



EXTEND YOUR REACH WITH THE HISTORIC HOTELS WORLDWIDE CO-OP PROGRAM

Digital components allow you to deliver your message to the US outbound heritage and cultural travelers we know best.

Cultural/Heritage travelers spend more than average.

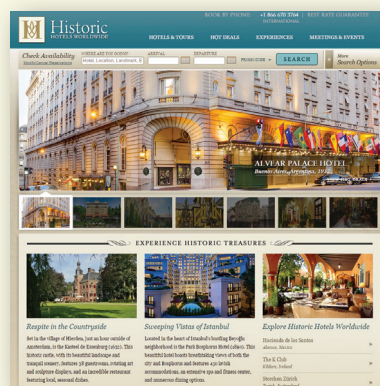
130 Million
Americans who define themselves as cultural/heritage leisure travelers

\$171 Billion
Annual spending attributed to cultural/heritage leisure travelers

60% More
Cultural/heritage travelers spend 60% more per trip than the average US leisure traveler

Source: *The Cultural and Heritage Traveler*; 2013 Edition. Alexandria: Mandala Research, LLC, 2013.

Drive traffic to your personal profile on **HistoricHotelsWorldwide.com** through these digital efforts:



► Featured Placement on HistoricHotelsWorldwide.com

- Prominent placement of hotel photo on HistoricHotelsWorldwide.com homepage with direct link to hotel's Hot Deals page.

► Online Media Campaigns

- Broad and targeted traffic to hotel's personal profile using PPC, display campaigns, and more

► Social Media Campaigns

- Spotlight Facebook and Twitter postings



► Dedicated eblast

- Distributed to 20,000 heritage and cultural households

► Discover & Explore

- Hotel package included in the monthly enewsletter sent to 300,000 heritage and cultural households

IMPORTANT NOTES

Program dates: Monthly

Sales close:

60 days prior to start of month

Rate:

USD \$1,000

Ready to engage this audience? Contact:

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