



Historic Hotels of America 2013 Marketing and Public Relations Plan

The mission of the marketing and public relations department at Historic Hotels of America is to increase brand awareness and revenue bookings through HistoricHotels.org.

Our 2013 plan includes:

- **Online:**

- a. Homepage web promotion, including Cooperative Marketing Program participants and other themes
- b. Online media, including PPC, display, and remarketing for the brand and Cooperative Marketing Program Participants
- c. Affiliate Marketing
- d. Meta search (HE hotels)
- e. Heritage blog / consortia of bloggers
- f. Social Media
 - i. Facebook
 1. Quarterly Sweepstakes
 2. Dedicated posts from the Cooperative Marketing Program participants
 - ii. Follow us on Twitter @HistoricHotelAm
 - iii. Historic Hotels of America on Pinterest

- **E-Communications:**

- a. *Discover & Explore* Monthly Consumer Newsletter
- b. Consumer e-blasts, including the Cooperative Marketing Program Participants
- c. Name Exchange e-blasts

- **Public Relations:**

- a. Hosted Media Lunches
 - i. Atlanta- February 6, 2013
 - ii. Washington, DC- March 7, 2013

- iii. San Francisco- April 25, 2013
- iv. Boston- June 6, 2013
- v. Chicago- July 11, 2013
- vi. TBD- October 14, 2013
- vii. New York- September 26, 2013
- viii. Charleston, South Carolina- December 5, 2013
- b. Client & Media Showcases
 - i. Chicago Client & Media Showcase- April 11, 2013
 - ii. New York Client & Media Showcase- May 8, 2013
 - iii. Washington D.C. Client & Media Showcase- September 4, 2013
 - iv. San Francisco Client & Media Showcase- September 12, 2013
- c. Public Relations Ticker
- d. New Member Announcements
- e. Promotion of Thematic, Seasonal, and Special Packages from the Cooperative Marketing Program participants and other programs
- f. Press Interviews
- g. City Spotlight Promotions
- h. Historical Milestones & Celebrations Promotions
- **Print:**
 - a. 2013 Annual Directory
 - b. Print Ads
 - i. *Preservation*
 - 1. Historic Hotels of America co-op ads with themes such as small hotels, romantic hotels, and hotels celebrating major milestones
 - 2. Historic Hotels of America advertising section, including those who are participating in the Cooperative Marketing Program
 - ii. *Preferred Lifestyles*
 - iii. *Summit*
- **Partnerships**
 - a. National Trust for Historic Preservation
 - i. *Preservation* Guestroom Distribution Program

- ii. *Heritage Traveler* E-newsletter
- b. The History Channel Club
- c. Civil War Trust
- d. National Park Foundation
- e. Department of Interior
- f. National Parks Service

2013 Editorial Calendar:

Discover & Explore – 2013 Editorial Content			
<small>HISTORIC HOTELS of AMERICA</small> <small>NATIONAL TRUST FOR HISTORIC PRESERVATION</small>			
Month	Cost per Co-op Position	Features/Theme	Regional Spotlights
January	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Romantic Packages / Presidents Day Packages	Southern California
February	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Spring Break / Golf Resorts	Boston
March	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Wedding locations	San Antonio
April	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Milestones & Celebrations / Preservation Month	North Carolina
May	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Summer Activities	Washington, DC / Baltimore
June	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Road trips / 4 th of July Activities	The Great Lakes

Discover & Explore – 2013 Editorial Content			
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Month	Cost per Co-op Position	Features/Theme	Regional Spotlight
July	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Cities with Musical Influence	Southeast
August	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Famous Presidential Suites	Southwest
September	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Haunted Sites	Pacific West
October	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Holiday Getaways	Charleston
November	Featured: \$750 History Mystery: \$375 Best Bet: \$375	New Years Eve Packages	New Orleans
December	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Chefs	San Francisco

Month	Milestones	State Anniversaries	Heritage Months	Civil War Sesquicentennial
January	Casa Monica Hotel (1888) 125 Years	Georgia admitted to the union (4) Connecticut admitted to the union (5)		
February	Hotel du Pont (1913) 100 Years	Massachusetts admitted to the union (6)	African American History Month	
March	Amway Grand Plaza (1913) 100 Years		Women's History Month Irish American Heritage Month Greek American Heritage Month	
April	The Grande Colonial (1913) 100 Years	Maryland admitted to the union (7)		
May	The Gasparilla Inn & Club (1913) 100 Years	South Carolina admitted to the union (8)	Asian Pacific American Heritage Month Jewish American Heritage Month	Chancellorsville May 1-4 (Virginia)
June	Omni Severin Hotel, Indianapolis (1913) 100 Years	New Hampshire admitted to the union (9) Virginia admitted to the union (10)	Caribbean American Heritage Month LGBT Pride Month	
July	Omni Majestic Hotel, St. Louis (1913) 100 Years	New York admitted to the union (11)		Gettysburg July 1-3 (Pennsylvania)
August	Grove Park Inn Resort & Spa (1913) 100 Years			
September			Hispanic Heritage Month	Chickamauga Sept 19-20 (Georgia)
October			Hispanic Heritage Month Polish American Heritage Month German American Heritage Month Italian American Heritage Month	
November			American Indian Heritage Month	
December			Universal Human Rights Month	

Please note: Pitches and press release topics may change or be altered due to industry trends and time sensitive issue that may arise. As always, all packages and rates must be loaded on the HistoricHotels.org in order to be included in all press releases and iMails.

New/Expanded Initiatives for 2013:

Integrated Marketing and Public Relations:

Incorporate seasonal and thematic content on the HistoricHotels.org, consumer newsletter, press releases, and social media.

New Consumer Monthly Newsletter, *Discover & Explore*:

Inaugural issue sent September 2012. Featuring hotel specials, offers, and historical fun facts to the Historic Hotels of America database of over 200,000 consumers.

Washington DC Client + Media Showcase:

Expanding this showcase to include media in 2013. Developing this as a media event by including press in 2013 and promoting it as a Client + Media Showcase.

Expanding Hosted Media Lunches:

Increase the number of Media Lunches in the 2013 calendar year in different locations throughout the United States to 8 (Midwest, South East, etc.).

Social Media:

Facebook- Increasing growth of followers with quarterly contests/sweepstakes.

Pinterest- New Pinterest page for Historic Hotels of America to gain a presence on this social media website.

Bloggers:

Working with bloggers to increase and promote Historic Hotels of America in the “blogosphere”

For additional information, please contact:

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