

EXCLUSIVE
MEMBERSHIP
BENEFITS

HistoricHotels.org

MEDIA GALLERY

Displays an expansive variety of visuals of exterior, interior, and historical photography/memorabilia.

EXPANDED SEARCH CAPABILITIES

Allows guests to find historic hotels by name, availability, location, plus:

- Favorite historical era
- 39 architectural styles ranging from Art Deco to Victorian
- 15 property styles from mansions to factories to resorts
- Four distinct levels of luxury

DYNAMIC MAP

Features historic hotels by geographic location, refined by luxury level, property style, and architectural design, plus local attractions, museums, battlefields, and historic sites.



*The Grove Park Inn Resort & Spa
Asheville, North Carolina
Established 1913*

2012 Cooperative Marketing Program

Historic Hotels of America® represents more than 235 historic hotels ranging from small historic inns to city-center icons and grand dame hotels and resorts. Key membership benefits include an interactive and comprehensive website, unparalleled in the hospitality industry, which showcases member hotels with exclusive features and access to

opportunities through the National Trust for Historic Preservation®. Using these channels and more, the Cooperative Marketing Program promotes member hotels in integrated marketing campaigns that reach consumers interested in authentic, exclusive, and credible historic hotels.

Membership benefits on HistoricHotels.org include:

- Individual historic hotel profile presenting characteristics and future events
- Interactive timeline of historic events featuring historic hotels and allowing guests to discover over 350 years of American history
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions
- Hot Deals section sharing hotel packages, experiences, and special offers
- Civil War sections promoting special hotel packages and Hot Deals, plus hundreds of experiences, such as re-enactments, lectures, tours, and more
- Smartphone mobile website allowing visitors on-the-go access to hotel details, photos, and booking



Cooperative Marketing Opportunities

Member hotels who are looking for additional visibility to hundreds of thousands of heritage and cultural travelers will work with Historic Hotels of America to plan campaigns that incorporate featured areas on HistoricHotels.org, PreservationNation.org, and special tactical options, including e-blasts, press releases, social media, and more. A range of packages are available to fit many price points and goals from brand awareness to lead and revenue generation.

HistoricHotels.org

Homepage

Historic Hotels of America's member hotels will be front and center with this unprecedented marquee placement. They will want to share a stunning shot of their grounds, rooms, and other exceptional areas to reap the benefits. Or, they will take advantage of one of three premiere photo placements and add a text ad below it.

- **Marquee placement** – 958 x 139 pixels
- **Premiere placement** – 292 x 191 pixels
- **and Text Ad** – headline of 30 characters and body copy of 250 characters

HISTORIC HOTELS of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

DESTINATIONS EXPERIENCES TIMELINE MEETINGS & EVENTS HOT DEALS

Search the Site

Check Availability
DAILY/GROUP RATES/BOOKINGS

DESTINATION
Hotel or Location

ARRIVAL
Date

DEPARTURE
Date

PROMO CODE

SEARCH

More Search Options

THE ROYAL HAWAIIAN, A LUXURY COLLECTION RESORT
Honolulu, Hawaii, 1927

LEARN MORE

THE JAZZ AGE: 1919 ~ 1928
Established during the "Roaring Twenties," the era of the flapper, radio and the titans of Art Deco.

EXPLORE OUR COMPLETE HOTEL TIMELINE

EXPERIENCE HISTORIC HOTELS

Wentworth Mansion, 1886
Step into a world of refinement where the work of artisans encompasses you, and unlocks the secrets of a long time past. Set proudly in the heart of Historic Downtown Charleston, the **Wentworth Mansion** compound is a destination unto itself.

Grand Hotel, 1887
Visit a destination with all the charm of a third-generation, family-owned resort. **Grand Hotel** is a national historic landmark that's been visited by U.S. presidents, world-renowned entertainers, and countless families for well over a century.

Mohonk Mountain House, 1869
In 1869, rocky cliffs rising above a crystal blue glacial lake in the Hudson River Valley inspired Albert Smiley to create **Mohonk Mountain House** as a resort where guests could renew body, mind, and spirit in a beautiful natural setting.

150th Anniversary of the Civil War Sesquicentennial
Walk BATTLEFIELDS Explore HISTORIC SITES Experience UNIQUE EVENTS
Click here to book your historic hotel packages commemorating the CIVIL WAR SESQUICENTENNIAL.
Stay where history was written.

ABOUT US SPECIAL OFFERS SIGN-UP NATIONAL TRUST FOR HISTORIC PRESERVATION MEMBER LOGIN PRESS ROOM CONTACT US

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Historic Hotels of America, a Preferred Hotel Group brand, is a program of the National Trust for Historic Preservation.

International Partners:

Historic Hotels of Europe Historic Hotels of Mexico

Like OK

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Meetings & Events

The showcase placement option gives exposure on multiple pages, including the Meetings & Events section and Press Room. For hotels, this opportunity is a call out for the most important news, promotions, or additional photos as meeting planners, brides, and other event planners search and determine where to network and entertain.



Hot Deals

Along with listing packages in categories such as destination, spa, group, family, and more on the Hot Deals page, sponsoring hotels will be highlighted on a dedicated page. To set themselves apart from other members, a hot link will connect to a full listing of all promotions, special deals, and packages sponsored by the hotel.



*The Mission Inn Hotel & Spa
Riverside, California
Established 1876*

Social Media



Facebook and Twitter

To encourage heritage travel and spark conversations with fans, Historic Hotels of America posts open-ended questions, surveys, enticing photos, and fascinating historical facts on Facebook and Twitter.

Campaigns allow sponsoring hotels a vehicle to interact with cultural and heritage travelers who are interested in historic hotels. Hotels may promote an event, package, or special offer.



*The Hotel Hershey
Hershey, Pennsylvania
Established 1933*

Press Releases

To reach a list of influential national and international media who follow Historic Hotels of America, hotels will choose the package that includes listing in a monthly press release or a quarterly press release, both featuring multiple hotels.

BBC Travel
Boston.com
Examiner.com
Miami Herald
Modern Luxury Dallas
National Geographic Traveler
NYTimes.com
PeterGreenberg.com
Southwest Airlines Spirit
The History Channel Club Magazine
The Honolulu Star-Advertiser
Travel + Leisure
USA Today

Targeted E-Communications

Member hotels may select a targeted number of consumers from more than 300,000 names in the Historic Hotels of America database to promote packages and events to cultural and heritage travelers. Historic Hotels of America will create the communication and administer

the distribution. The targeted e-communications program also allows members to reach qualified meeting planners in the group sales database with information about function space, availability, and special offers.

Name Exchange Program

The Name Exchange Program is another e-communication opportunity that reaches a specified number of qualified names from the Historic Hotels of America consumer database in conjunction with an equal number of names from the hotel database. Historic Hotels of America creates and distributes two e-blasts per promotion, one stand-alone message from the participating hotel's general manager is sent to the hotel's database and the other from Historic Hotels of America that includes all Name Exchange packages for that month and is distributed to target markets within the Historic Hotels of America consumer database.

Content choices are a historically-themed three-day/two-night package, including a historic tour of the hotel and a unique historical experience for all guests or a history themed four-day/three-night package, including free breakfast, a unique historical experience, and a historic tour of the hotel for all guests. All Name Exchange participants are required to participate in the National Trust for Historic Preservation Member Rate Program and their offer must include a 10 percent discount to National Trust members.

Preservation Magazine

Preservation, the magazine of the National Trust for Historic Preservation, reaches more than 375,000 readers with an interest in heritage travel. Seventy-eight percent of *Preservation* readers enjoy learning about historic sites and travel ideas. They engage in cultural activities, frequently visit museums, and attend live theater performances. With the Marquee and Premiere packages historic hotels will be featured in a unique Historic Hotels of America advertising section of

Preservation with a Signature 1/6 page ad and participate in "Spotlight on Advertisers," a reader services program that provides direct leads from print and online direct response vehicles.



The Palmer House Hilton
Chicago, Illinois
Established 1871



Omni Mount Washington Resort
Bretton Woods, New Hampshire
Established 1902

National Trust for Historic Preservation® Opportunities

PreservationNation.org

Historic hotels have an exceptional opportunity to advertise on the National Trust for Historic Preservation's website, PreservationNation.org. Under the Travel & Sites section, Historic Hotels of America focuses on its member hotels and features hotels in a rotating ad. The banner ad links to the individual historic hotel page on HistoricHotels.org.

Historic Hotels of America

Timeless Southwestern Ambiance
Experience a taste of Native American, Spanish, and Southwestern culture at The Bishop's Lodge Ranch Resort & Spa in Santa Fe, New Mexico. [Learn More](#)

Founded in 1989 to promote heritage tourism, Historic Hotels of America is a program of the National Trust for Historic Preservation and a brand of Preferred Hotel Group. Historic Hotels of America has identified more than 235 quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this program, a hotel must be at least 50 years old, listed or eligible for the National Register of Historic Places or recognized locally as having historic significance.

SPECIAL MEMBER RATES - As a member of the National Trust for Historic Preservation, you receive 10% off the best available rates at participating hotels listed below for your convenience. Book your rooms through the Historic Hotels of America website to be awarded this special Member rate by entering Rate Code: NHP, or by clicking on the Book links below. Not a member of the National Trust for Historic Preservation? [Join today for only \\$20!](#)

HERITAGE TRAVELER

Over 180,000 consumers enjoy the National Trust for Historic Preservation's *Heritage Traveler* monthly e-newsletter. Marketing options include a main story listing featuring a hotel or a sidebar section that links to packages and special offers.



The Willard InterContinental Washington
Washington, DC
Established 1853

TRAVEL TRENDS

118.3 Million

Number of U.S. leisure travelers who are cultural and heritage travelers[†]

5 Trips

Number of trips annually by cultural and heritage U.S. travelers[†]

77 Percent

Number of cultural and heritage U.S. travelers who use the Internet to plan travel[†]

Source:

[†] *The Cultural & Heritage Traveler Study*
by Rosemary McCormick, May 3, 2011

Audience

Advancing the best in historic hotels and endorsing authentic, exclusive, and credible hotels, Historic Hotels of America targets visitors who are affluent, well-educated, and frequent leisure and business travelers.

Historic Hotels of America guests are well-educated Baby Boomers with higher than average household incomes. Hobbies and interests include presidential visits, art collections, historic tours, movie classics, ghosts, memorabilia, and gardens.

Demographic and travel behavior of a typical guest:*

- Average age: 61
- Female/Male: 53/47%
- College degree: 83%
- Postgraduate degree: 43%
- Average annual household income: \$184,000
- Average household net worth: \$1.6 million
- 92% own a principal residence with an average value of \$489,100
- 35% own an additional residence, property, or real estate investment with an average value of \$679,000
- 88% visited a historic place in the last two years
- 89% took an average of 21 overnight trips a year within the continental U.S., spending an average of \$6,485
- 86% stayed overnight in a hotel in the last year
- **In the last year:**
 - Visited the South: 52%
 - Visited the West: 46%
 - Visited the Northeast: 43%
 - Visited the Midwest: 29%
 - Visited Europe: 21%
- **In the last three years:**
 - Visited the South: 70%
 - Visited the West: 65%
 - Visited the Northeast: 58%
 - Visited the Midwest: 40%
 - Visited Europe: 37%



The Lenox
Boston, Massachusetts
Established 1900

*2008 data from Preservation, the magazine of the National Trust for Historic Preservation that can be found in the guestrooms of 64+ Historic Hotels of America member hotels.

Cooperative Marketing Packages

Opportunities	Marquee	Premiere	Showcase
Featured Placement <i>Highlighted presence on HistoricHotels.org</i>	Prominent placement of hotel photo on HistoricHotels.org homepage masthead with direct link to hotel's Hot Deals page PLUS special placement of hotel photo on HistoricHotels.org mobile website homepage	Positioning on the homepage along with a text ad	Run of site button ads
Social Media Campaigns <i>Spotlighted Facebook and Twitter postings</i>	Maximum postings per month: Facebook – 2 Twitter – 3	Maximum postings per month: Facebook – 2 Twitter – 2	Maximum postings per month: Facebook – 1 Twitter – 1
E-Blast to Consumers <i>Targeted consumer lists from robust database</i>	1 (maximum 20,000 names)	1 (maximum 10,000 names)	1 (maximum 5,000 names)
Preservation Ads NEW! <i>Circulated National Trust for Historic Preservation magazine to 375,000</i>	2 x 1/6 page ads (an \$1,800 value) and includes Reader Services in print and online for each issue	1 x 1/6 page ad (a \$900 value) and includes Reader Services in print and online for one issue	
E-Blast to Meeting Planners <i>Qualified meeting planners from group sales database</i>	One article	One article	
Name Exchange Program <i>Reciprocal distribution strategic audience</i>	Yes	Yes	
Press Release <i>Distributed releases to global A-list media contacts</i>	Added to the monthly release	Added to the quarterly enhanced release	
Heritage Traveler <i>Circulated National Trust for Historic Preservation newsletter to 180,000</i>	Main story listing with link	Sidebar listing with link	
National Trust for Historic Preservation Website Banner <i>PreservationNation.org</i>	Featured photo with text ad on Historic Hotels of America landing page		
Hot Deals <i>Featured offers on the Hot Deals page</i>	Yes		
Meetings & Events <i>Showcased hotels on the Meetings & Events home page</i>	Yes		
Cost per month Advance Preview* <i>Sign up by December 21, 2011 to receive preferred pricing</i>	-\$7,500- \$3,500	-\$3,750- \$2,250	-\$2,500- \$1,250

*Advance preview is available for prepaid, signed contract by December 21, 2011. Subject to availability.

Notes: • Prices are limited to three marquee and two premiere packages.

• All purchases must be prepaid.

• All ads are embedded with a link and directed to the advertiser's hotel page on HistoricHotels.org.

• All photography is subject to approval by Historic Hotels of America.

• Placement is available on a first-come, first-served basis.

• Pricing subject to change. Terms and conditions apply.

Online Specifications

Opportunities	Specifications
Marquee Placement on HistoricHotels.org	958 x 319 pixels
Premiere Placement on HistoricHotels.org	292 x 191 pixels Max: headline of 30 characters and 250 characters of body copy
Showcase Placement on HistoricHotels.org	178 x 148 pixels
Facebook	75 words or less
Twitter	140 characters maximum
E-blast to Consumers	Segment by state, city, zip code or nth number
<i>Preservation Ads</i>	Ad: A digital photo (tif or jpeg at 300 dpi) of the hotel, a 40-50 word description, and a website address Reader services page: a 15 word description
E-blast to Meeting Planners	Article of 100 words or less
Name Exchange Program	Copy to be provided by hotel
Featured hotel picture on PreservationNation.org	Max: headline of 30 characters and 150 characters of body copy

General Guidelines

- All materials are due one week before release date.
- All materials are subject to approval by Historic Hotels of America.
- Hotel membership must be in good standing, and several promotional packages must be loaded on the website.

Photo Criteria

- Photos must be of the highest quality.
- All photos are subject to approval by Historic Hotels of America.
- The photo rights are assigned to Historic Hotels of America.

www.HistoricHotels.org