

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation

EXTEND YOUR REACH WITH THE HISTORIC HOTELS OF AMERICA CO-OP PROGRAM

Digital components allow you to deliver your message to the heritage and cultural travelers we know best.

Cultural/Heritage
travelers spend
more than average.

170 Million
Americans who define themselves
as cultural/heritage leisure travelers

\$171 Billion
Annual spending attributed to
cultural/heritage leisure travelers

60% More
Cultural/heritage travelers
spend 60% more per trip than
the average USA leisure traveler

Source: *The Cultural and Heritage
Traveler; 2013 Edition. Alexandria:
Mandala Research, LLC, 2013.*

Drive traffic to your personal profile on
HistoricHotels.org through these digital efforts:



- **Featured Placement on HistoricHotels.org**
 - Prominent placement of hotel photo on HistoricHotels.org homepage with direct link to hotel's Hot Deals page PLUS special placement of hotel photo on HistoricHotels.org mobile website homepage.
- **Online Media Campaigns**
 - Broad and targeted traffic to hotel's personal profile using PPC, display campaigns, and more.
- **Social Media Campaigns**
 - Spotlight Facebook and Twitter postings.



- **Dedicated eblast**
 - Distributed to 20,000 heritage and cultural households.
- **Discover & Explore**
 - Hotel photo and 10 words of copy included in the monthly newsletter sent to 300,000 heritage and cultural households that link to hotel's Hot Deals page.

IMPORTANT NOTES

- Program dates:** Monthly
- Sales close:** 60 days prior to start of month
- Rate:** \$2,500 per campaign

Ready to engage this audience? Contact:

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