

Historic Hotels of America 2015 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 2015 plan includes:

- Online:
 - a. Homepage web promotion, including Multi-Channel Cooperative Marketing Program participants and other themes
 - b. Online media, including PPC, display, and remarketing for the brand and Multi-Channel 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 Multi-Channel Cooperative Marketing Program participants
 - ii. Follow us on Twitter @HistoricHotelAm
 - iii. Historic Hotels of America on Pinterest
 - iv. Historic Hotels of America on Google+
 - v. Historic Hotels of America on Instagram
- E-Communications:
 - a. Discover & Explore Monthly Consumer Newsletter (third Wednesday of each month)
 - b. Consumer e-blasts, including the Multi-Channel Cooperative Marketing Program Participants
 - c. Employee Special Offers Newsletter (fourth Wednesday of each month)
 - d. Heritage Traveler- presence in newsletter from the National Trust for Historic Preservation (second Tuesday of each month)
- Public Relations:
 - a. Hosted Media Lunches

- i. Los Angeles- February 19, 2015
- ii. Charleston- March 9, 2015
- iii. New Orleans- April 23, 2015
- iv. Boston- May 21, 2015
- v. Washington, DC- June 26, 2015
- vi. Chicago- August 6, 2015
- vii. Portland, Oregon- September 18, 2015
- viii. New York- October 22, 2015

b. Client & Media Showcases

- i. Chicago Client & Media Showcase- April 16, 2015
- ii. New York Client & Media Showcase- May 7, 2015
- iii. Atlanta/Southeast Client & Media Showcase- July 23, 2015
- iv. Washington D.C. Client & Media Showcase- September 10, 2015
- v. Boston Client & Media Showcase- October 15, 2015
- vi. Los Angeles Client & Media Showcase- December 3, 2015

c. Public Relations Ticker

d. New Member Announcements

e. Promotion of Thematic, Seasonal, and Special Packages from the Multi-Channel Cooperative Marketing Program participants and other programs

f. Press Interviews

g. Desk side Appointments

h. City Spotlight Promotions

i. Historical Milestones & Celebrations Promotions

- Print:

- a. 2015 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 Multi-Channel Cooperative Marketing Program

ii. Preferred Lifestyles

iii. Summit

- Partnerships

a. National Trust for Historic Preservation. *Preservation* Guestroom Distribution Program

b. The History Channel Club- now *Warrior* Magazine

c. Civil War Trust

d. National Park Foundation

e. Department of Interior

f. National Parks Service