



2013 Marketing Opportunities

- **Cooperative Sales & Marketing Program**
- *Discover & Explore*, A Consumer Newsletter
- **Co-op Print Ads**
- **Name Exchange Program**
- **Regional Spotlights**



Promote your hotel through these sales and marketing campaigns

- Levels:
 - Marquee
 - Premiere
 - Showcase
- Costs: starting at \$1250



EXCLUSIVE MEMBERSHIP BENEFITS

HistoricHotelsWorldwide.com

MEDIA GALLERY
Displays an expansive variety of visuals of exterior, interior, and historical photography/memorabilia.

EXPANDED SEARCH CAPABILITIES
Allows guests to find historic hotels by name, availability, location, plus:

- 50 architectural styles
- 11 property styles from chateaux to villas to resorts
- Five distinct levels of luxury

DYNAMIC MAP
Features historic hotels by geographic location, refined by luxury level, property style, and architectural design, plus local attractions, museums, battlefields, and historic sites.

2013 Cooperative Sales & Marketing Program

Historic Hotels Worldwide® features historic treasures, including historic hotels, castles, chateaux, palaces, academies, haciendas, villas, manor houses, country estates, monasteries, and other historical lodging properties. Key membership benefits include an interactive and comprehensive website, showcasing member hotels with exclusive features, and Historic Hotels Worldwide events and tradeshows.

One of the opt-in programs offered to members is the Cooperative Marketing Program that delivers integrated marketing campaigns with online and communications tactics and offers event opportunities throughout the year. See inside for more details.

Membership benefits on HistoricHotelsWorldwide.com include:

- Comprehensive details on member hotels, allowing heritage and cultural travelers to discover over nine centuries of history
- Individual historic hotel profile presenting characteristics and future events
- Hot Deals section sharing hotel packages, experiences, and special offers
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions

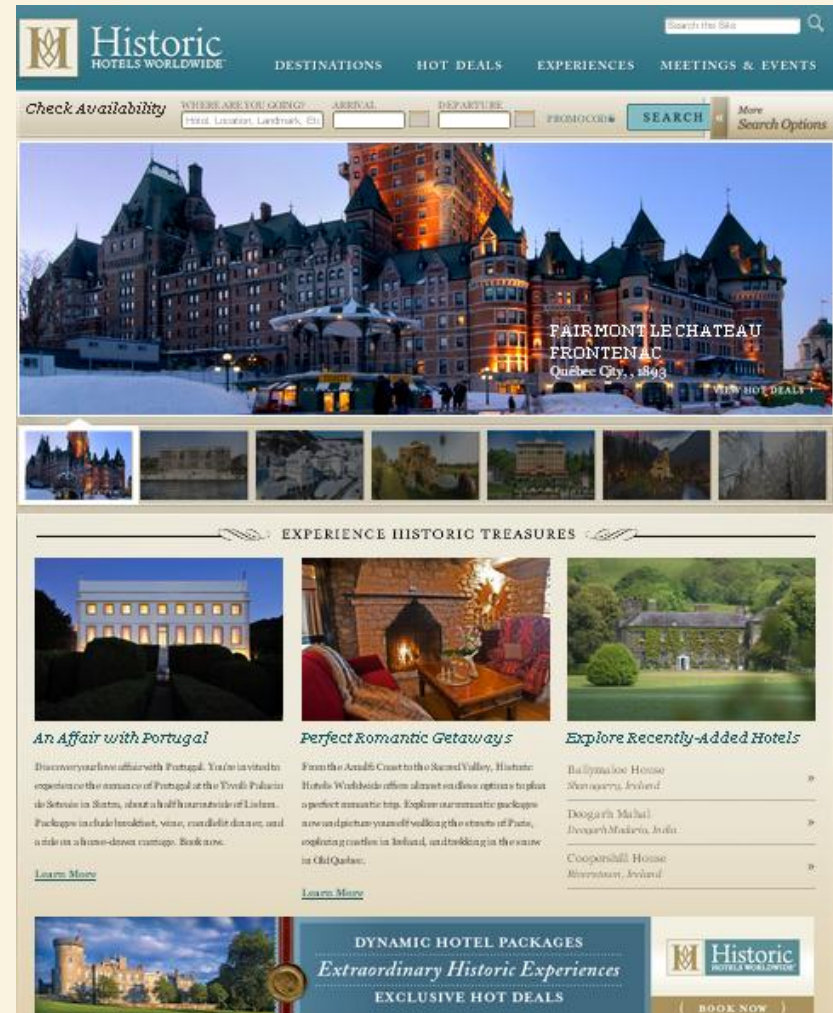
www.HistoricHotelsWorldwide.com

HistoricHotels.org

Masthead image on
HistoricHotelsWorldwide.com
linking to your packages

Pay per Click (PPC)

Featured in PPC campaigns
directed to the consumers in the
region you choose



Eblasts

- Name Exchange eblasts
- Meeting Planners eblasts

Print Ads

- Included in Historic Hotels Worldwide magazine print ads

Social Media

- Promote special offers, fun facts, and more on Facebook and Twitter.



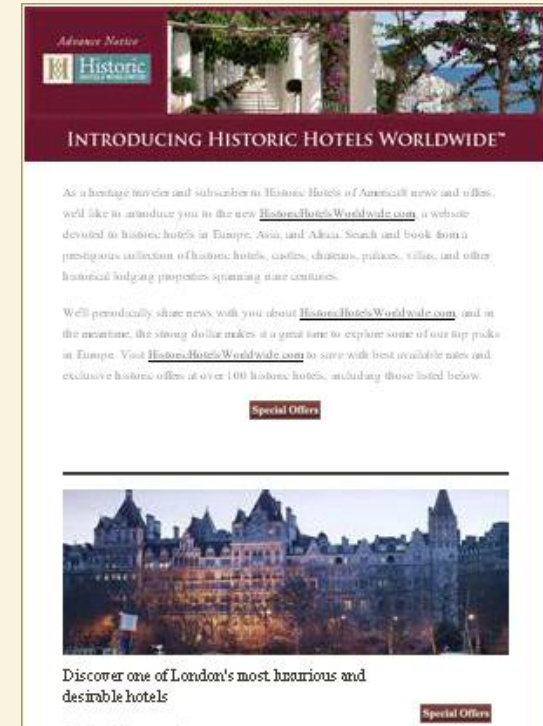
Explore nine centuries of historic treasures...

Partial Hotel List:

Alicante Hotel Jaipur, India • 1890	El Castillo Hotel Cordoba, Argentina • 1570	Hotel Schwanenhof Essen, Switzerland • 1845
Asansol in the Himalayas Badrakh, India • 1920	Eggs Club Tromsø, Norway • 1847	Metropole Hotel Paris, India • 1900
Aranca Capan Barrage Hotel Cham, Peru • 1910	Falcons Le Château Frontenac Quebec City, Canada • 1857	The Narani Hotel Faisal, Lebanon • 1975
Bahareen Castle Baghdad, Iraq • 1248	The Falkstone Hotel Singapore • 1901	Pallas Hotel, Copenhagen Copenhagen, Denmark • 1900
Casa Azal Hotel Monterrey, Mexico • 1910	Grand Hotel Sun, Viet Mallorca, Spain • 1892	The Royal Horseguards London, England • 1884
Carlismenry Manor Cullinstown, Ireland • 1820	Grand Hotel Comercio Buenos Aires	Savoy Stranby Munich, Germany • 1900
Chateau Les Château de France • 1800	Grand Hotel Wism Potsdam, Germany • 1870	The Savoy London, England • 1889
Devi Club Chennai, India • 1910	Herford Place Herford, England • 1875	Swansea Zurich Zurich, Switzerland • 1827
Downland Castle Greenwich, London • 1743	Hotel New Grand Yokohama, Japan • 1917	Twili Palace de Sereza Siem Reap, Cambodia • 1910

Historic Hotels Worldwide promotes cultural and heritage travel to a prestigious collection of historic treasures, including historic hotels, castles, abbeys, palaces, academies, haciendas, villas, manor houses, and other historical lodging properties. Members of the National Trust for Historic Preservation since 1997 are best available rates when booked at HistoricHotelsWorldwide.com.


HISTORICHOTELSWORLDWIDE.COM




INTRODUCING HISTORIC HOTELS WORLDWIDE™

As a heritage traveler and subscriber to Historic Hotels of America's news and offers, we'd like to introduce you to the new HistoricHotelsWorldwide.com, a website devoted to historic hotels in Europe, Asia, and Africa. Search and book from a prestigious collection of historic hotels, castles, chateaux, palaces, villas, and other historical lodging properties spanning nine centuries.

We'll periodically share news with you about HistoricHotelsWorldwide.com, and in the meantime, the strong dollar makes it a great time to explore some of our top picks in Europe. Visit HistoricHotelsWorldwide.com to save with best available rates and exclusive historic offers at over 100 historic hotels, including those listed below.

Special Offers



Discover one of London's most luxurious and desirable hotels

Special Offers

2013 Client & Media Showcases

Featuring meeting planners, travel agents, and media

- Chicago – April 4
- New York – May 8
- Washington DC – September 4
- San Francisco – September 12
- Milwaukee – November 20

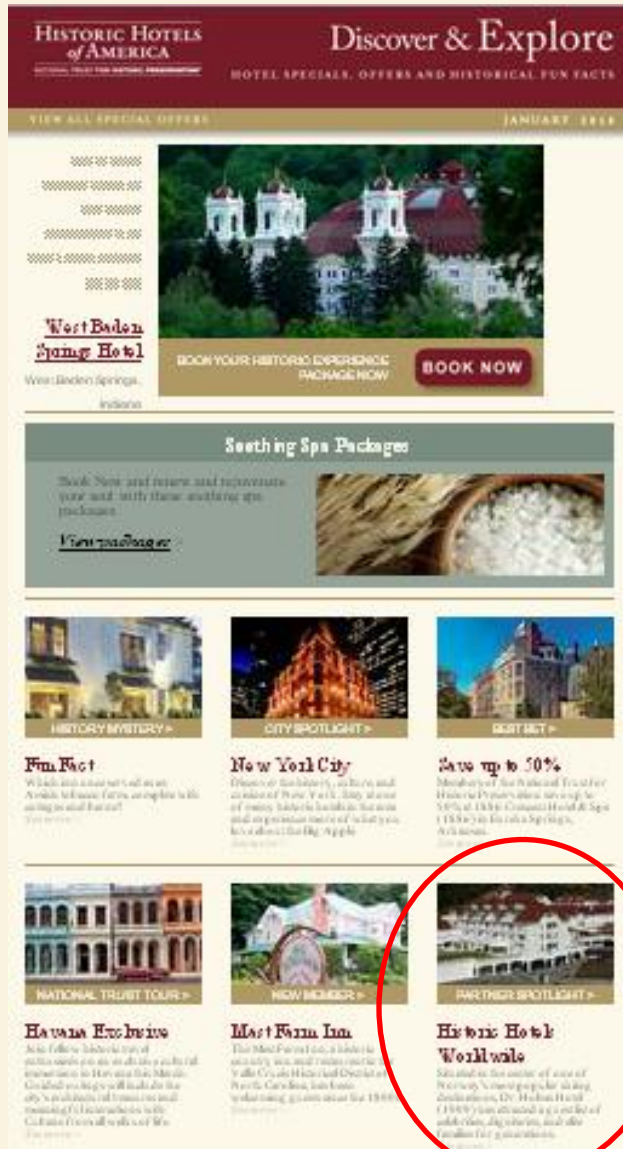


New York Client & Media Showcase

2013 Tradeshows

- ASAE Springtime – May 16 *Washington, DC*
- Pow Wow – June 8-11, 2013 *Las Vegas*
- AIBTM – June 11-13 *Chicago*
- GBTA – August 4-7 *San Diego*
- EIBTM – September 10 *Barcelona, Spain*
- IMEX America – October 15-18 *Las Vegas*
- ILTM – December 2 *Cannes, France*

- **Marquee - \$5275 per month**
 - Four Client & Media Showcases (a \$5750 value)
 - Pay per click campaigns (a \$1000 value)
 - Three Meeting planner eblasts (a \$1125 value)
 - Home page presence, Name Exchange eblasts, social media
and save more than \$2600
- **Premiere - \$2500 per month**
 - Two Client & Media Showcases (a \$3200 value)
 - Pay per click campaigns (a \$500 value)
 - Two Meeting planner eblasts (a \$750 value)
 - Home page presence, Name Exchange eblasts, social media
and save more than \$1950
- **Showcase - \$1250 per month**



Promote your hotel in *Discover & Explore*

A consumer newsletter featuring specials, offers, and fun facts

- Distribution: monthly (third Wednesday of the month)
- Quantity: over 210,000
- Placement:
 - Historic Hotels Worldwide: \$375 per insertion



Advance Notice

 **Historic**
HOTELS WORLDWIDE

GO AROUND THE WORLD

If you like Historic Hotels of Amsterdam, you'll enjoy HistoricHotelsWorldwide.com, which is devoted to historic hotels in Europe, Asia, Africa, and the Americas.

Discover and explore nine centuries of history – select from more than 80 historic residences in more than 28 countries.

From best available rates to exclusive historic offers, search and book for historic hotels from around the world, including these featured hotels and special offers:



Book the Palace's Copenhagen Experience for two-night accommodations, a three-course dinner for two, daily breakfast for two, Tivoli entrance, and a canal tour admission.

[Special Offers](#)

[Book Now](#)

[Palace Hotel](#)
Copenhagen, Denmark

Promote your hotel by trading consumer email lists

- Distribution: two emails (one to your list, one to ours)
- Subscribers: Target to your region
- Cost: Provide at least 1000 consumer emails, no other cost

*Explore nine centuries
of historic treasures...*

Partial Hotel List:

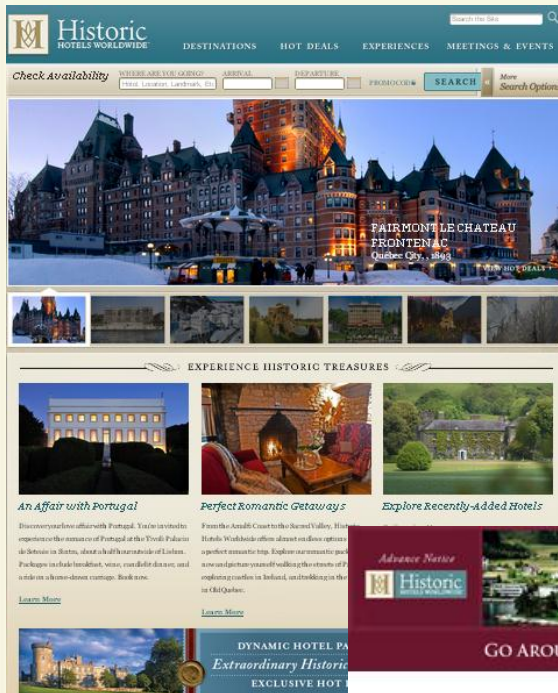
<p>Aloha Haveli Jaipur, India • 1892</p> <p>Ananda in the Himalayas Rishikesh, India • 1921</p> <p>Aranwa Cusco Boutique Hotel Cuzco, Peru • 1980</p> <p>Barbertown Castle Steffisburg, Ireland • 1288</p> <p>Casa Azul Hotel Monumento Histórico Merida, Mexico • 1910</p> <p>Castlemartyr Resort Castlemartyr, Ireland • 1210</p> <p>Château Éca Cote D'Azur, France • 1600</p> <p>Devi Gadh Udaipur, India • 1760</p> <p>Drumoland Castle Gowry Clove, Ireland • 1543</p>	<p>El Castillo Hotel Cuzco, Argentina • 1870</p> <p>Engø Gård Tjoms, Norway • 1845</p> <p>Fairmont Le Château Frontenac Quebec City, Canada • 1837</p> <p>The Fullerton Hotel Singapore • 1928</p> <p>Gran Hotel Son Net Mallorca, Spain • 1870</p> <p>Grand Hotel Convento di Amalfi Amalfi Coast, Italy • 1212</p> <p>Grand Hotel Wien Vienna, Austria • 1870</p> <p>Hackfield Place Hockley, England • 1785</p> <p>Hotel New Grand Yokohama, Japan • 1927</p>	<p>Hotel Schweizerhof Lucerne, Switzerland • 1845</p> <p>Metropole Hotel Venice, Italy • 1910</p> <p>The Naraita Hotel Fukuoka, Lithuania • 1978</p> <p>Palace Hotel, Copenhagen Copenhagen, Denmark • 1910</p> <p>The Royal Homeguards London, England • 1884</p> <p>Sarova Stanley Nairobi, Kenya • 1910</p> <p>The Savoy London, England • 1889</p> <p>Storchen Zürich Zurich, Switzerland • 1337</p> <p>Tivoli Palazzo de Setesais Sinesse, Portugal • 1787</p>
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HISTORICHOTELSANDWORLDWIDE.COM

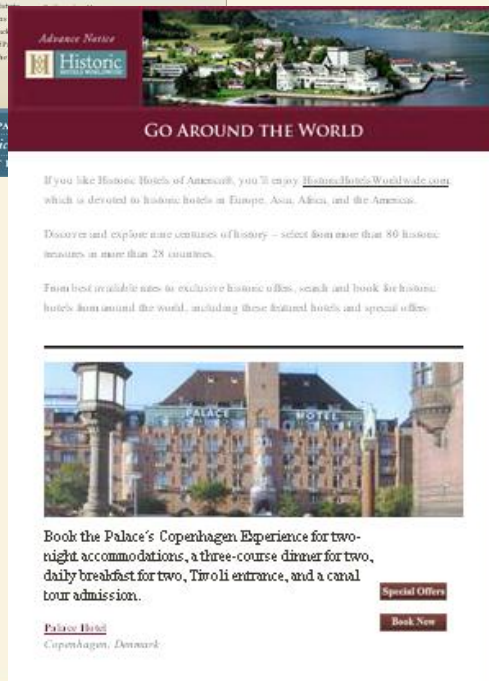
Showcase your hotel in *Preservation* magazine

- Distribution: quarterly
- Quantity: 350,000 and 163 hotels throughout the United States
- Placement:
 - Featured photo: \$950



Highlight a region with this campaign

- Campaign:
 - HistoricHotelsWorldwide.com landing page
 - Consumer eblast
 - PPC campaign
 - Social media campaign
- Cost: \$500 per hotel



For more information and to sign up:

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