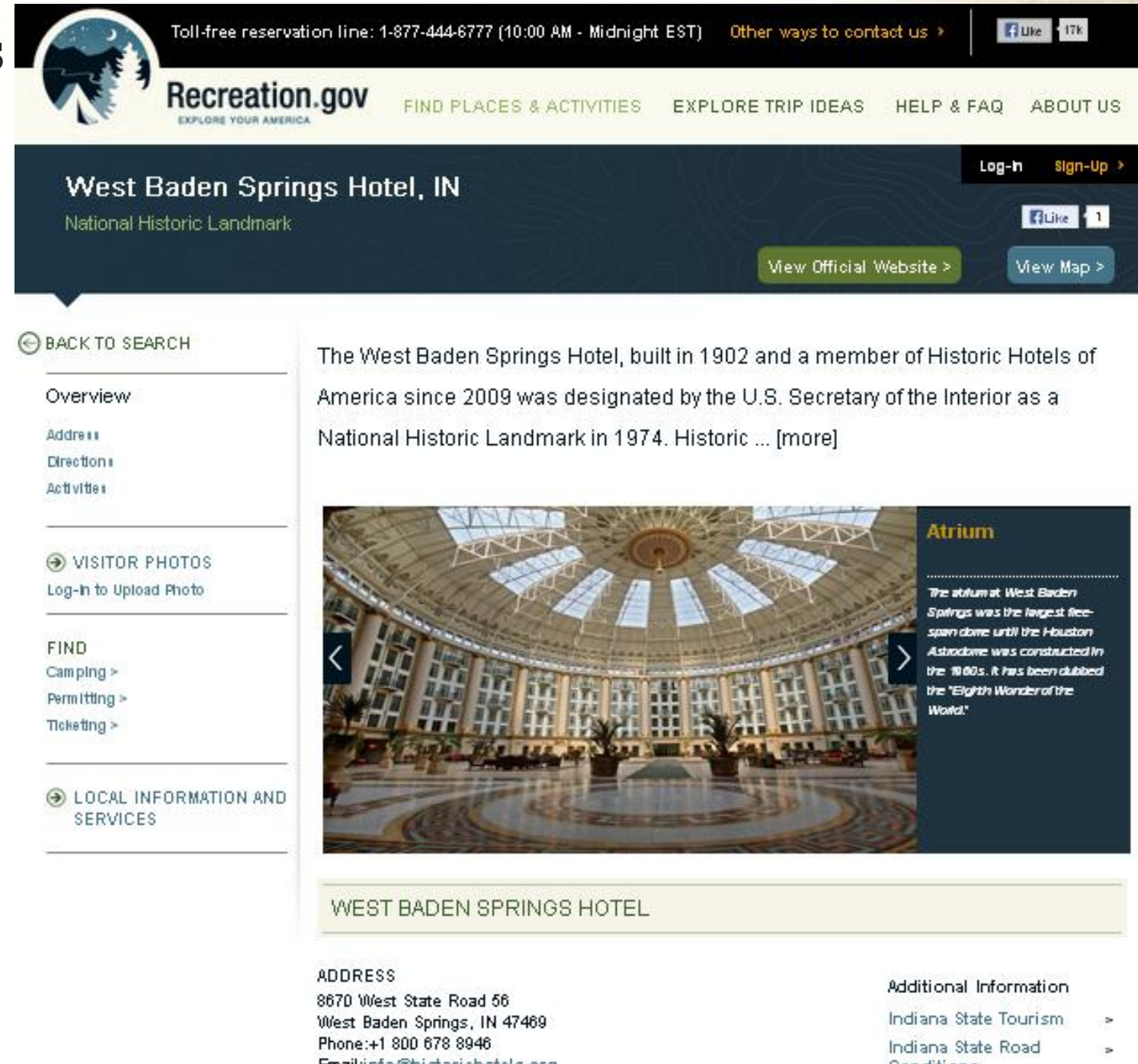
PR Opportunities

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2013 Marketing & Public Relations Highlights

- Partnerships

- National Trust for Historic Preservation
 - 2-year marketing plans
 - Digital, print, cause marketing initiatives
- Recreation.gov
 - 15MM visitors per year
 - Only non-govt hotels on site
 - 90 hotels designated by the Department of the Interior
 - National Historic Landmark
 - National Register of Historic Places



2013 Marketing & Public Relations Highlights

- E-communications
 - *Discover & Explore* Newsletter
 - Sent to 300,000 households
 - *Employee Special Offers* Newsletter **NEW!**
 - Sent to 17,000 households
- Print
 - *Preservation* back cover ads
- Public Relations
 - Media coverage
 - 200 media at events in 2013
 - Coverage in over 100 articles in 2013
- Social Media
 - Facebook
 - Pinterest
 - Twitter **NEW!**
 - Google+
 - Flickr

Marketing & PR
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The screenshot shows the 'EMPLOYEE SPECIAL OFFERS' page for October 2013. It features logos for Historic Hotels of America and Historic Hotels Worldwide. The page informs eligible employees of special rates at participating hotels. A featured section highlights Oheka Castle in Huntington, New York, with employee rates starting from \$125 per night and savings up to 75% off the bar rate. Below this, three smaller hotel cards are shown: The American Queen Steamboat Company, Hotel Galvez & Spa, A Wyndham Grand Hotel, and The Saint Paul Hotel, each offering savings up to 50% off the bar rate.

HISTORIC HOTELS of AMERICA Historic HOTELS WORLDWIDE EMPLOYEE SPECIAL OFFERS

OCTOBER 2013

You are eligible to book special employee rates at participating Historic Hotels of America. See below for some of this month's highlighted hotels.

Participating hotels will honor these employee special rates based on advance reservation through HistoricHotels.org/employees upon your showing proof of eligibility* at check-in.

Select from our featured rates below or [View all rates here](#)

FEATURED HISTORIC HOTELS

Oheka Castle
Huntington, New York

Employee Rates starting from
\$125 per night

SAVINGS UP TO 75% OFF BAR BOOK NOW

SPECIAL SAVINGS
The American Queen Steamboat Company

SAVINGS UP TO 50% OFF BAR
Hotel Galvez & Spa, A Wyndham Grand Hotel

SAVINGS UP TO 50% OFF BAR
The Saint Paul Hotel
St. Paul, Minnesota

2013 Marketing & Public Relations Opportunities:

- Cooperative Marketing Program
 - Guarantee of 4 to 1 **NEW!**
- *Discover & Explore* Newsletter **NEW!**
- *Employee Special Offers* Newsletter
- Co-op Print Ads
- Client & Media Showcases **NEW!**
 - Season Pass
- Regional Hosted Media Lunches
- *Preservation* Magazine Guestroom Distribution Program

2014 Cooperative Marketing Program



Promote Your Hotel through an Integrated Marketing Campaign

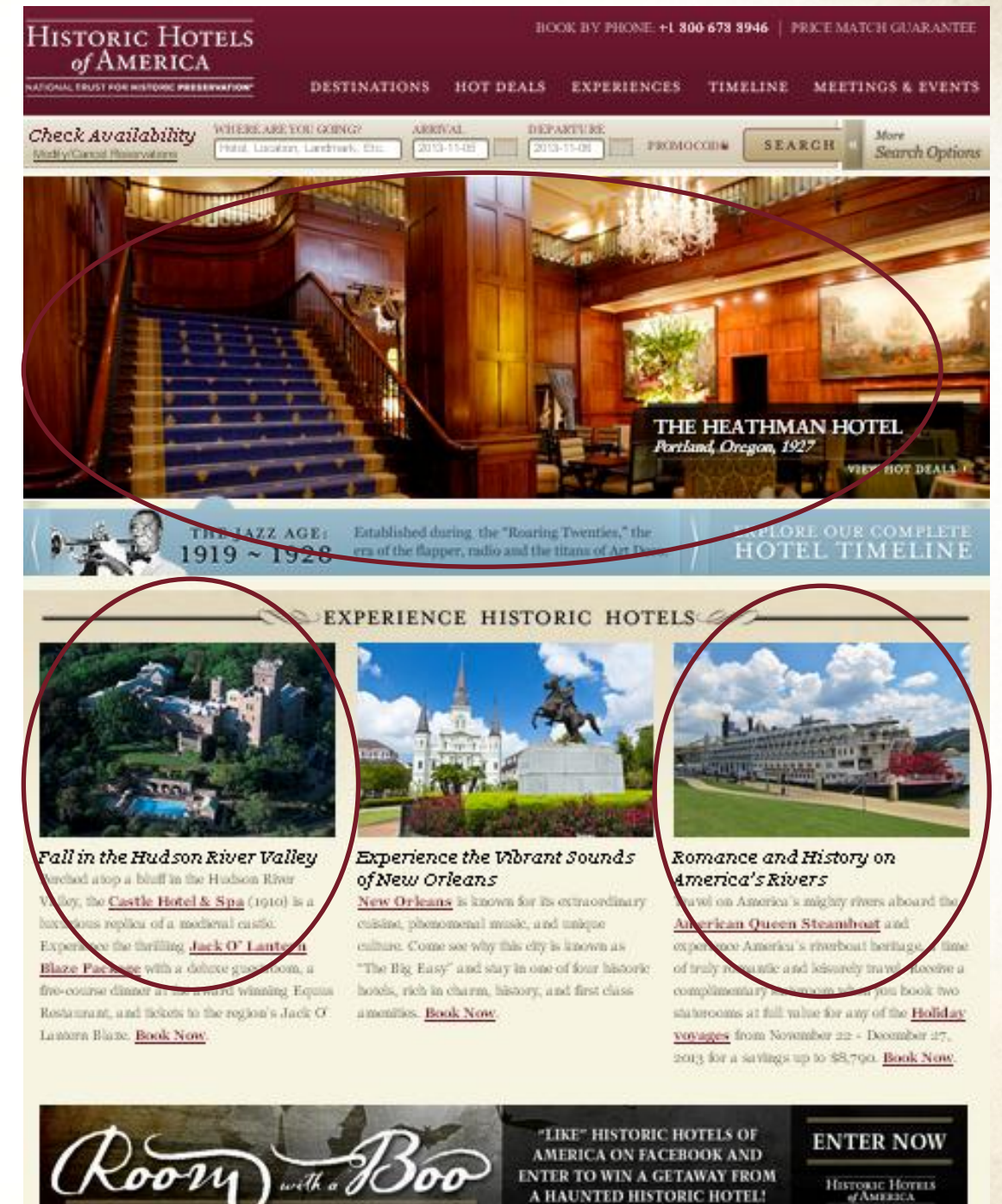
- Distribution: Monthly
- Levels:
 - Marquee
 - Premiere
- Costs: starting at \$3000 per campaign

2014 Cooperative Marketing Program

Online Benefits

HistoricHotels.org

- Marquee placement
 - Masthead Image on HistoricHotels.org and Smartphone Mobile Website
- Premiere placement
 - Image with text ad
- Customized Online Media Campaigns
 - Pay per click
 - Check rates
 - And others



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E-Communications Benefits

Eblasts

- Consumer eblast
- Meeting Planners eblast

Press Releases

- Reach A-list media through releases featuring multiple hotels



Social Media

- Promote special offers, fun facts, and more on Facebook, Twitter, Pinterest, etc.



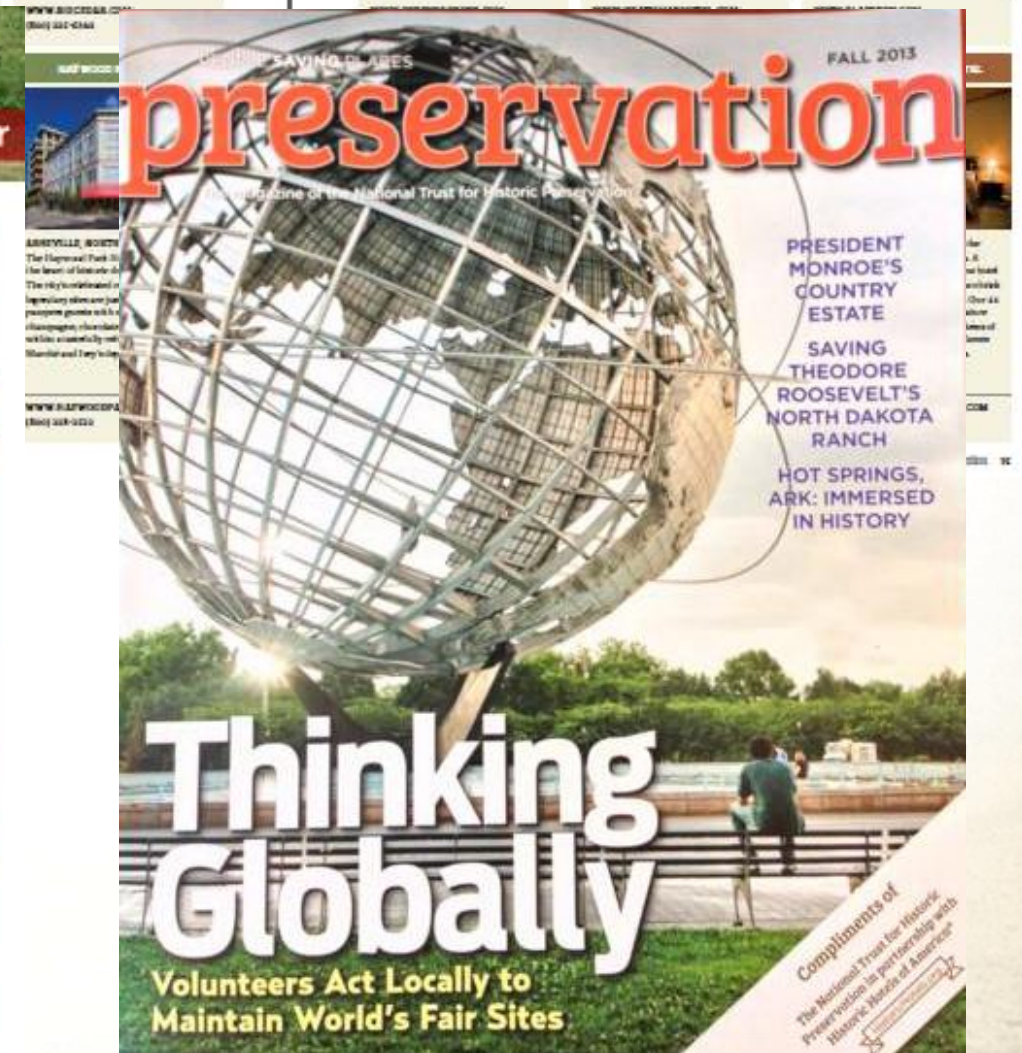
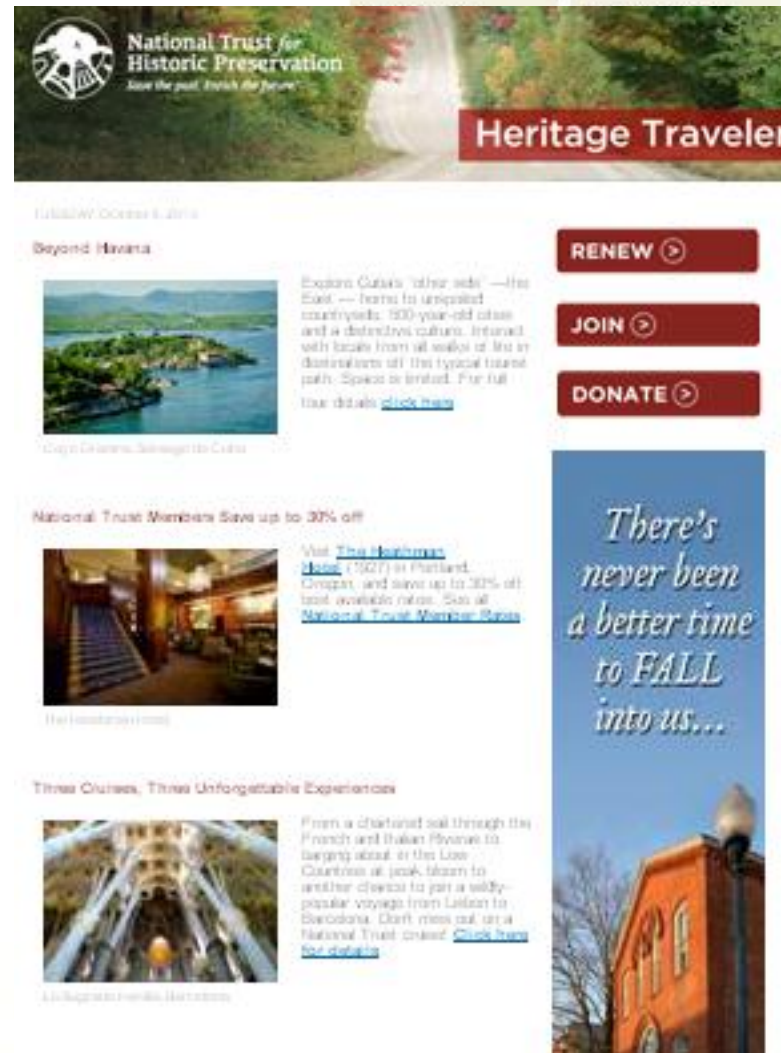
Built in 1893, The Craddock Terry Hotel preserves the home of its namesake shoe manufacturer, occupying the former shoe factory and the historic tobacco warehouse next door. Its heritage is reflected daily in the décor (appropriately accented with shoes), the daily shoebox breakfast, and the complimentary overnight shoeshine. Guests can even lace up their shoes and take a stroll with Buster Brown, a wirehaired fox terrier who is the hotel's Official Greeter and can be taken for



2014 Cooperative Marketing Program *Partnership Opportunities*

National Trust for Historic Preservation Opportunities

- *Preservation* print ads
5 million readership, including
50,000 guestrooms at 200 historic hotels
- *Heritage Traveler*
an article in the monthly enewsletter
Sent to almost 200,000 households



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Top Reasons to Participate

More ROI

Average participant receives a ROI of 4 to 1

More Exposure

Top 25% of all members

Free Insertion in the *Employee Special Offers* e-newsletter

Reserve your 2014 co-op campaigns by December 31, and receive a free insertion in one monthly e-newsletter (space available, a \$375 value)

Consumer Newsletter



Promote Your Hotel in *Discover & Explore*

A consumer newsletter featuring specials, offers, and fun facts

- Distribution: Monthly
- Quantity: 300,000 households
- Featured Hotel: \$950 per insertion
- Additional Placements: \$375
 - Best Bet
 - Exclusive Offers
 - History Mystery

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Employee Rate Newsletter

NEW!



Promote Your Hotel in *Employee Special Offers*

A newsletter featuring your employee special offer

- Distribution: Monthly
- Quantity: over 17,000 households
- Placements include:
 - Featured Hotel: \$500 per insertion
 - Additional Placements: \$375 per insertion

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Co-Op Print Ads

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

EXPERIENCE AND EXPLORE



The Hotel Hershey • 1933 | Hershey, Pennsylvania

Experience and explore America's great historic hotels.
Enjoy staying in hotels where history was made while relishing in comfortable lodgings and great amenities.

Members of the National Trust for Historic Preservation
SAVE UP TO 50%* OFF BEST AVAILABLE RATES at more than 200 participating Historic Hotels of America with offer code NHP.



The Craddock Terry Hotel • 1893
Lynchburg, Virginia

Georgian Terrace • 1911
Atlanta, Georgia

The Westin Poinsett • 1925
Greenville, South Carolina

The Jefferson • 1923
Washington, DC

Select from 3,000 dynamic hotel package, extraordinary historic experiences, and exclusive Hot Deals.
HistoricHotels.org/NationalTrust

*Subject to availability and only offered through advanced reservations on HistoricHotels.org. Copyright © 2013 Historic Hotels of America® All Rights Reserved.

Preservation – back cover

Showcase Your Hotel on the Back Cover of *Preservation*

- Distribution: Quarterly
- Readership: 5 million, including 50,000 guestrooms at 200 historic hotels
- Placements:
 - Featured photo: \$4000
 - Square photo: \$1600
- Themes include milestones, small hotels, romance, and more

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Client & Media Showcases



New York Client & Media Showcase

Marketplace-Style Reception

Unique opportunity to meet with clients for group bookings and A-list media from various print and online media outlets

2013 Client & Media Showcases:

- Chicago *InterContinental Chicago Magnificent Mile*
 - Over 60 Clients
 - Over 10 Media
- New York *Waldorf=Astoria*
 - Over 70 Clients
 - Over 60 Media
- Atlanta/Southeast *Georgian Terrace*
 - Over 60 Clients
 - Over 20 Media
 - Partnered with the Peabody Memphis Ducks
- Washington, DC *Hamilton Crowne Plaza*
 - Over 90 Clients
 - Over 20 Media
- San Francisco *InterContinental Mark Hopkins Hotel*
 - Over 30 Clients
 - Over 25 Media
 - Partnered with 4 Historic Wineries of California

NEW!

Client & Media Showcases



New York Client & Media Showcase

2014 Client & Media Showcase Opportunities

- Chicago – April 9, 2014
 - \$1250 for two participants
- New York – May 7, 2014
 - \$1950 for two participants
- Atlanta – July 24, 2014
 - \$1250 for two participants
- Washington, DC – September 3, 2014
 - \$1300 for two participants
- San Francisco – September 10, 2014
 - \$1250 for two participants

Season Pass



San Francisco Client & Media Showcase

2014 Season Pass

NEW!

This package includes exclusive access to events, marketing programs, and more:

- Registration for two hotel participants to *all* Historic Hotels of America Client & Media Showcases held in **five major cities**.
- \$500 credit toward one regional media lunch in the city of your choice.
- \$1500 credit toward a cooperative marketing package marquee campaign.
- Placement in the monthly Preservation Client Database e-blast promoting your exclusive group sales offer (distributed to over 4,000 preservation-friendly organizations).

\$8,000 for all of the above, a **savings of over \$1,300**

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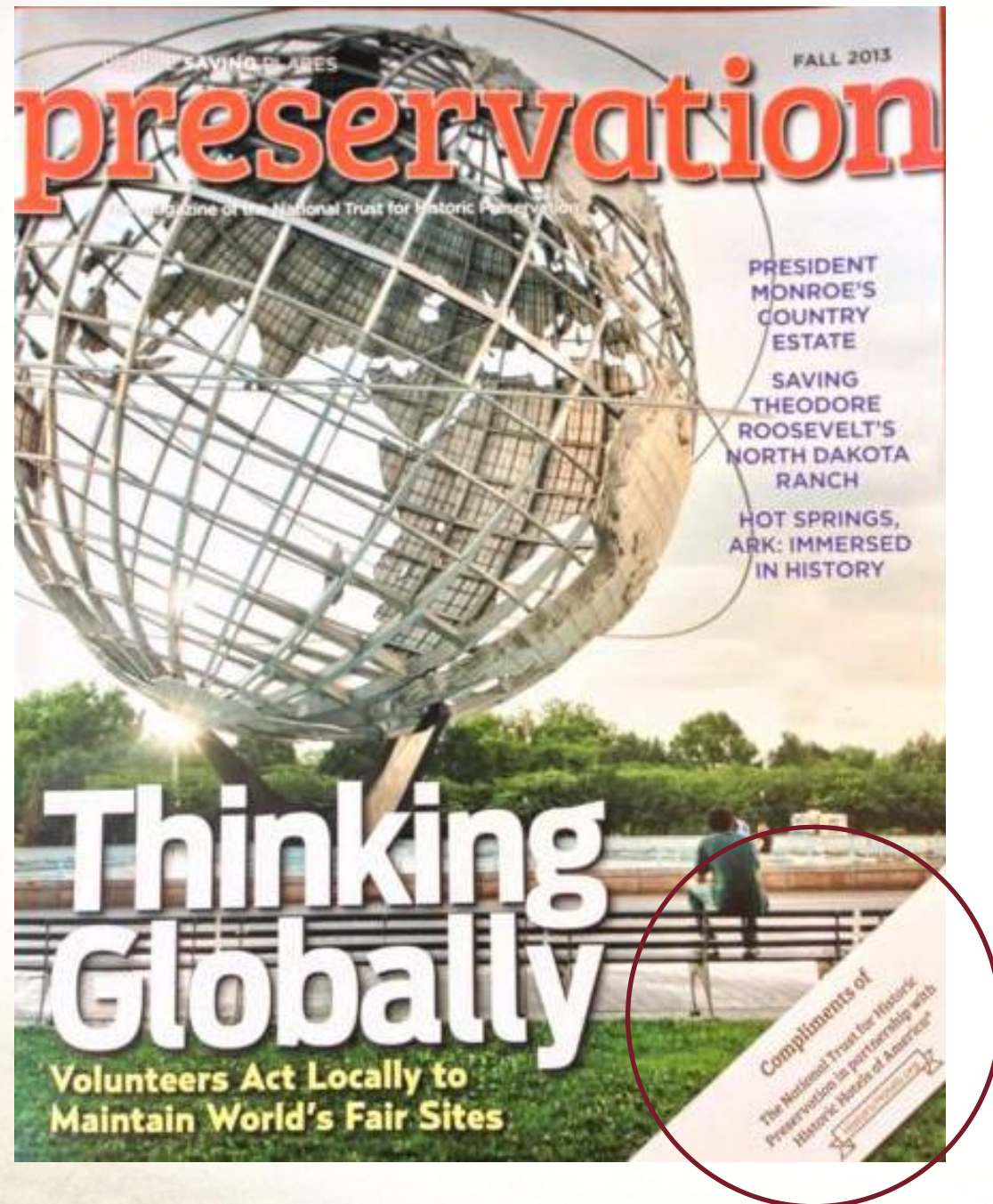
Regional Hosted Media Lunches



2014 Regional Media Luncheons

- New Orleans – February 6, 2014
 - \$500 for one hotel representative
- San Francisco – April 24, 2014
 - \$500 for one hotel representative
- Boston – May 29, 2014
 - \$500 for one representative
- Washington, DC – June 26, 2014
 - \$500 for one representative
- Chicago – August 7, 2014
 - \$500 for one representative
- Atlanta – September 25, 2014
 - \$500 for one representative
- New York – October 23, 2014
 - \$750 for one representative
- Charleston, SC – December 11, 2014
 - \$500 for one representative

Preservation Magazine Guestroom Distribution Program



Place Preservation in Your Guestrooms for Free

- Distribution: Quarterly
- Readership: 5 million, including 50,000 guestrooms at 200 historic hotels
- Cost: **Complimentary**



1 Note

Q Search

To Do List:

Today

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

To Do List



Today

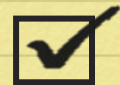


Sign up for 2014 Cooperative Marketing Program

Sign up by Dec. 31 and receive a free insertion in *Employee Special Offers*



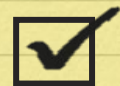
Discover & Explore, Consumer E-Newsletter



Employee Special Offers, Employee Rate E-Newsletter



Preservation Co-op Print Ads



Regional Hosted Media Lunches



Client & Media Showcases



Season Pass

Sign up by Dec. 1 and receive two complimentary placements in the monthly Preservation Client Database e-blast



Questions?

For More Information and to Sign Up:

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