

# 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.

130 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 US 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 package included in the monthly enewsletter sent to 300,000 heritage and cultural households

### IMPORTANT NOTES

**Program dates:** Monthly

**Sales close:**

60 days prior to start of month

**Rate:**  
\$2,500

Ready to engage this audience? Contact:

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