



Historic Hotels of America 2014 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 2014 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. 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. Employee Special Offers Newsletter
 - d. *Heritage Traveler*- presence in newsletter from the National Trust for Historic Preservation
- **Public Relations:**
 - a. Hosted Media Lunches
 - i. New Orleans- February 19, 2014
 - ii. San Francisco- April 24, 2014

- iii. Boston- May 29, 2014
 - iv. Washington, DC- June 26, 2014
 - v. Chicago- July 7, 2014
 - vi. Atlanta- September 25, 2014
 - vii. New York- October 23, 2014
 - viii. Charleston- December 11, 2014
 - b. Client & Media Showcases
 - i. Chicago Client & Media Showcase- April 10, 2014
 - ii. New York Client & Media Showcase- May 7, 2014
 - iii. Atlanta/Southeast Client & Media Showcase- July 24, 2014
 - iv. Washington D.C. Client & Media Showcase- September 4, 2014
 - v. San Francisco Client & Media Showcase- November 19, 2014
 - 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. 2014 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
- b. The History Channel Club
- c. Civil War Trust
- d. National Park Foundation
- e. Department of Interior
- f. National Parks Service

2014 Editorial Calendar:

<i>Discover & Explore – 2014 Editorial Content</i>			HISTORIC HOTELS of AMERICA <small>Preserving the Past. Inspiring the Future.</small>
Month	Cost per Co-op Position	Features/Theme	Regional Spotlights
January	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Romantic themed packages	Southern California
February	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Spa Packages	National Parks
March	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Civil War Packages	Oregon
April	Featured: \$750 History Mystery: \$375 Best Bet: \$375	National Parks	Southwest
May	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Summer Packages	Boston
June	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Family Friendly Packages	Washington DC/Baltimore

Revised October 2013

Discover & Explore – 2014 Editorial Content			
Month	Cost per Co-op Position	Features/Theme	Regional Spotlight
July	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Cities with Musical Influence	North Carolina
August	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Fall foliage	Chicago
September	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Haunted Sites	
October	Featured: \$750 History Mystery: \$375 Best Bet: \$375	American Queen Steamboat	New Orleans
November	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Holiday Packages	Charleston, SC
December	Featured: \$750 History Mystery: \$375 Best Bet: \$375	Farm to table offerings	New York

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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.

Initiatives for 2014:

Integrated Marketing and Public Relations:

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

Consumer Monthly Newsletter, Discover & Explore:

Expanded newsletter featuring more hotel specials, dynamic offers, and historical fun facts to the Historic Hotels of America database of over 250,000 households.

Client & Media Showcases:

Including Atlanta/Southeast region, launched in 2013.

Hosted Media Lunches:

Increase the number of Media Lunches in the 2014 calendar year in different locations throughout the United States to 8 (including Midwest, South East, etc.).

Social Media:

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

For additional information, please contact:

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