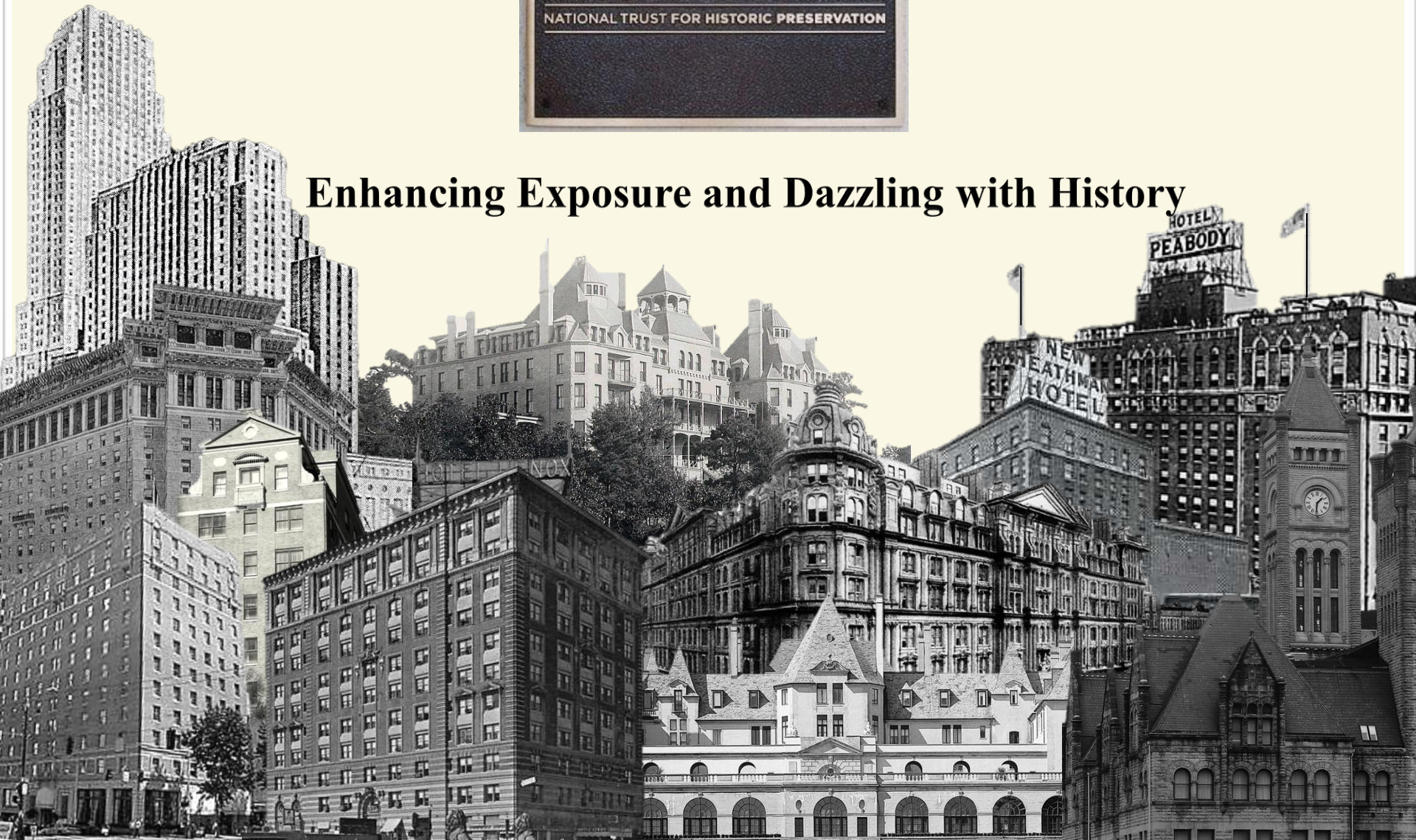




Enhancing Exposure and Dazzling with History



Early Bird Sign-Ups

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION™

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION™

- ☐ **Hosted Media Lunches**
- ☐ **Name Exchange Promotion**
- ☐ **Chicago, NYC, San Francisco Media Showcases**
- ☐ **The Concierge**
- ☐ **Press Releases and Best Practices**
- ☐ **Annual Public Relations & Marketing Plan**



Historic Hotels Have a Story to Tell

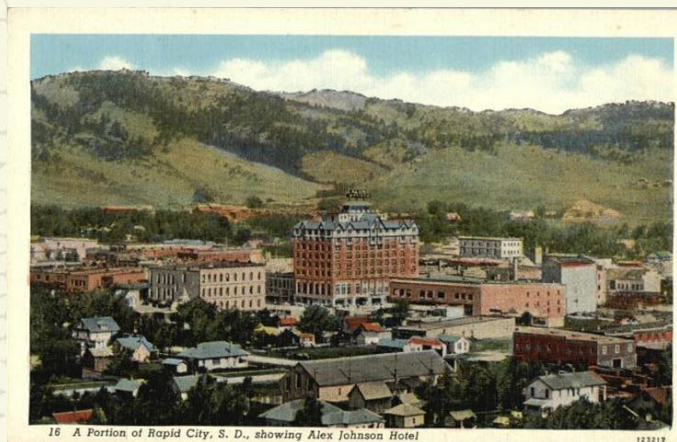
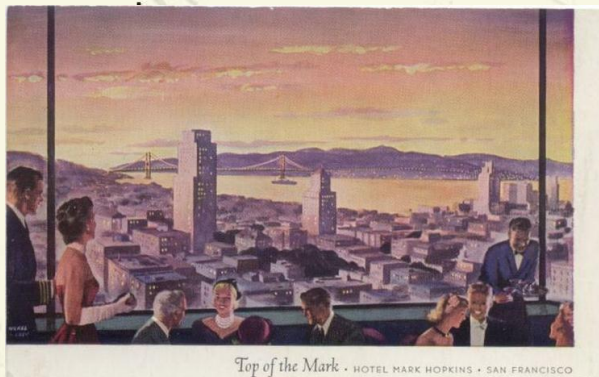
HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION™

Historic Hotels of America Members are Unique:

Offer a remarkable travel experience

Provide a sense of place, a character, and a level of service
impossible to re-create

From opulent mansions to converted factories, each provides
a distinctive travel experience



Hosted Media Lunches

- Designed to build relationships with top media
- Showcase hotel's unique history and historic experiences
- Help hotels gain exposure in a competitive market
- Allow one-on-one time with the hotel representatives and media
- Designed to have a historical element added to them

Hosted Media Lunches: Best Practices

Radisson Martinique on Broadway (*Built 1896*) October 13, 2011

Historical Significance

Designed by Henry Hardenbergh, who designed the Waldorf Astoria, the Plaza Hotel, and the Dakota Apartments on Central Park, The Hotel Martinique has elegantly reflected the rich history of its vibrant and dynamic location.

In 1916, Rodman Wanamaker sponsored a luncheon at the Hotel Martinique, bringing together 35 prominent golf professionals and leaders of the game, which laid the groundwork to form the PGA. The formal birth of The PGA came nearly three months later on April 10, 1916 at the Hotel Martinique.

In August 2011, the hotel unveiled a PGA Gallery for the 95th Anniversary of the PGA.

Luncheon Theme

Celebrating the 95th Anniversary of the PGA ~ Media were given tours of the brand-new PGA gallery at the Radisson Martinique

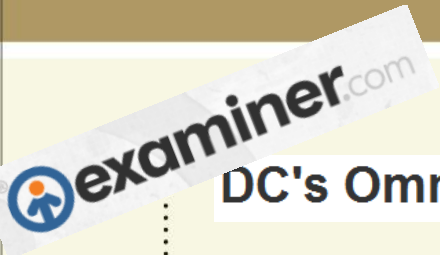
Christmas in 1942 ~ The Radisson Martinique re-created their 1942 Christmas menu



Christmas Dinner

Oysters on the Half Shell	Fresh Shrimp Cocktail, Neptune Half Florida Grapefruit, Maraschino	
Hearts of Celery	Salted Almonds	Queen Olives
Cream of Chicken à la Reine	Consommé Martinique	
Roast Vermont Turkey, Chestnut Dressing Giblet Gravy Cranberry Sauce		
Roast Prime Ribs of Beef au Jus Roast Waterfowl Game		
Country Stuffing	Apple Sauce	
Baked Hubbard Squash	Battered Fresh String Beans Creamed Onions Candied Yams	
French Peas	Mixed Green Salad, French Dressing	
Whipped Potatoes	English Plum Pudding, Hard Sauce Pumpkin Pie	
Hot Mince Pie Parfait Noël Camembert Cheese and Crackers		
Assorted Nuts and Table Raisins		
Wayne County Cider		
Apple Pie Sherbet		

Hosted Media Lunches: Media Exposure



DC's Omni Shoreham Hotel has Lennon document



The Hotel Hershey

Scary Good

A Spirit guide to America's greatest haunts.



THE WALL STREET JOURNAL.

The New York Times



TRAVEL
+LEISURE



2012 Hosted Media Lunches

We are making stops in the following cities in 2012:

NEW! Atlanta ~ February 29

NEW! New Orleans ~ March 29

NEW! Long Beach ~ April 26

Boston ~ July 26

NEW! Charleston ~ August 23

New York City ~ October 17

Washington DC ~ December 6

Sign-up today to be a host hotel or reserve your spot at any of the above cities!

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Name Exchange Promotion

E-Communications opportunity that promotes hotel's historical packages

Program reaches a targeted number of Historic Hotels of America consumers & an equal number of names from the hotel's database

Name Exchange Promotion reaches an average of 100,000 unique email addresses of heritage travelers each month

Average Open Rate ~ 19%

Average Click Through Rate ~ 3%

Name Exchange: Participating

- Hotel participates in the National Trust Member Rate Program
- Hotel provides a minimum of 7,500 names from their database
- Offers are exclusively available through Historic Hotels of America and not be available through OTAs or travel web sites
- Offers must be bookable on HistoricHotels.org for 90 days following distribution and valid for stays for one year

Name Exchange: Offer Requirements

Choice 1:

Historically themed three day/two night package including an historic tour of the hotel and a unique historical experience for all guests in room

Choice 2:

Historically themed four day/three night package including free breakfast, a unique historical experience and a historic tour of the hotel for all guests in room.

Historical experiences may include:

- Admission to a local historic attraction or museum
- Local carriage, train or boat ride
- Local architectural or history tour
- Local walking tour of historic buildings and streets
- Local regional and historic culinary or music experience
- Other related activity/event

Name Exchange: How it Works

- Hotels submit consumer lists to Historic Hotels of America
- Hotels target an equal amount of Historic Hotels of America Consumer Database Members
- Historic Hotels of America creates and distribute two e-blasts:
 - One stand-alone message from hotel's general manager sent to hotel's database
 - One from Historic Hotels of America sent to our database
- Recipients have the opportunity to easily opt-in to the Historic Hotels of America Consumer guests database if they choose
- Historic Hotels of America creates a press release with the hotel's offer and posts on the website Press Room

Name Exchange: Grand Hotel

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

On May 18, 2011,
Grand Hotel participated
with a Historic Hotels
Package

This was the message
distributed to 17,000
consumers from the hotel's
database from their
General Manager

Open Rate ~ 28%
Click-Through Rate ~ 4%



America's Summer Place

Thank you for being a valued guest of **Grand Hotel** on beautiful Mackinac Island in Michigan, an icon among American summer resorts.

The Old World elegance of Grand Hotel envelops you the moment you step onto Mackinac Island and board a horse-drawn carriage or stroll the short distance to the hotel; cars aren't allowed on Mackinac Island – one of the many traditions that still reign from the opening of Grand Hotel in 1887.

Revisit the venerable Grand Hotel this summer and take advantage of their **Grand Historic Hotels Package**. You'll enjoy:

- Accommodations for two nights
- Five-course dinner for two each night
- Daily breakfast for two
- Grand Hotel history lecture
- Admission to Fort Mackinac

Rates start at \$899 for two nights (based on double occupancy).

[Book Now](#)

Name Exchange and E-Blast: 2011 Participants

The following members have participated in 34* Name Exchanges or E-Blasts the past 12 months:

1886 Crescent Hotel & Spa
Bienville House Hotel
Bishop's Lodge Ranch Resort & Spa
Concord's Colonial Inn
Grand Hotel
Hawthorne Hotel
Haywood Park Hotel
Historic Hotel Bethlehem
Hotel Monteleone
Hotel Valley Ho
InterContinental Mark Hopkins Hotel
Jekyll Island Club Hotel
Mountain View Grand Resort & Spa

Napa River Inn
Omni Hotels & Resorts
Omni Parker House
Rancho de los Caballeros
The Buccaneer
The Grove Park Inn Resort & Spa
The Hanover Inn at Dartmouth College
The Heathman Hotel
The Lancaster Hotel
The Lenox
The Nittany Lion
The Wort Hotel
Tubac Golf Resort & Spa

**Partial list of participants*

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Bishop's Lodge French Lick Springs Napa River Inn							The Buccaneer Grove Park Inn Historic Hotel Bethlehem							The Lenox The Buccaneer Big Cedar Lodge							Jekyll Island Club Nittany Lion Inn Open						
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Jekyll Island Club Grand Hotel Hawthorne Hotel							Bienville House Mtn View Grand Open							Hotel Monteleone Open Open							Hotel Monteleone Open Open						
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
French Lick Springs Open Open							Open Open Open							Hanover Inn Open Open							Concord's Colonial Open Open						

Early Bird Sign-Ups

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- ☐ Annual Public Relations & Marketing Plan



Media Showcases: Benefits & Requirements

Benefits

- Build brand awareness
- Access to hand-picked niche media whose focus is historic and cultural travel
- Build relationships with media in key feeder markets
- Encourages relationship building and best practice sharing within the membership

Requirements

- Hosted at a Historic Hotel of America in Chicago, New York, and San Francisco
- Loaded National Trust Member Rate
- Hotel must be in good standing
- Advance fee must be paid in full



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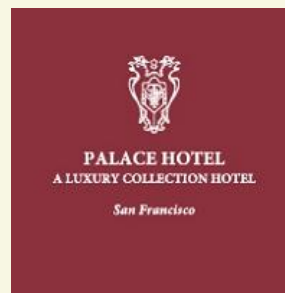


2011 Media Showcases

HISTORIC HOTELS
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Annual New York City Showcase ~ May 18, 2011

DEBUT! San Francisco Showcase ~ September 20, 2011



**TRAVEL
+LEISURE**



TRAVEL WEEKLY



Smithsonian
magazine.com



FOOD & WINE

Condé Nast
Traveler

**Partial list of unduplicated media*

Media Showcases: Participate Today

HISTORIC HOTELS
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NEW! Chicago ~ April 12, 2012

New York City ~ May 16, 2012

San Francisco ~ September 19, 2012



Early Bird Sign-Ups

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The Concierge

- Monthly E-Newsletter to all member hotels
- Monthly index for member hotels of what is hot and happening at Historic Hotels of America
- Six sections include:
 - Act Now – Sign-Up Deadlines Approaching
 - Revenue Opportunities
 - Opportunities on HistoricHotels.org
 - Marketing & Public Relations
 - News & Updates
 - In Every Issue

The Concierge
November 2011

SOLUTIONS, TIPS AND UPDATES FROM HISTORIC HOTELS OF AMERICA

HISTORIC HOTELS
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NATIONAL TRUST FOR HISTORIC PRESERVATION*

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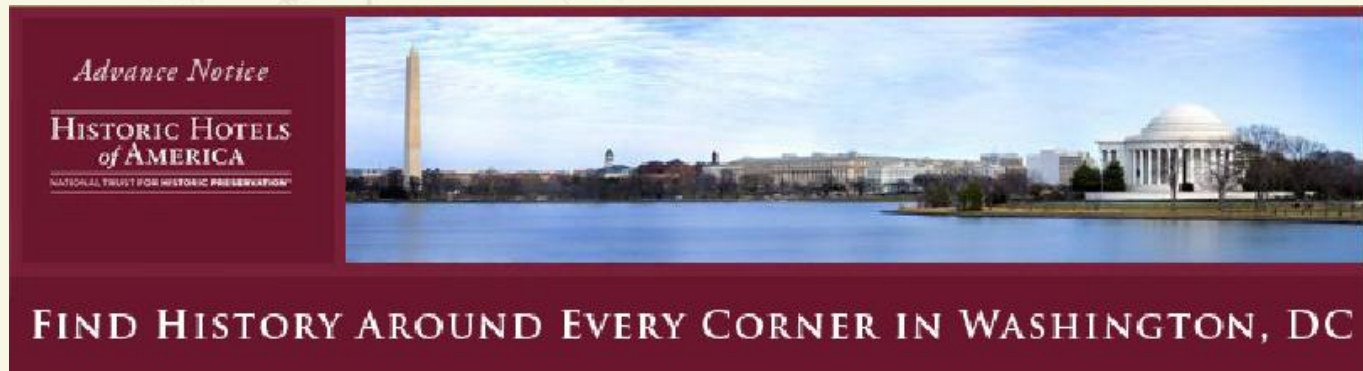
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Press Releases

- New member press releases
- Quarterly campaigns
- City Spotlight campaigns **NEW!**
- Historical Milestones & Celebrations **NEW!**
- *Coming Soon!* “Celebrate Historic Restaurants” **NEW!**



Increase Exposure by Utilizing our Logo

HISTORIC HOTELS
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NATIONAL TRUST FOR HISTORIC PRESERVATION

Include Historic Hotels of America logo on website, press materials, and more!

Radisson Martinique History Brochures

The Mayflower Renaissance Washington, DC Hotel
1127 Connecticut Avenue NW · Washington, District Of Columbia 20036 USA

FACT SHEET
PHONE NUMBERS

explore
our hotel

find
deals and promotions

visit
local area

R
RENAISSANCE®
THE MAYFLOWER® HOTEL
WASHINGTON DC

Mayflower
A RENAISSANCE HOTEL

room room + flight

☐ My dates are flexible

Check-in date (mm/dd/yy)

11/9/11

Check-out date (mm/dd/yy)

11/10/11

No. of rooms

1

Guests/room

1

☐ Check nearby locations

Marriott Rewards number

☐ Use Marriott Rewards points

☐ Special Rates & Awards

[More Search Options](#)

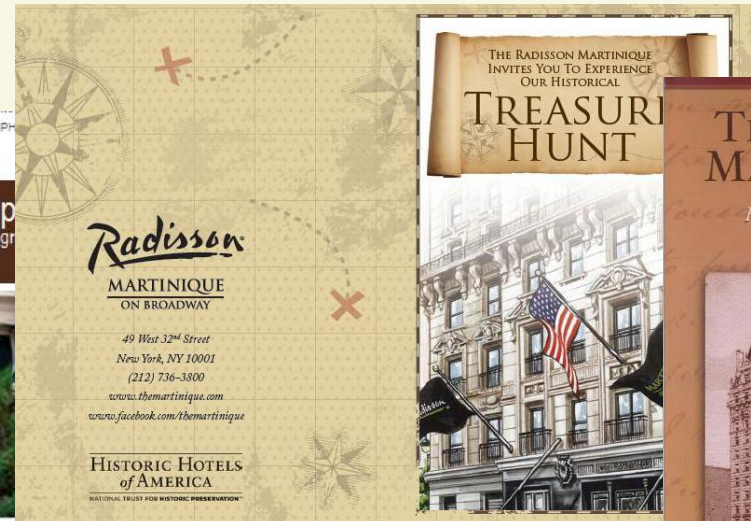
FIND

☐ Reservations by Phone

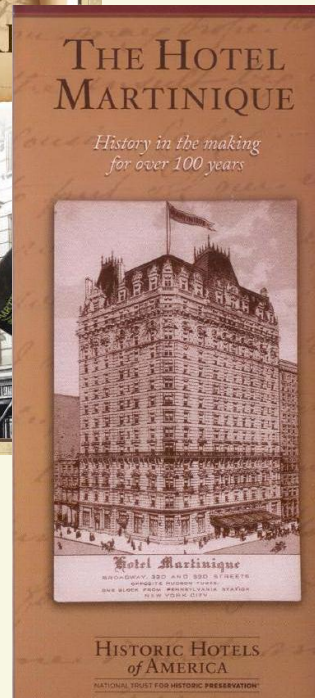
Opened in 1925 and quickly labeled Washington, DC's "Second Best Address" by President Harry Truman, The Mayflower Renaissance Washington, DC Hotel is the Progressive Grand Dame of the Nation's

Explore Our Hotel

Our historic hotel in Washington, DC is a member of Historic Hotels of America



The NEW, FREE Marriott
Mobile App. Download
Today! ▶



**Membership mentioned on
homepage of The Mayflower
Renaissance Washington, DC
Hotel**

Increase Exposure by Utilizing our Logo

Include a dynamic Historic Hotels of America logo on your website



140 YEARS. COUNTLESS STORIES.

The Palmer House didn't become a beloved downtown Chicago hotel by chance. It did so by design. Since 1871, the iconic Chicago hotel has been host to countless celebrated figures. Today, having undergone a meticulous \$170 million renovation, the Palmer House awaits those stories yet to be written and forever to be retold, from legendary [weddings](#) to grand [meetings](#) to moments of pure pleasure. We invite you to share in the inspired story of this downtown Chicago hotel. Even more so, within the walls and halls of the Palmer House, we encourage you to compose your own.

The Palmer House presents [History is Hott!!](#) a lunch and exclusive guided tour by historian Ken Price.

[Palmer House a Hilton Hotel Green Initiatives](#)



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BALANCE SPA &
HEALTH CLUB




THE WILLARD - AMERICA'S HOTEL

Known as the Crown Jewel of Pennsylvania Avenue, the Willard InterContinental has been the center of the social and political life in Washington DC since it first opened in 1818.

Enjoy ideal location and the best Downtown Washington DC Accommodations at the Willard

Located one block from the White House the Willard InterContinental Washington is internationally known as one of the best Washington DC hotels. The Willard's unique blend of contemporary luxury, historic charm and sustainable hospitality subtly reflects the spirit of the city. A landmark on Pennsylvania Avenue in Washington DC, the Willard is truly - America's Hotel...[read more](#)

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WILLARD INTERCONTINENTAL

1401 Pennsylvania Avenue NW
Washington, DC 20004
(202) 628-9100

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Member Press Materials: Best Practices



FOR IMMEDIATE RELEASE

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CONTACT:
Courtney Marzahn
Susan Magrino Agency
212-957-3005
Courtney.Marzahn@smpr.com

THE PLAZA JOINS HISTORIC HOTELS OF AMERICA®

NEW YORK, November 8, 2011 – The Plaza in New York is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation.

The landmark Plaza Hotel is one of more than 235 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance. The Plaza joins two existing Fairmont members, The Fairmont Copley Plaza in Boston and The Fairmont San Francisco.

"The Plaza is widely recognized as being one of the most iconic luxury hotels in the United States," said Thierry Roch, Executive Director of Historic Hotels of America. "We are honored to welcome this historic New York City Landmark, as designated by the New York City



HISTORIC HOTELS
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NATIONAL TRUST FOR HISTORIC PRESERVATION

The Queen Mary Joins Historic Hotels of America®

LONG BEACH, Calif.; September 19, 2011 – The Queen Mary in Long Beach is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation.

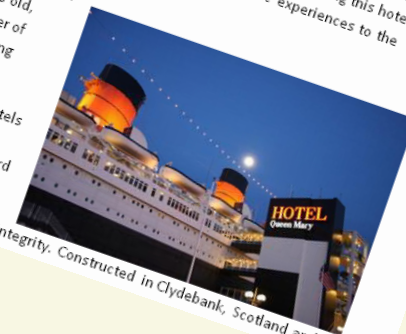
The Queen Mary is one of more than 235 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance.

"The trend of cultural travel in America continues to grow," said Thierry Roch, executive director of Historic Hotels of America. "By inviting the Queen Mary into our collection of distinguished properties, we are continuing to encourage historic preservation while at the same time showcasing this hotel's rich history. Our goal is to bring these historically special hotels and their authentic experiences to the attention of the traveling public."

To be selected for membership in Historic Hotels of America, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized locally as having historic significance.

"The Queen Mary is excited to join Historic Hotels of America," said Eddie Timmons, the ship's interim general manager. "We are looking forward to a great new partnership."

The Queen Mary is rich in history and architectural integrity. Constructed in Clydebank, Scotland and



Press Releases: Press Room



Press Room

[About Us](#) | [Press Room](#)

In six months, the Press Room has received 3,100 unique visitors

Press Room

[About Us](#) | [Press Room](#)

RSS 

Current News Releases

+

Fun Features

+

Historic Getaways

+

NEW! Member News

-

RELEASE DATE

RELEASE TITLE

October 21, 2011

The Queen Mary Joins Historic Hotels of America®

October 21, 2011

The Haywood Park Hotel Joins Historic Hotels of America®

October 5, 2011

R. D. (Dan) Musser, Jr. announces retirement from Grand Hotel

September 14, 2011

PGA OF AMERICA CELEBRATES ITS 95th ANNIVERSARY AT SITE OF ITS

AWARDS

NOMINATE A HOTEL

NATIONAL TRUST FOR
HISTORIC PRESERVATION

PRESS ROOM

SPECIAL OFFERS SIGN-UP

CONTACT US



Like This

f Like

FREE 1-Year Family
Membership* to the

NEW



The NEW! Member News section is where hotels may submit their own press release and news

Press Releases: Participate Today!

Historic Hotels of America's press releases and news have been posted on Business Wire and featured in articles featured in the *Associated Press*, *Condé Nast Traveler*, *Travel + Leisure*, *Hotel Interactive*, and more!

Sign-up to participate in Historic Hotels of America's programs and be included in upcoming press releases

Early Bird Sign-Ups

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- ☒ The Concierge
- ☒ Press Releases and Best Practices
- ☐ Annual Public Relations & Marketing Plan



2012 Annual Public Relations & Marketing Plan



- Hosted Media Lunches
- Name Exchange Program
- Media Showcase Events
- Quarterly Campaigns
- City Spotlights **NEW!**
- Historical Milestones & Celebrations **NEW!**
- Press Releases
- Pitch Ideas

...And More!

Sign-Up Today!

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2012 Opportunities Registration Form

2012 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES WHICH I HAVE CHECKED BELOW.

HISTORIC HOTELS
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NATIONAL TRUST FOR HISTORIC PRESERVATION*

Hotel: _____

Print Name: _____

Signature: _____

Terms and conditions may apply. Payment due at time

MARKETING OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	Marquee: \$3,500 Premiere: \$2,250 Showcase \$1,250	Advance sign-up required	
Name Exchange Promotional Campaign	Jan-Dec	30	Website	Minimum: 7,500 names Maximum: 20,000 names	15	
Hosted Media Lunch	February 29	1	Atlanta	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	March 29	1	New Orleans	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	April 26	1	Long Beach	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	July 26	1	Boston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	August 23	1	Charleston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	October 17	1	New York	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	December 6	1	Washington, DC	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	Website	Complimentary	All Hotels	
National Trust for Historic Preservation Advertising Campaign	On-Going	On-Going	Preservation Magazine	\$150 per Hotel/Quarter	80, 90-day Advance sign-up NTHP rate req.	
Historical Experience Packages	On-Going	On-Going	Website	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (President's Weekend)	February	Feb, Mar, Apr	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Preservation Magazine)	May	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Civil War Sesquicentennial)	June	June-Aug	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Fall Back in Time, 2012)	September	Sept, Oct, Nov	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Winter Values, 2012 - 2013)	December	Dec, Jan, Feb	Website	Complimentary	Advance sign-up required	

Thank You!

HISTORIC HOTELS
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Manager Marketing Communications

ggalatro@historichotels.org

646-465-9778



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