

Historic Hotels of America® Announces New Website Enhancements

WASHINGTON, DC – October 15, 2012 – Historic Hotels of America is pleased to announce website enhancements to HistoricHotels.org, a cultural and heritage website that offers over 3,000 dynamic hotel packages, extraordinary experiences, and exclusive hot deals for travelers.

Historic Hotels of America has unveiled a new booking engine on HistoricHotels.org. The new booking engine displays the booking status of future dates as well as extensive guestroom images and customized descriptions. Travelers will find HistoricHotels.org an easy and efficient way to book their next trip.

HistoricHotels.org is proud to offer the lowest published rates online and back it through its Price Match Guarantee. If a lower rate is found on another website within 24 hours of booking a reservation on HistoricHotels.org, guests can submit a claim form and the lower rate will be honored*. Additional information about the Price Match Guarantee, including the claim form can be found on www.historichotels.org/price-match-guarantee.php. Guests never pay a booking fee, rates are clearly marked with cancellation policies and few rates require deposits.

“With the sheer volume of online content and number of different devices consumers are utilizing to research travel today, it is critical that an effective hotel website provide relevant content and be optimized for shopping, discovery and usability,” noted Paolo Torchio, vice president of E-marketing for Sabre Hospitality Solutions who partnered with Historic Hotels of America to develop the site. “The additions to HistoricHotels.org in terms of simplicity, a clear shopping path and engaging visuals have achieved this goal for a traveler looking to plan heritage travel.”

HistoricHotels.org now offers travelers more ways to search. Find historic hotels and packages By location, availability, property styles, architecture styles, historic eras, luxury levels, and now landmarks, major battlefields, national parks, historic sites or regions.

By booking a trip on HistoricHotels.org, guests are also supporting preservation. A portion of each reservation supports historic preservation across America through our partnership with the [National Trust for Historic Preservation](http://www.nthp.org), a privately funded nonprofit organization that works to save America’s historic places.

If guests have a question about HistoricHotels.org or an existing reservation, they can call the toll free reservation line (+1 800 678 8946), available 24 hours, seven days a week.

“We are pleased to announce these latest enhancements to HistoricHotels.org. The price match guarantee backs our commitment to provide consumers with the lowest rates at Historic Hotels of America,” said Larry Horwitz, Executive Director of Historic Hotels Worldwide. “We have been delighted to partner with Sabre Hospitality Solutions in the development of HistoricHotels.org and the addition of the mobile version of these recent enhancements.”

Guests who book through December 31, 2012 on HistoricHotels.org receive a complimentary one-year family membership** (\$30 value) to the National Trust for Historic Preservation®. Members save from 10 to 50 percent off best available rates at participating Historic Hotels of America, a subscription to *Preservation* magazine, and discounted admission to over 600 historic places worldwide.

About Historic Hotels of America

Historic Hotels of America was founded in 1989 by the National Trust for Historic Preservation® with 32 charter members. In 2007, Preferred Hotel Group partnered with the National Trust for Historic Preservation to grow and enhance Historic Hotels of America. Historic Hotels of America has more than 240 historic hotels. These properties have all faithfully maintained their authenticity, sense of place, and architectural integrity in the United States of America, including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America is comprised of mostly independently owned and operated properties. More than 30 of the world's finest hospitality brands, chains and collections are represented in Historic Hotels of America. To be nominated and selected for membership into this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance. For more information, please visit www.historichotels.org.

*The following rates do not qualify:

- Rates available on auction or flash sale websites such as, but not limited to, Priceline, Hotwire, Groupon Getaways, or Living Social Escapes
- Pre-paid, non-cancellable, and/or non-refundable rates
- Reward program rates, corporate/group rates, government rates, and/or other rates not available to the general public
- Rates that are packaged with air travel, car rental, entertainment, etc.
- Rates offered by brands other than Historic Hotels of America to elite tier loyalty program members.

**One family membership per household, non transferable, no cash value, and no refunds. Benefits are subject to availability and advance reservation. The National Trust for Historic Preservation discounts are available at participating hotels for new bookings made after the initial booking and membership are confirmed and processed. Bookings must be made on HistoricHotels.org. This promotion expires December 31, 2012 and is limited to new members of The National Trust for Historic Preservation.

MEDIA CONTACT: Heather Taylor
Manager, Marketing Communications
Tel: +1 202 772 8333 | Fax: +1 202 772 8338
htaylor@historichotels.org

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