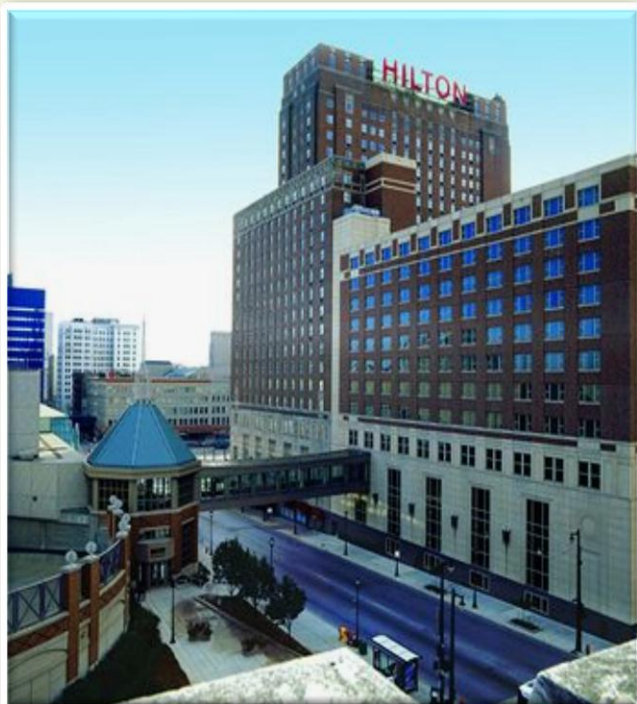
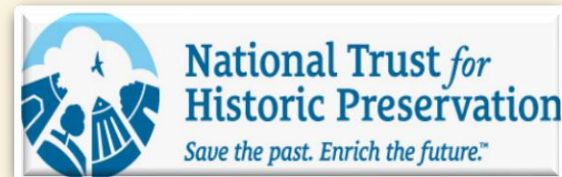


Marcus Hotels & Resorts, the National Trust for Historic Preservation, and Historic Hotels of America. *More than a Collection of Historic Hotels. A Preservation Partnership.*

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION



HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION



*Missing from the Collection:* The Hotel Phillips, Kansas City, Missouri  
and the Westin Columbus, Columbus, Ohio

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION





A wide-angle photograph of a grand, ornate hotel lobby. The space is characterized by high ceilings with intricate murals and a large, multi-tiered chandelier hanging from the center. The architecture features classical columns, decorative moldings, and a balcony with a wrought-iron railing. The floor is covered in a patterned carpet, and the overall atmosphere is one of historical elegance.

The Time is Right to Celebrate  
Marcus Hotels & Resorts  
Commitment to  
Historic Hotels of America  
And to the Preservation Mission  
of the National Trust for Historic Preservation  
During the 24th Annual  
Historic Hotels of America  
Annual Conference & Awards Gala  
At The Pfister Hotel  
November 19-21, 2013



## ***Historic Hotels of America Marketing Partner***

- **Ideal for the historic hotel that is affiliated with a chain, brand or collection.**
- **Provides revenue through HistoricHotels.org, a unique OTA program, plus unduplicated, supplemental sales, marketing, digital marketing and exclusive promotion opportunities with the National Trust for Historic Preservation, its historic sites, partners and affiliates.**
- **Opportunity to participate in all Historic Hotels of America showcases, events, and media opportunities and reach decision makers of heritage, cultural, and historic preservation organizations across America.**
  - **Recognized as a member of Historic Hotels of America,**
  - **The official program of the National Trust for Historic Preservation for recognizing and celebrating the finest historic hotels across America. Hotels from more than 30 brands, chains and collections have qualified for Historic Hotels of America.**

## Brief History

- Founded in 1989 by the National Trust for Historic Preservation®
- 32 charter members / 236 members today (43,000+ rooms)
- Preferred Hotel Group named to operate Historic Hotels of America® on behalf of the National Trust for Historic Preservation® in 2007
- Membership composition
  - 123 independently owned/operated hotels
  - 113 from the 35+ of the world's finest brands & collections
  - Seven AAA 5-Diamond and 77 AAA 4-Diamond

## Brand Integrity

- Comprised of historic hotels that have preserved their authenticity, sense of place and architectural integrity

## Mission

- To promote Historic Hotels of America member hotels to travelers and groups who prefer historic settings for their leisure and business travel

- Affiliation with National Trust for Historic Preservation
- HistoricHotels.org - the OTA exclusively for historic hotels
- Historic Hotels of America Annual Directory
- Historic Hotels of America membership bronze wall plaque
- Historic Hotels of America Annual Conference invitation
- Historic Hotels of America Annual Awards Program
- Employee Rate Program
- Historic Hotels of America Best Historic Practices Training Program
- Member Portal, a tool kit with the most updated information on your membership

# Reservations, Revenue Management, & Distribution

- National Trust for Historic Preservation Group Rate Program
- Reservations connectivity - HistoricHotels.org
- Reservations connectivity - Call Center
- National Trust for Historic Preservation member rates
- Employee Rate Program
- Guest Connect internet booking engine
- Direct Connect
- iRate
- iShop
- iConnect

Opt-In

Opt-In

Opt-In

Opt-In

Opt-In

# Marketing, Partnerships, and Public Relations

- HistoricHotels.org - to drive revenue with special offers, exclusive deals, packages, and private sales
  - The Concierge, monthly members-only e-newsletter with advance notice of revenue-building opportunities
  - Discover and Explore, monthly consumer e-newsletter featuring historic hotel specials, offers, and historical fun facts
  - National Trust for Historic Preservation programs and promotions
  - Preservation magazine complimentary guestroom distribution
  - Seasonal, thematic, regional, and historical milestone campaigns
  - Branded online media, including pay per click, display campaigns, and remarketing
  - Social Media sweepstakes and campaigns
  - Press release distribution to top-tier media
  - Distribution of leads and inquiries for interviews, stories, and press visits
  - New member press releases
  - Special savings and preferential services from hospitality partners such as Coca-Cola®, Gilchrist & Soames, and American Express®
  - Cross-promotion on PreferredHotelGroup.com
- 
- |   |        |
|---|--------|
| • Cooperative Marketing Programs (individual hotel campaigns) | Opt-In |
| • Regional Client & Media Showcases                           | Opt-In |
| • Regional Hosted Media Luncheons                             | Opt-In |
| • Cross-promotion on HistoricHotelsWorldwide.com              | Opt-In |
| • Preservation magazine print and digital advertising         | Opt-In |
| • The History Channel Club Magazine print advertising         | Opt-In |



# Communications

- **Social Media**
  - Follow us on Facebook , Twitter and Pinterest
  - Quarterly sweepstakes
- **The Concierge**
  - Monthly member newsletter
  - News, opportunities, upcoming events
- **Discover & Explore**
  - Monthly consumer e-newsletter

## The Concierge

February 2013

SOLUTIONS, TIPS AND UPDATES FROM HISTORIC HOTELS OF AMERICA

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

ACT NOW – SIGN-UP DEADLINES APPROACHING

**EMPLOYEE RATE PROGRAM NEWS & SPECIAL OFFERS**  
The Historic Hotels of America Employee Rate program can now be easily accessed online. [Read more...](#)

**EXCLUSIVE NATIONAL TRUST TOUR TO HAVANA OPEN TO HISTORIC HOTELS OF AMERICA FRIENDS AND FAMILY**  
The National Trust for Historic Preservation is offering an educational exchange to Cuba March 24-29, 2013. [Read more...](#)

**ATLANTA REGIONAL HOSTED MEDIA LUNCH**  
Only one spot remains for the first regional hosted media lunch in Atlanta, Georgia on February 21, 2013, at the [Georgian Terrace](#) (1911). [Read more...](#)

**COUNT OF BUENA VISTA WINEMAKER DINNERS**  
Historic Hotels of America and Buena Vista Winery present 2013 [Winemaker Dinners](#) celebrating historic wineries, hotels, and restaurants. [Read more...](#)

**NEW SALES OPPORTUNITIES, PLUS A SPECIAL INCENTIVE**  
Historic Hotels of America debuts an expanded schedule of tradeshows and media events for 2013. [Read more...](#)

**PROMOTE YOUR HOTEL IN DISCOVER & EXPLORE – TAKE ADVANTAGE OF 2012 PRICING**  
*Discover & Explore* Historic Hotels of America's new consumer newsletter reaches more than 200,000 historic travel lovers each month. Read more and learn how your hotel can share in the exposure. [Read more...](#)

**SIGN UP FOR 2013 COOPERATIVE MARKETING CAMPAIGNS**  
Increase your hotel's revenue by participating in the 2013 Cooperative Marketing Campaign. [Read more...](#)

## HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

## Discover & Explore

HOTEL SPECIALS, OFFERS AND HISTORICAL FUN FACTS

VIEW ALL SPECIAL OFFERS

MARCH 2013

Designed just for two, the Skirvin Hilton's Romance Package lets you focus on each other instead of the rest of the world. Enjoy complimentary sparkling wine upon arrival and breakfast for two in your room.

**Skirvin Hilton**  
Oklahoma City, Oklahoma

BOOK YOUR HISTORIC GETAWAY **BOOK NOW**

**Put Some Spring in Your Step**

This spring, enjoy great golf, tickets to local attractions, and historic and luxurious lodgings from hotels offering special spring packages and recreational activities.

[View packages >](#)

**HISTORY MYSTERY >** **CITY SPOTLIGHT >** **BEST BET >**

## facebook

Email or Phone Password

[Log In](#)

☐ Keep me logged in [Forgot your password?](#)

Historic Hotels of America is on Facebook.

To connect with Historic Hotels of America, sign up for Facebook today.

[Sign Up](#) [Log In](#)

**Historic Hotels of America**  
11,637 likes · 810 talking about this

[Like](#) [+1](#)

**TravelLenses**  
A program of the National Trust for Historic Preservation, Historic Hotels of America represents over 240 of our nation's greatest treasures.

About Photos Special Offers Pinterest Likes

**Highlights**

**Historic Hotels of America**  
19 hours ago · 0

Located on Connecticut Avenue in Washington DC, The Churchill Hotel has stood as a historic landmark for over one hundred years.

Due to its proximity to Embassy Row and the Capitol, The Churchill has welcomed many diplomats, dignitaries, politicians, and prominent families: <http://bit.ly/13hECMI>

**Likes**

**National Parks Conservation Association**  
Non-Profit Organization [Like](#)

**National Park Foundation**  
Non-Profit Organization [Like](#)

**Civil War Trust**  
Educational Organization · Historical Place [Like](#)

# Public Relations

- **Leads**
  - Sent to you to act on with story details and contact information
- **Press Releases**
  - Add us to your distribution list
  - New Member Press Release
- **2013 Client & Media Showcases**
  - Chicago – April 11, 2013
  - New York – May 8, 2013
  - Atlanta – July 25, 2013
  - Washington DC – September 4, 2013
  - San Francisco – September 12, 2013
- **Upcoming Regional Media Luncheons**
  - San Francisco – April 25, 2013
  - Boston – June 6, 2013
  - Chicago – October 14, 2013
  - New York – September 26, 2013
  - Washington, DC – October 14, 2013
  - Charleston, SC – December 5, 2013



**Atlanta Regional Hosted  
Media Lunch**



**New York Client & Media  
Showcase**

- **Discover & Explore, a consumer monthly e-newsletter**
  - Seasonal/theme and regional spotlights (multiple hotels, no cost)
  - Featured hotel: **Oct, Nov, Dec available**
  - Best Bet: **Jun, Aug, Nov, Dec available**
  - History Mystery: **Jun, Jul, Aug, Sep, Oct, Dec available**
- **Cooperative Marketing Program**
  - Integrated marketing campaigns – homepage presence, e-blasts, PPC, *Preservation* ads, and more
  - Marquee campaigns: **Jun-Dec available**
  - Premiere campaigns: **Aug-Dec available**
- **Co-op Print Ads**
  - Back cover of *Preservation*
  - Fall and winter issues: (Square ads)



# Sales, Events, and Group Marketing

- National sales representation
- National Trust for Historic Preservation Group Rate Program
- HistoricHotels.org - Meetings & Events, Weddings, RFP submissions, Group Value Dates
- Client Destination Education Programs
- Travel agent marketing campaigns
- Consortia and Travel Management Companies (TMC)
- Campaigns to meeting planners and other Historic Preservation-friendly decision makers
- Regional Client & Media Showcases
- Participation in national tradeshow

# 2013 Client Showcases & Tradeshows

## EXCLUSIVE CLIENT + MEDIA SHOWCASES

- **Chicago Client & Media Showcase** **April 11, 2013**
- **New York Client & Media Showcase** **May 8, 2013**
- **Atlanta Client & Media Showcase** **July 25, 2013**
- **Washington, DC Client & Media Showcase** **September 4, 2013**
- **San Francisco Client & Media Showcase** **September 12, 2013**
- **Milwaukee Client & Media Event** **November 20, 2013**

## TRADESHOWS

- **ASAE Springtime (Washington, DC)** **May 16, 2013**
- **Pow Wow (Las Vegas)** **June 8-11, 2013**
- **AIBTM (Chicago)** **June 11-13, 2013**
- **GBTA (San Diego)** **August 4-7, 2013**
- **HSMAI MEET National (Washington, DC)** **September 4-5, 2013**
- **IMEX America (Las Vegas)** **October 15-18, 2013**
- **National Preservation Conference (Indianapolis)** **October 22-25, 2013**
- **Holiday Showcase (Chicago)** **December 19, 2013**

# Moving Forward Together....

- *May we count on your support?*
- *Who will be our primary contact at Marcus Hotels & Resorts?*
- *Who will be our primary onsite contacts at the Hotel Phillips and the Westin Columbus?*
- *Are there other historic hotels in the Marcus Hotels & Resorts portfolio that would benefit from membership?*
- *Next Steps?*



# Thank you for your ongoing support!

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

