



ONGOING 2012 MONTHLY ACTIVITIES

As we look ahead, we do so with a keen eye to maintaining and building on the momentum we achieved for the Historic Hotels of America brand in 2011 via the Public Relations and Marketing Program. As always, we strive to increase attention and awareness of Historic Hotels of America through media relations and member programs.

The following activities are conducted on a monthly basis:

- Name Exchange Promotion
- Hosted Media Lunches
- City Spotlight Promotion
- Historical Milestones & Celebrations Promotion
- Historic Hotels of America Concierge
- Onsite Member Visits
- New Member Announcements
- New York Media Lunches/Desk-Side Appointments
- Public Relations Ticker
- Media Visits to Hotels as Requested

Calendar of Activities

Please note: Pitches and press release topics may change or be altered due to industry trends and time sensitive issues that may arise. All requests for information should be received no later than the first Friday of each month noted to be considered for inclusion. As always, all packages and rates must be loaded on the Historic Hotels of America website in order to be included in all press releases and iMails.

I. JANUARY 2012

- **Name Exchange Promotion**
- **Request for Information:** President's Day Packages
- **Historical Milestones & Celebrations:** Press Release/iMail
- **Press Release:** Historic Hotels of America's 2012 New Members
- **Historic Hotels of America Concierge**
- *Mail New 2012 HHA Directory to National Media*

II. FEBRUARY 2012

African American History Month

- **Name Exchange Promotion**
- **Seasonal Package Promotional iMail Distribution:** President's Day
- **Request for Information:** National Preservation Month Packages and Spring Break Packages
- **Distribute Public Relations PR Ticker**
- **Historic Hotels of America Concierge**

III. MARCH 2012

Woman's History Month/Irish American Heritage Month/Greek American Heritage Month

- **Name Exchange Promotion**
- **Hosted Media Lunch:** New Orleans (March 29)
- **Request for Information:** National Preservation Month Packages
- **Press Release:** Spring Break Getaways
- **Historic Hotels of America Concierge**

IV. APRIL 2012

- **Name Exchange Promotion**
- **Media Showcase:** Chicago (April 12)
- **City Spotlight:** Boston
- **Historical Milestones & Celebrations:** Press Release/iMail
- **Seasonal Package Promotional iMail Distribution:** National Preservation Month
- **Press Release:** National Preservation Month Packages
- **Request for Information:** Summer Getaways and Packages
- **Distribute Public Relations PR Ticker**
- **Historic Hotels of America Concierge**

V. MAY 2012

Asian Pacific American Heritage Month/Jewish American Heritage Month

- **Name Exchange Promotion**
- **Media Showcase:** New York City (May 9)
- **Request for information:** July 4th Packages
- **Press Release:** Antiques/Collectables on Member Hotels
- **Historic Hotels of America Concierge**

VI. JUNE 2012

Caribbean American Heritage Month

- **Name Exchange Promotion**
- **Seasonal Package Promotional iMail Distribution:** July 4th Getaways
- **City Spotlight:** Chicago
- **Distribute Public Relations PR Ticker**
- **Historic Hotels of America Concierge**

VII. JULY 2012

- **Name Exchange Promotion:**
- **Hosted Media Lunch:** Boston (July 26)
- **City Spotlight:** San Diego
- **Historical Milestones & Celebrations:** Press Release/iMail
Request for Information: Fall Back in Time Packages
- **Press Release:** 4th of July Getaways
- **Historic Hotels of America Concierge**

VIII. AUGUST 2012

- **Name Exchange Promotion**
- **Hosted Media Lunch:** Charleston (August 23)
- **City Spotlight:** San Francisco
- **Request for Information:** Ghost Stories and Packages
- **Distribute Public Relations PR Ticker**
- **Historic Hotels of America Concierge**

IX. SEPTEMBER 2012

Hispanic Heritage Month (September 15-October 15)

- **Name Exchange Promotion**
- **Media Showcase:** San Francisco (September 19)
- **City Spotlight:** Washington D.C.
- **Seasonal Package iMail Distribution:** Fall Back in Time
- **Request for Information:** Winter Values/Holiday Getaways
- **Press Release:** Fall Back in Time
- **Historic Hotels of America Concierge**

X. OCTOBER 2012

Polish American Heritage Month/German American Heritage Month/Italian American Heritage Month

- **Name Exchange Promotion**
- **Hosted Media Lunch:** New York City (October 17)
- **City Spotlight:** Charleston
- **Historical Milestones & Celebrations:** Press Release/iMail
- **Request for Information:** Winter Values/Holiday Getaways
- **Press Release:** Ghost Stories
- **Historic Hotels of America Concierge**

XI. NOVEMBER 2012

American Indian Heritage Month

- **Name Exchange Promotion**
- **City Spotlight:** New York City
- **2012 Historic Hotels of America Annual Conference** (November 6-8, Ojai Valley Inn & Spa)
- **Historic Hotels of America Concierge**
- *2012 Public Relations and Marketing Plan Distributed to Members*

XII. DECEMBER 2012

Universal Human Rights Month

- **Name Exchange Promotion**
- **Hosted Media Lunch:** Washington DC (December 6)
- **City Spotlight:** New Orleans
- **Seasonal Package Promotional iMail Distributed:** Winter Values
- **Request for Information:** Presidential Packages
- **Press Release:** 2012 Historic Hotels of America Annual Conference Recap
- **Historic Hotels of America Concierge**

For additional information please contact:

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