



Historic
HOTELS WORLDWIDE®



PROMOTING HERITAGE & CULTURAL TRAVEL
TO NINE CENTURIES OF PRESTIGIOUS HISTORIC TREASURES

HISTORIC HOTELS WORLDWIDE IS A PRESTIGIOUS COLLECTION OF HISTORIC TREASURES, INCLUDING HISTORIC HOTELS, CASTLES, CHATEAUX, PALACES, ACADEMIES, HACIENDAS, VILLAS, MONASTERIES, AND OTHER HISTORICAL LODGING PROPERTIES.

MEMBERSHIP IN HISTORIC HOTELS WORLDWIDE RECOGNIZES AUTHENTIC CULTURAL TREASURES THAT DEMONSTRATE HISTORIC PRESERVATION AND CELEBRATE LEGENDARY SIGNIFICANCE.

Historic Hotels Worldwide focuses on the unique heritage and cultural traveler by strategically targeting these global travel markets. Inspired by experiential enrichment, cultural and heritage travelers are affluent customers who utilize the Internet to research and book their journeys and travel more frequently than other leisure travelers.

As a global program for showcasing historic hotels, Historic Hotels Worldwide provides a definitive resource for travelers to discover historic hotels and their inspired architecture, cultural traditions, and authentic cuisine.

Hotels of Historic Hotels Worldwide are encouraging recovery and enhancing preservation of magnificent architectural and historic legacies. Historic Hotels Worldwide provides a global historic emphasis embracing all hotel brands, chains, and independent lodging.

Historic
HOTELS WORLDWIDE®



1884 **THE ROYAL HORSEGUARDS**
LONDON, UK

*C*ELEBRATING CULTURE

1760 **DEVI GARH**
UDAIPUR, INDIA



1600 **DROMOLAND CASTLE**
COUNTY CLARE, IRELAND

*S*INCE 2007, PREFERRED HOTEL GROUP HAS WORKED IN PARTNERSHIP WITH THE NATIONAL TRUST FOR HISTORIC PRESERVATION® TO GROW AND ENHANCE HISTORIC HOTELS OF AMERICA, A COLLECTION OF MORE THAN 235 HISTORIC TREASURES. IN KEEPING WITH THIS COMMITMENT, PREFERRED HOTEL GROUP SEEKS TO CONTINUE ITS TRADITION OF EXCELLENCE BY INTRODUCING HISTORIC HOTELS WORLDWIDE.

PRIMARY MEMBERSHIP BENEFITS

- Enhanced listing on website, including individual hotel history, map, photos, hotel features, cultural experiences, and special value opportunities on HistoricHotelsWorldwide.com
- Exclusive e-communications, featuring best historic hotel marketing practices and cultural and heritage travel trends through periodic e-newsletters
- Preferential rates for website, collateral, and advertising in *Preservation*, *The History Channel Club Magazine*, or *Preferred Lifestyles* magazines
- Links to affinity membership and promotional marketing programs (hotel must provide special packages PLUS derived rates based on a fixed percentage discount) example: National Trust for Historic Preservation or History Channel Club
- Participation in Historic Hotels Worldwide email marketing campaign with custom promotions
- Access to relevant media events, tradeshow, client showcases, and conferences on an opt-in fee basis.



*E*NHANCING HISTORIC PRESERVATION
1212 GRAND HOTEL CONVENTO DI AMALFI
AMALFI COAST, ITALY

AS A GLOBAL PROGRAM for showcasing historic hotels, Historic Hotels Worldwide provides a definitive resource for travelers to discover historic hotels and their **INSPIRED ARCHITECTURE, CULTURAL TRADITIONS,** and **AUTHENTIC CUISINE.**

HISTORIC HOTELS WORLDWIDE
A PRESTIGIOUS COLLECTION OF HISTORIC TREASURES

MEMBERSHIP CRITERIA

Historic Hotels Worldwide represents the finest global historic accommodation collection. Membership criteria encompasses strategic cultural and historic preservation elements that ensure quality heritage travel experiences. Selected membership is limited to those distinctive properties that adhere to the following criteria:

- Present use as historic accommodations
- Property origination of 75 years or longer required for historic hotels, castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historical lodging properties
- Historically relevant as a significant location with a historic district, historically significant landmark, place of a historic event, former home of a famous person, or historic city center
- Historic expression to include memorabilia, artwork, photography, and other examples of its historic significance
- Recognized by local preservation organization or national trust

HISTORICHOTELSWORLDWIDE.COM

Historic Hotels Worldwide website features integrated historic information, including enhanced resources, educational experiences, and promotional packages. User-friendly navigation enables visitors to create their travel itineraries with local attractions such as museums, battlefields, and other historic sites. Efficient search engine optimization highlights relevant global data to generate qualified traffic and maximizes customer bookings.

NOMINATE A HISTORIC HOTEL

Historic Hotels Worldwide welcomes historic accommodations that have unique identities, culture, and history. For further information on qualification, please note the following:

1. Submit a nomination on hotel letterhead with year built, number of guestrooms, and hotel history
2. Provide two sets of historic collateral that demonstrate historic significance*
3. Supply evidence of local distinction, area recognition, and heritage preservation awards.

* Please mail all items to the following address:

HISTORIC HOTELS WORLDWIDE
1875 CONNECTICUT AVENUE NW, SUITE 1115
WASHINGTON, DC 20009, USA

US Office: 1875 Connecticut Avenue NW, Suite 1115, Washington, DC 20009

London Office: 23a Conduit Street, Mayfair, London, W1S 2XS, UK

+1 202 772 9983 Fax +1 202 772 8338 **HistoricHotelsWorldwide.com**



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