

MEMBER PROFILE WORKBOOK

Welcome to Historic Hotels of America!

Please complete this workbook to begin the implementation process of your hotel’s profile on HistoricHotels.org. This workbook will help ensure your hotel has an optimal web presence. This material is due a minimum of 10 business days prior to your LIVE date on HistoricHotels.org.

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Úlease send Á@Á [] |^Á [\ à [\ Á to webmaster@historichotels.org.

Hotel Name

Website URL

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Can we use content from your website for our website build?

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Member Profile Content

As you complete the following sections, be sure to include all available information that may be resourceful for the luxury heritage traveler. Information from this workbook will be leveraged to generate historic-centric and custom-written content optimized for organic search. Please note that HistoricHotels.org does not use duplicate content from any existing websites or sources and all copy is subject to comply to the brand styleguide.

Overview

Keywords

Accommodations

Number of Total Rooms:

History

Build Date:

Architectural Style

If Other

Property Style

If Other

Ghost Stories

Dining

If available, please send files of menus and other relevant documents to be included in the [Application](#).
• [Instructions on sending files](#) are available on page J.

Spa

If available, please send [Spa Services](#) and [Spa Amenities](#) to be included in the [Application](#).
• [Instructions on sending files](#) are available on page J.

Golf

If available, please send [Golf Courses](#) and [Golf Amenities](#) to be included in the [Application](#).
• [Instructions on sending files](#) are available on page J.

Meetings & Groups

If available, please send files of capacity charts, floor plans, and other relevant documents to include in the meeting and groups section. Instructions on sending files are available on page J.

Group Value Dates

Weddings

Activites & Events

Please provide a link to your hotel's calendar of events:

Local Attractions

Location

Special Offers and Packages

Please list all available special offers and packages to be featured and displayed. All rates must be loaded and mapped to the appropriate channels in order to be bookable on HistoricHotels.org.

Please visit the [Member Portal](#) for rate loading instructions. Login: hha Password: hotels

Offer Title

Start Date

Starting Rate

Offer Description

Expiration Date

Promo Code

Offer Title

Start Date

Starting Rate

Offer Description

Expiration Date

Promo Code

Offer Title

Start Date

Starting Rate

Offer Description

Expiration Date

Promo Code

Special Offers and Packages (cont.)

Offer Title	
Start Date	Expiration Date
Starting Rate	Promo Code
Offer Description	

Offer Title	
Start Date	Expiration Date
Starting Rate	Promo Code
Offer Description	

Offer Title	
Start Date	Expiration Date
Starting Rate	Promo Code
Offer Description	

Offer Title	
Start Date	Expiration Date
Starting Rate	Promo Code
Offer Description	

Images

Please send images of your hotel to be included in HistoricHotels.org.

REQUESTED IMAGES

Displaying vivid imagery is a priority of the overall digital strategy of HistoricHotels.org. Be sure to send a variety of 40 or more high-resolution images, including Exterior, Interior, Accommodations, Dining, Activities, Meetings, Weddings, Facilities, and, most importantly, Historic images.

RESOLUTION & FORMAT

Images need to be a high resolution to best highlight the property. Please make sure your images are at least 1500 pixels x 1000 pixels. Images should be of the highest resolution possible and in .jpg format.

IMAGE BEST PRACTICES

- Submit a variety of images that showcase all aspects of your hotel
- File names should be specific, concise, and describe the photo
- Include a variety of portrait- and landscape-oriented images
- Avoid sending artist renderings and images that include models

Files

If applicable, please send high-quality supplemental files and documents to ensure a robust profile on HistoricHotels.org. Supplemental files may include, but are not limited to, dining and catering menus, meeting and wedding specifications and brochures, capacity charts, floor plans, and press releases.

Submitting Images & Files

Send all images and files through DropBox, WeTransfer, or any free online file sharing tool to recipient images@historichotels.org. Please do not send images directly in e-mail messages. Image and file sizes are often too large and can cause send/receive failures.

Next Steps

Submit this form. Please send this completed form to webmaster@historichotels.org. Retain a copy for your records and to reference for future website requests.

Completed

Send images. Review the instructions and guidelines on page 9 for completing this step.

Completed

Send files. Review the instructions and guidelines on page 9 for completing this step.

Completed

Ensure rates are loaded. Review the instructions and guidelines on page 7 for completing this step.

Completed

Future Updates

Displaying up-to-date and relevant content and imagery is a priority at HistoricHotels.org. Members are encouraged to regularly review and update their profiles to ensure an optimal online presence. For future updates to your member profile, please follow these instructions:

Packages: For requests to add offers and packages to display on HistoricHotels.org please download the [Package Request Form](#). Once complete please submit to webmaster@historichotels.org.

Images and Files: Requests to add, delete, or edit images and files should be sent to images@historichotels.org. Please indicate in the email where the changes should be made (media gallery, property page, etc.). Do not send image files directly in email messages. File sizes are too large, and cause send/receive failures. Send all images through WeTransfer or Dropbox, to recipient images@historichotels.org with the hotel information included.

Website Content: Requests to add, delete, or edit content or events should be sent to webmaster@historichotels.org. If you are experiencing an issue with website functionality, please detail your steps and provide screenshots if possible.