



Highlights of 2013: New Initiatives Launched; Preview of 2014

Larry Horwitz, Executive Director



2013 Annual Conference

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Opening General Session
November 20, 2013

2013: A Year of Growth

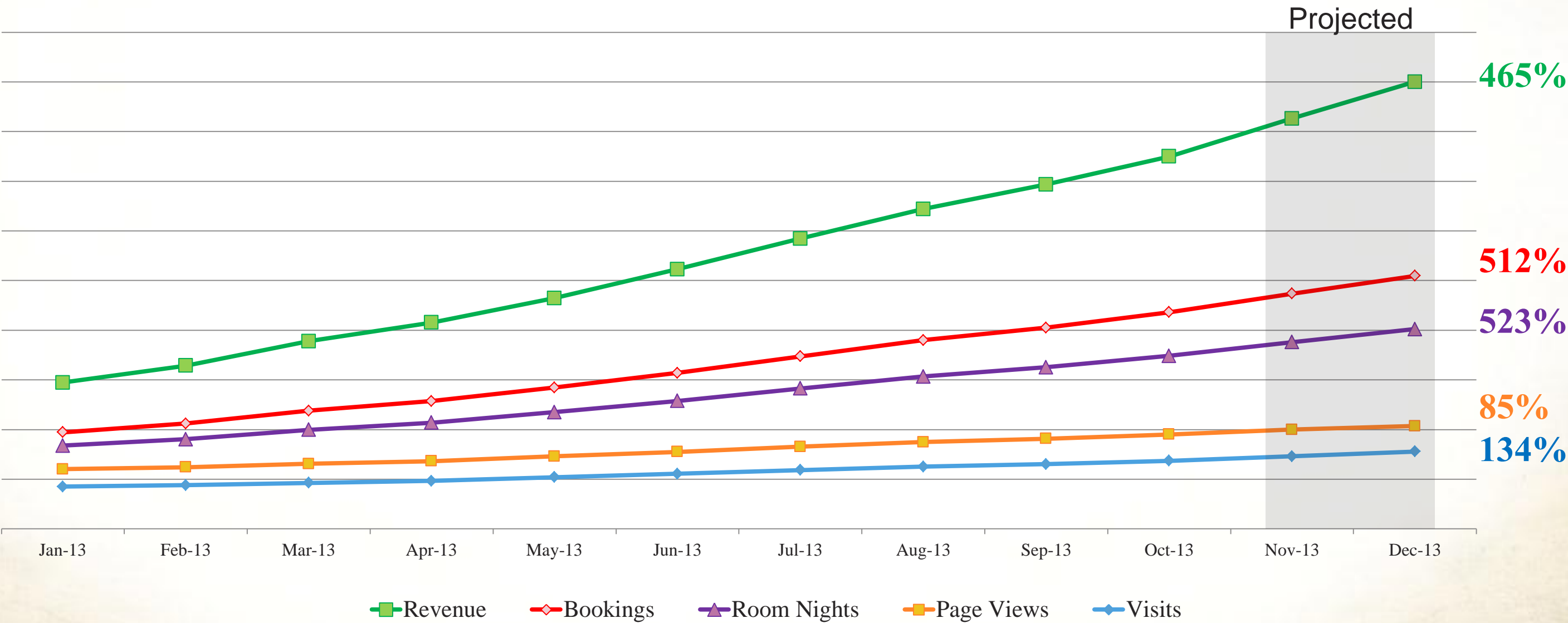
244	Number of member hotels
21	Number of new hotels in 2013
95%	Retention rate of members in 2013
\$32 Million	All Channels All Hotel Revenue for 2013
150,000+	All Channels All Hotel Room Nights for 2013
6 Million+	Emails and E-newsletters sent in 2013
91	Hotels listed on Recreation.Gov
550	Total Clients and Media attending showcases in 2013
4,000+	Contacts in the preservation vertical database
160	Hotels signed up for Historic Hotels Employee Rate Program
1 Million	Unique Visitors to HistoricHotels.org
11,600+	Room Nights booked through HistoricHotels.org for 2013
\$2.2 Million	Revenue booked through HistoricHotels.org for 2013

2014: More Growth Ahead - Annual Goals

265	Number of member hotels
21	Number of new hotels
95%	Retention rate of members
\$38 Million	All Channels All Hotel Revenue
175,000+	All Channels All Hotel Room Nights
8 Million+	Emails and E-newsletters sent
98	Hotels listed on Recreation.Gov
625	Total Clients and Media attending showcases
4,500+	Contacts in the preservation vertical database
180	Hotels signed up for Historic Hotels Employee Rate Program
1.5 Million	Unique Visitors to HistoricHotels.org
18,000+	Room Nights booked through HistoricHotels.org
\$3.5 Million	Revenue booked through HistoricHotels.org

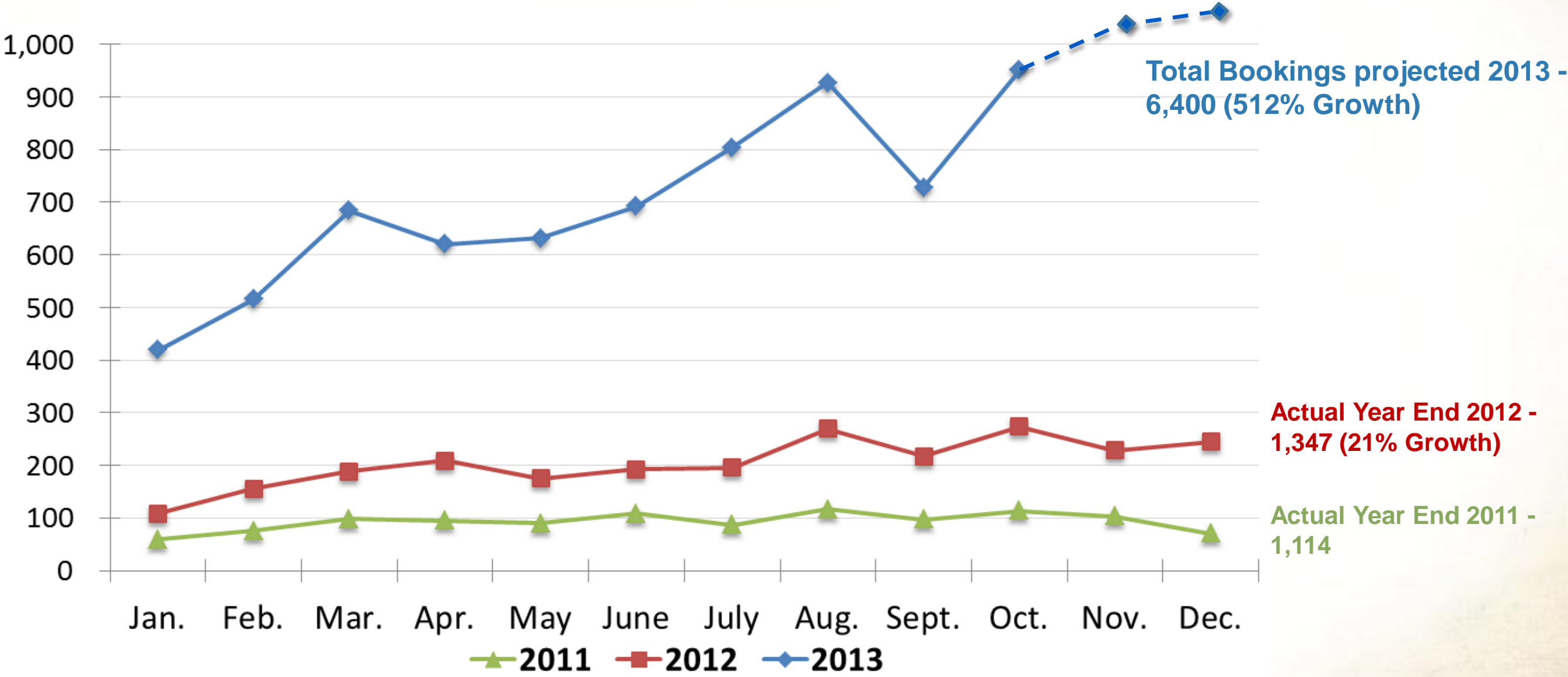
Revenue Growth from increased visitors & conversion

HistoricHotels.org 12 Month Rolling Average



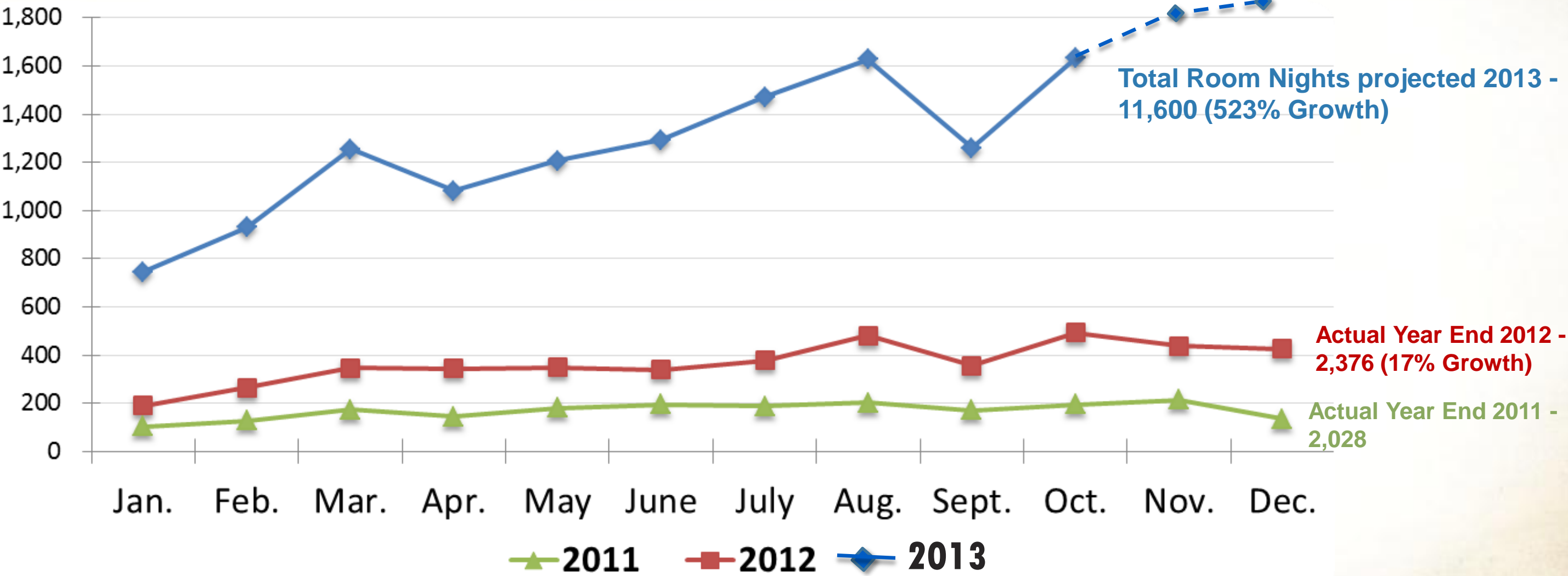
Increased Bookings from More Products and Rates

HistoricHotels.org Monthly Bookings- Past 3 Years



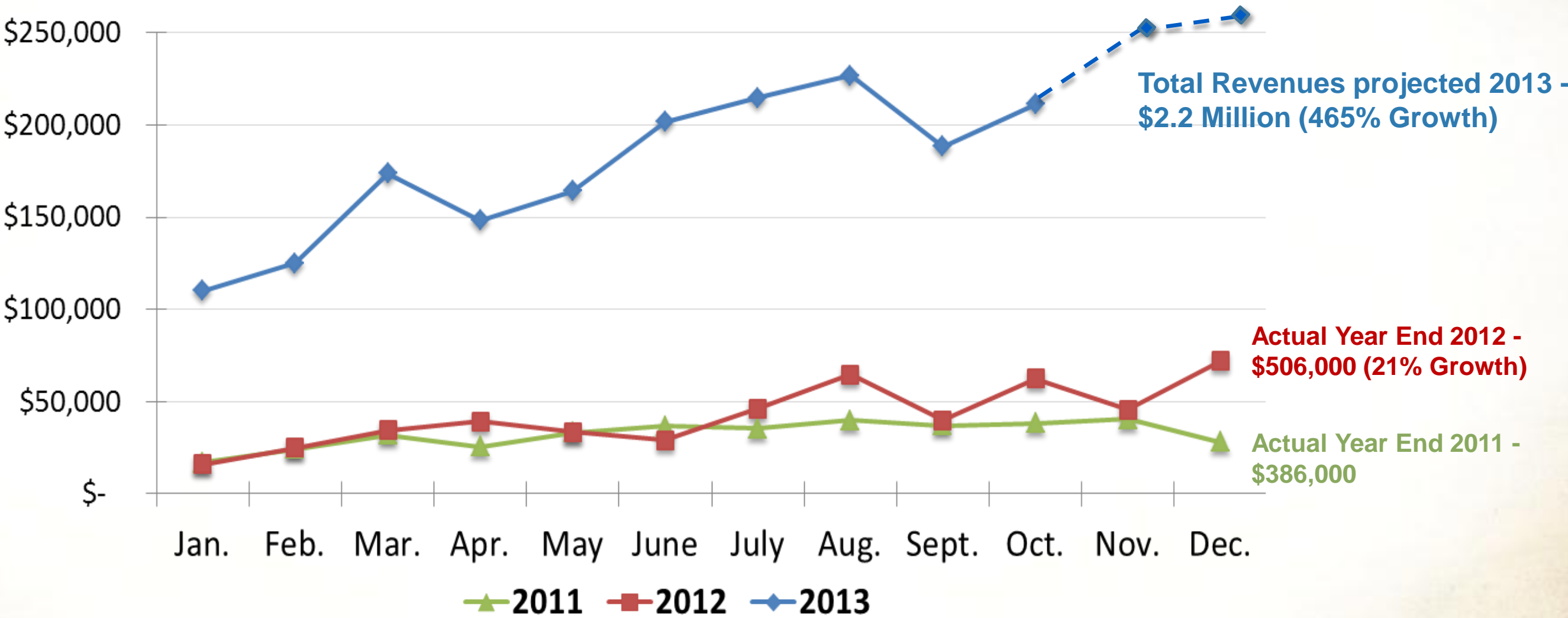
More Room Nights Delivered

HistoricHotels.org Monthly Room Nights- Past 3 Years



Increased Revenue

HistoricHotels.org Monthly Revenue- Past 3 Years




Recreation.Gov

Who Is Eligible

- Only member hotels which have been officially screened and designated as Historic Hotels in accordance with the provisions of the Historic Sites Act and/or the National Historic Preservation Act are eligible
- Historic Hotels of America is the **only** non-government agency participating and the only group of hotels featured other than approved National Park Service lodging.

What are the Benefits

- Access the consumers of Recreation.Gov the one-stop shop for trip planning, information sharing and reservations for twelve USA federal Participating Partners
- Your specific rates, packages, descriptions, and photos are **linked directly** from HistoricHotels.org to Recreation.Gov.
- All reservations from Recreation.Gov will appear through HistoricHotels.org.



Toll-free reservation line: 1-877-444-6777 (10:00 AM - Midnight EST) [Other ways to contact us >](#)

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National Register of Historic Places

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The OHEKA CASTLE, built in 1919 and a member of Historic Hotels of America since 2004 was listed in the National Register of Historic Places in 2004. Historic Hotels of America is the official program ... [\[more\]](#)

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An American Castle

OHEKA CASTLE was first built during the advent of the Gilded Age, in 1919. The castle was, and is the second largest private residence ever built in America, at 109,000 square feet and 127 guestrooms.

OHEKA CASTLE

ADDRESS
135 West Gate Drive
Huntington, NY 11743
Phone: +1 800 678 8946
Email: info@historichotels.org

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HistoricHotelsWorldwide.Com

- Free Membership for Qualifying Historic Hotels of America Members
- Partnership with the National Trust for Historic Preservation
- Access to the international travel market
- Allows employees access to a Global Employee Rate Program

You are also eligible to book special Employee Rates at the following participating member hotels of ***Historic Hotels Worldwide.***

Location	Hotel Name	Make a Reservation
Mexico		
Oaxaca	Quinta Real Oaxaca	Book It
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From its vast history, UNESCO designated traditional cuisine, to its diverse geography,

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CVK Park Bosphorus Istanbul

HISTORIC HOTELS
of AMERICA
National Trust *for* Historic Preservation

Coming in 2014:

New Initiatives

iPrefer. 



POINTS = REWARDS

**DISCOVER THE WORLD'S FIRST GLOBAL
LOYALTY PROGRAM FOR INDEPENDENT HOTELS**

The best value relationship in the industry just became more valuable.

- ENGAGE NEW GUESTS AND ENCOURAGE REPEAT STAYS •
- DRIVE ANCILLARY ON-PROPERTY SPEND •
- GROW CORPORATE BUSINESS THROUGH POINTS •
- INCREASE MARKETING REACH THROUGH PRECISION TARGETING •
- CONVERT OTA AND OPAQUE BOOKERS TO DIRECT CLIENTS •

- Coming Q1 a global points rewards program for Historic Hotels.
- Access one million members and growing

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of Lafayette
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POINTS = REWARDS

COMING 2014

- Engage new guests and encourage repeat stays
- Drive ancillary on-property spend
- Grow group business and corporate business through points
- Convert OTA and Opaque bookers to direct clients
- First points-based loyalty program for global independent hotels
- More than 500 hotels in participation from Hawaii and New York to London and Tokyo
- Easy-to-use web-based portal for easy enrollment, member search and reward redemption
- Can be promoted alongside your existing rewards program
- Points calculation and Reward redemptions handled outside the hotel



The Spirit of \$17.76



- Coming Q1 hotels can opt-in to offer frequent flyer miles to guests to capture initial and repeat business.
- The cost for mileage is a flat rate for all Historic Hotels of America for \$17.76 per 500 miles (750 miles for Virgin Atlantic)
- Increase market share

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Government and Military Discounts

[View All](#)



AAA / AARP / CAA Member Discounts

[View All](#)



National Trust for Historic Preservation Member Discounts

NTHP Members receive up to 50% off best available rates.

[View All](#)



Credit Card Holder Discounts

Special American Express®, VISA®, and MasterCard® cardholder discounts and offers.

[View All](#)



Romance Packages

Lavish your loved one with a romantic rendezvous package.

[View All](#)



Dining Packages

Delight in exceptional cuisine with packages made for culinary enthusiasts

[View All](#)



Recreation Packages

Stay active with packages that include fun expeditions and historical tours

[View All](#)

- **New** on HistoricHotels.org
- Expanded Hot Deals Section to feature rates like Advanced Purchase, AAA, AARP, Govt/Military and more
- Extend your existing rates through 2014 for increased revenue!

Co-Op Marketing Guarantee

- The Promise
 - Earn 4 times the costs of your co-op within a year of your campaign or we run it again on us
- The Rules
 - Must Participate for 2 or more months, not necessarily successive
 - Participate in all rate programs

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation

ADVANCE PREVIEW



*The Hotel Hershey
Hershey, Pennsylvania
Established 1933*

2014 MARKETING OPPORTUNITIES

As a benefit of your membership, Historic Hotels of America® offers several ways to participate in marketing programs that boost exposure and increase revenue on HistoricHotels.org. These opportunities are opt-in and deliver integrated online, e-communications, and print solutions.

Programs Include:

- COOPERATIVE MARKETING PROGRAM CAMPAIGNS**
Reach over half million households each month with homepage placement on HistoricHotels.org, online media campaigns, *Preservation* magazine print ads, eblasts, social media, and more.
- Discover & Explore ENEWSLETTER**
Feature your hotel in our monthly consumer newsletter that reaches more than 275,000 households.
- COOPERATIVE PRINT ADS**
Advertise your hotel on the back cover of *Preservation* magazine which has a yearly readership of five million, including National Trust for Historic Preservation members and can be found in over 200 member hotels or more than 50,000 guestrooms.
- NEW Employee Special Offers ENEWSLETTER**
Promote your special employee rates in our monthly newsletter sent to over 17,000 employees of Historic Hotels of America and Historic Hotels Worldwide member hotels, National Trust for Historic Preservation and designated affiliates; and other associates and participating hotels.

SEE INSIDE TO LEARN MORE ABOUT THESE PROGRAMS AND THEIR COMPONENTS.

HISTORICHOTELS.ORG

Season Pass Guarantee

- The Promise
- Receive 5 actionable leads across the season or we issue you a Season Pass for 2015 at no cost to you.
- The Rules
- Must attend every Client + Media Showcase in the program

The Historic Hotels of America **Season Pass** features:

Five Client & Media Showcases

- Chicago
- New York
- Atlanta
- Washington, DC
- San Francisco

Reach more than 600 Clients, Media, and other Decision Makers in 2014

- And More



**National Trust for
Historic Preservation**
Save the past. Enrich the future.™



National Trust for Historic Preservation
National Trust Tours



**AMERICAN QUEEN™
STEAMBOAT COMPANY**



AIANTA
American Indian Alaska Native
Tourism Association

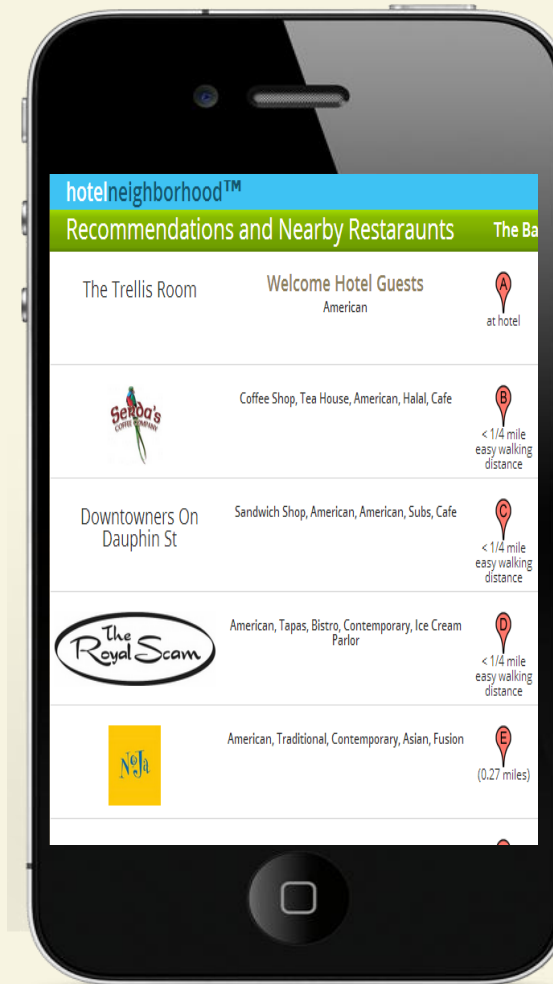


More Partnerships

- Increased exposure and access to cultural and heritage travelers
- Increased access to international travelers
- Historic Hotels of America is a preferred supplier


hotelneighborhood™

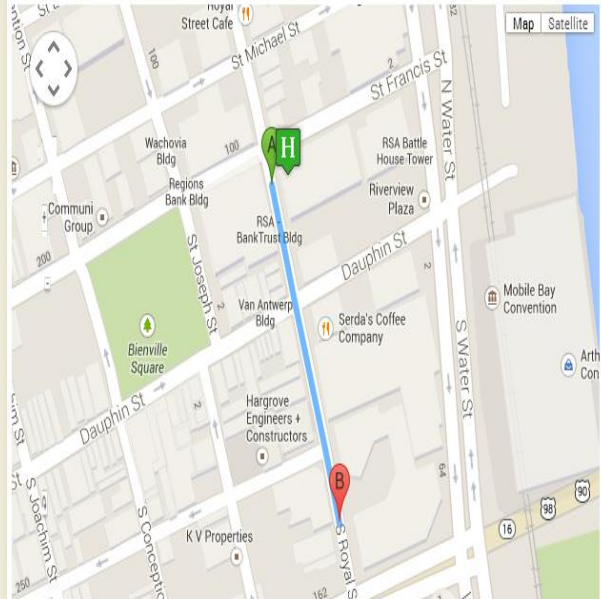
- **Promote In-House Restaurants**
- **Increase Concierge Efficiency**
- **No Cost to the Hotel**
- **Guest only specials**



THE ROYAL SCAM

The Royal Scam opened in 2006 and quickly became THE choice for Certified Angus Beef, seafood, sandwiches and fresh cut salads. Enjoy craft beer, a glass of wine or one of our wonderful martinis in our spacious courtyard. The Royal Scam is the epitome of casual fine dining.





LOCATION
72 S Royal St
Mobile, AL 36602

TELEPHONE
(251) 432-7226

CUISINE
American - Tapas - Bistro

TODAY'S HOURS
11:00 am to 10:00 pm

RESERVATIONS
call for reservations: (251) 432-7226

RESTAURANT AMENITIES
Outdoor seating available



1 Note

Q Search

Distribution: Today

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

To Do List- Distribution & Reservations



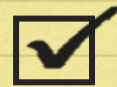
Today



Fill the shelves! Participate/open availability of Advanced Purchase Rate. Association Rates, and Promotions.



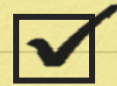
EXTEND Rates & Packages on www.historichotels.org thru Dec. 31, 2014



Review the Participation Summary/Action Plan that was completed for your hotel.



Review Hot Deals section on HistoricHotels.org. If your hotel is not listed in a particular area contact Matthew Paul.



Contact HHA Call Center.





1 Note

Q Search

Marketing &
Public Relations

Today

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

To Do List – Marketing and Public Relations



Today

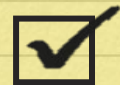


Sign up for 2014 Cooperative Marketing Program

Sign up by Dec. 31 and receive a free insertion in *Employee Special Offers*



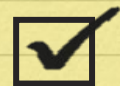
Discover & Explore, Consumer E-Newsletter



Employee Special Offers, Employee Rate E-Newsletter



Preservation Co-op Print Ads



Regional Hosted Media Lunches



Client & Media Showcases



Season Pass

Sign up by Dec. 1 and receive two complimentary placements in the monthly Preservation Client Database e-blast





1 Note

Q Search

SALES!

Today

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

To Do List- Sales



Today

- ☒ Season Pass
- ☒ Client & Media Showcases and Tradeshow
- ☒ Preservation Client E-Blasts
- ☒ National Trust Member Group Rate Program
- ☒ Group Value Dates





1 Note

Q Search

Today

To Do List- Member Services & Web Content



Today

- ☒ Pick up your complimentary, personalized HistoricHotels.org Presence and Engagement Action Plan
- ☒ Sign up for Preservation Magazine for 2014
- ☒ Sign your free Historic Hotels Worldwide addendum
- ☒ Sign up for the iPrefer Orientation
- ☒ Sign up for the Frequent Flyer Miles program

