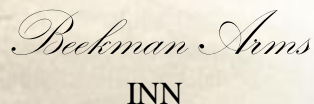




Enhancing Exposure and Dazzling with History



Agenda

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION™

- ☐ **Chicago, NYC, San Francisco Media Showcases**
- ☐ **Name Exchange Promotion**
- ☐ **Hosted Media Lunches**
- ☐ **Press Releases and Best Practices**
- ☐ **The Concierge**
- ☐ **Annual Public Relations & Marketing Plan**

Historic Hotels Have a Story to Tell

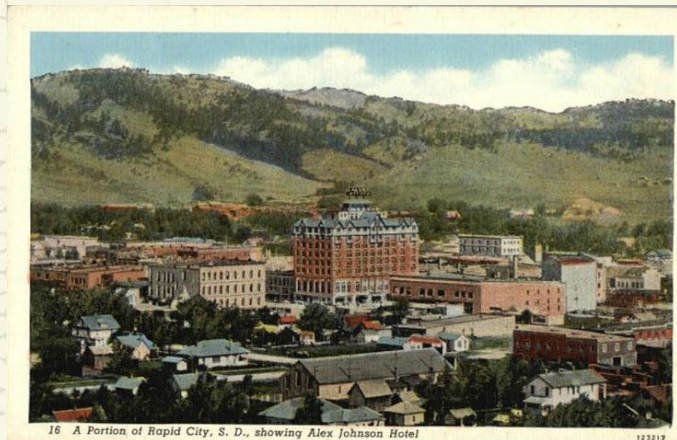
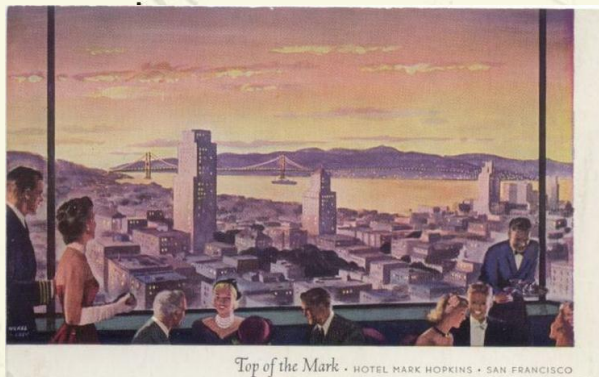
HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION™

Historic Hotels of America Members are Unique:

Offer a remarkable travel experience

Provide a sense of place, a character, and a level of service
impossible to re-create

From opulent mansions to converted factories, each provides
a distinctive travel experience



Benefits

- Build brand awareness
- Access to hand-picked niche media whose focus is historic and cultural travel
- Build relationships with media in key feeder markets
- Encourages relationship building and best practice sharing within the membership



HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION®



2011 and 2012 Media Showcases

Annual New York City Showcase ~ May 18, 2011

NEW! San Francisco Showcase ~ September 20, 2011

NEW! Chicago ~ April 12, 2012



**TRAVEL
+LEISURE**



TRAVEL WEEKLY



FOOD & WINE



Upcoming Media Showcases

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION®

New York City ~ May 9, 2012

San Francisco ~ September 19, 2012



HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®



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Name Exchange Promotion

E-Communications opportunity that promotes hotel's historical packages

Program reaches a targeted number of Historic Hotels of America consumers & an equal number of names from the hotel's database

Name Exchange Promotion reaches an average of 100,000 unique email addresses of heritage travelers each month

Average Open Rate ~ 19%

Average Click Through Rate ~ 3%

Name Exchange: How it Works

- Hotel participates in the National Trust Member Rate Program
- Hotel provides a minimum of 7,500 names from their database
- Offers are exclusively available through Historic Hotels of America and not be available through OTAs or travel web sites
- Offers must be bookable on HistoricHotels.org and valid for stays for one year
- Historic Hotels of America creates and distribute two e-blasts:
 - One stand-alone message from hotel's general manager
 - One from Historic Hotels of America
- Recipients have the opportunity to easily opt-in to the Historic Hotels of America Consumer guests database if they choose

Name Exchange: Offer Requirements

Choice 1:

Historically themed three day/two night package including an historic tour of the hotel and a unique historical experience for all guests in room

Choice 2:

Historically themed four day/three night package including free breakfast, a unique historical experience and a historic tour of the hotel for all guests in room.

Historical experiences may include:

- Admission to a local historic attraction or museum
- Local carriage, train or boat ride
- Local architectural or history tour
- Local walking tour of historic buildings and streets
- Local regional and historic culinary or music experience
- Other related activity/event

Name Exchange: Nottoway Plantation

Nottoway Plantation participated in March 2012 with a *Gone with the Wind* Package

This was the message distributed to the hotel's database from the General Manager

Open Rate ~ 28%
Click-Through Rate ~ 4%

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

Nottoway
PLANTATION · RESORT



The South's Most Magnificent Antebellum Plantation

Thank you for your interest in Nottoway Plantation, the South's most magnificent remaining antebellum mansion.

Situated on the banks of the mighty Mississippi River – with easy access to New Orleans, Baton Rouge, and Lafayette – Nottoway Plantation entices visitors from near and far with the ultimate blend of Southern history and hospitality. Completed in 1859, the resort features eight private Bed & Breakfast rooms, each beautifully appointed with original antiques and furnishings, and private baths with sparkling new fixtures that blend in with the period. Acadian-style cottages and deluxe hotel rooms are also included in the 40 total accommodations.

Visit Nottoway Plantation this year for our **Gone with the Wind** package, which includes:

- Two nights in a mansion guestroom
- Complimentary mint juleps for two upon arrival
- Guided tour of Nottoway mansion
- Two passes to the historic Plaquemine Locks Museum

Rates from \$432 for two nights

[Book Now](#)

Members of the National Trust for Historic Preservation receive an **additional 10% off**. Enter **Rate Code "NHP" when booking**. Not a member? [Click here to join](#).

Name Exchange and E-Blast Participants

The following members have participated in Name Exchanges or individual E-Blasts over the past 12 months*:

1886 Crescent Hotel & Spa
Bienville House Hotel
Bishop's Lodge Ranch Resort & Spa
Concord's Colonial Inn
Grand Hotel
Hawthorne Hotel
Haywood Park Hotel
Historic Hotel Bethlehem
Hotel Monteleone
Hotel Valley Ho
InterContinental Mark Hopkins Hotel
Jekyll Island Club Hotel
Mountain View Grand Resort & Spa

Napa River Inn
Nottoway Plantation
Omni Hotels & Resorts
Omni Parker House
Rancho de los Caballeros
The Buccaneer
The Grove Park Inn Resort & Spa
The Hanover Inn at Dartmouth College
The Heathman Hotel
The Lancaster Hotel
The Lenox
The Nittany Lion
The Wort Hotel
Tubac Golf Resort & Spa

**Partial list of participants*

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Bishop's Lodge Haywood Park Hotel							Grove Park Inn Historic Hotel Bethlehem							The Lenox The Buccaneer Nottoway Plantation							Jekyll Island Club Hotel Brexton						
May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Hawthorne Hotel Camino Real Open							Bienville House Mountain View Grand Hotel Monteleone							Mansions on Fifth Carolina Inn Napa River Inn							Open Open Open						
September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Open Open Open							The Heathman Open Open							Hanover Inn 1886 Crescent French Lick Springs							Concord's Colonial Open Open						

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NATIONAL TRUST FOR HISTORIC PRESERVATION™

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- ☐ **Annual Public Relations & Marketing Plan**

Hosted Media Lunches

- Designed to build relationships with top media
- Showcase hotel's unique history and historic experiences
- Help hotels gain exposure in a competitive market
- Allow one-on-one time with the hotel representatives and media
- Designed to have a historical element added to them

Hosted Media Lunches: Best Practices

Radisson Martinique on Broadway (1896) October 13, 2011

Historical Significance

Designed by Henry Hardenbergh, who designed the Waldorf Astoria, the Plaza Hotel, and the Dakota Apartments on Central Park, The Hotel Martinique has elegantly reflected the rich history of its vibrant and dynamic location.

In 1916, Rodman Wanamaker sponsored a luncheon at the Hotel Martinique, bringing together 35 prominent golf professionals and leaders of the game, which laid the groundwork to form the PGA. The formal birth of The PGA came nearly three months later on April 10, 1916 at the Hotel Martinique.

In August 2011, the hotel unveiled a PGA Gallery in celebration of the 95th Anniversary of the PGA.

Luncheon Theme

Celebrating the 95th Anniversary of the PGA ~ Media were given tours of the brand-new PGA gallery at the Radisson Martinique

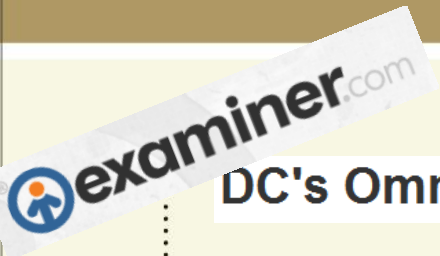
Christmas in 1942 ~ The Radisson Martinique re-created the 1942 Christmas menu



Christmas Dinner

Oysters on the Half Shell	Fresh Shrimp Cocktail, Neptune	
Half Florida Grapefruit, Maraschino		
Hearts of Celery	Salted Almonds	Queen Olives
Cream of Chicken à la Reine		
Consommé Martinique		
Roast Vermont Turkey, Chestnut Dressing		
Giblet Gravy	Cranberry Sauce	
Roast Prime Ribs of Beef au Jus		
Roast Waterfowl Goose		
Country Stuffing	Apple Sauce	
Baked Hubbard Squash	Battered Fresh String Beans	
French Peas	Creamed Onions	
Whipped Potatoes	Candied Yams	
Mixed Green Salad, French Dressing		
English Plum Pudding, Hard Sauce	Hot Mince Pie	Apple Pie
Pumpkin Pie	Purcell Noel	Sherbet
Camembert Cheese and Crackers		
Assorted Nuts and Table Raisins		
Wayne County Cider		

Hosted Media Lunches: Media Exposure



DC's Omni Shoreham Hotel has Lennon document



The Hotel Hershey

Scary Good

A Spirit guide to America's greatest haunts.



THE WALL STREET JOURNAL.

The New York Times



TRAVEL
+LEISURE



2012 Hosted Media Lunches

NEW! New Orleans ~ March 29

Boston ~ July 26

NEW! Charleston ~ August 23

New York City ~ October 17

Washington DC ~ December 6

NEW! Atlanta ~ *Coming Soon!*

NEW! Long Beach ~ *Coming Soon!*

Sign-up today to be a host hotel or reserve your spot at any of the above cities!

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Press Releases

- New member press releases
- Seasonal campaigns
- City Spotlight campaigns **NEW!**
- Historical Milestones & Celebrations **NEW!**



Best Practices: Increase Exposure by Utilizing our Logo

HISTORIC HOTELS
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NATIONAL TRUST FOR HISTORIC PRESERVATION

Include Historic Hotels of America logo on website, press materials, and more!

Radisson Martinique History Brochures

The Mayflower Renaissance Washington, DC Hotel
1127 Connecticut Avenue NW · Washington, District Of Columbia 20036 USA

FACT SHEET
PHONE NUMBERS

explore
our hotel

find
deals and promotions

visit
local area

R
RENAISSANCE®
THE MAYFLOWER® HOTEL
WASHINGTON DC

room room + flight

☐ My dates are flexible

Check-in date (mm/dd/yy)

11/9/11

Check-out date (mm/dd/yy)

11/10/11

No. of rooms Guests/room

1 1

☐ Check nearby locations

Marriott Rewards number

☐ Use Marriott Rewards points

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☐ Reservations by Phone

The Mayflower
A RENAISSANCE HOTEL

[VIEW PHOTO GALLERY](#)

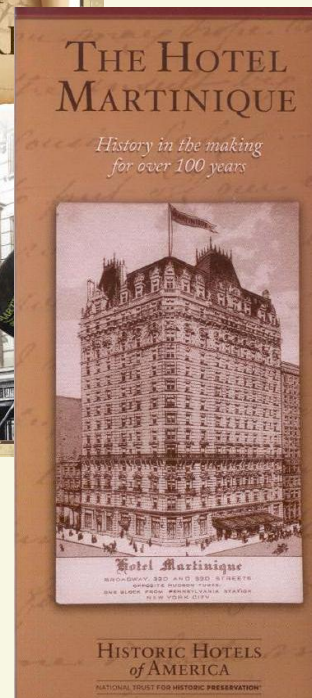
Opened in 1925 and quickly labeled Washington, DC's "Second Best Address" by President Harry Truman, The Mayflower Renaissance Washington, DC Hotel is the Progressive Grand Dame of the Nation's

Explore Our Hotel

Our historic hotel in Washington, DC is a member of Historic Hotels of America



The NEW, FREE Marriott
Mobile App. Download
Today! ▶



Membership mentioned on homepage of The Mayflower Renaissance Washington, DC Hotel

Best Practices: Increase Exposure by Utilizing our Logo

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION®

Include a dynamic Historic Hotels of America logo on your website



140 YEARS. COUNTLESS STORIES.

The Palmer House didn't become a beloved downtown Chicago hotel by chance. It did so by design. Since 1871, the iconic Chicago hotel has been host to countless celebrated figures. Today, having undergone a meticulous \$170 million renovation, the Palmer House awaits those stories yet to be written and forever to be retold, from legendary [weddings](#) to grand [meetings](#) to moments of pure pleasure. We invite you to share in the inspired story of this downtown Chicago hotel. Even more so, within the walls and halls of the Palmer House, we encourage you to compose your own.

The Palmer House presents [History is Hott!!](#) a lunch and exclusive guided tour by historian Ken Price.

[Palmer House a Hilton Hotel Green Initiatives](#)



NOW OPEN
BALANCE SPA &
HEALTH CLUB




THE WILLARD - AMERICA'S HOTEL

Known as the Crown Jewel of Pennsylvania Avenue, the Willard InterContinental has been the center of the social and political life in Washington DC since it first opened in 1818.

Enjoy ideal location and the best Downtown Washington DC Accommodations at the Willard

Located one block from the White House the Willard InterContinental Washington is internationally known as one of the best Washington DC Hotels. The Willard's unique blend of contemporary luxury, historic charm and sustainable hospitality subtly reflects the spirit of the city. A landmark on Pennsylvania Avenue in Washington DC, the Willard is truly - America's Hotel...[read more](#)

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Classic French Bistro Dining

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WILLARD INTERCONTINENTAL
1401 Pennsylvania Avenue NW
Washington, DC 20004
(202) 628-9100

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How the well-travelled travel

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HOTELS & RESORTS

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PRIORITYCLUB
It's easier. Enjoy.



Best Practices: Member Press Materials

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FOR IMMEDIATE RELEASE

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CONTACT:
Courtney Marzahn
Susan Magrino Agency
212-957-3005
Courtney.Marzahn@smpr.com

THE PLAZA JOINS HISTORIC HOTELS OF AMERICA®

NEW YORK, November 8, 2011 – The Plaza in New York is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation.

The landmark Plaza Hotel is one of more than 235 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance. The Plaza joins two existing Fairmont members, The Fairmont Copley Plaza in Boston and The Fairmont San Francisco.

"The Plaza is widely recognized as being one of the most iconic luxury hotels in the United States," said Thierry Roch, Executive Director of Historic Hotels of America. "We are honored to welcome this historic New York City Landmark, as designated by the New York City



HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

The Queen Mary Joins Historic Hotels of America®

LONG BEACH, Calif., September 19, 2011 – The Queen Mary in Long Beach is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation.

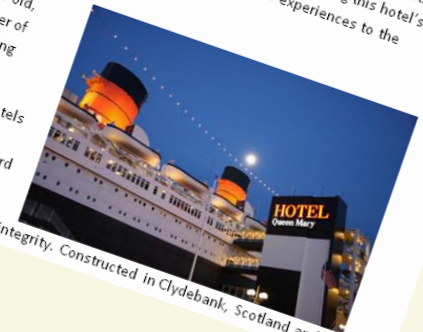
The Queen Mary is one of more than 235 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance.

"The trend of cultural travel in America continues to grow," said Thierry Roch, executive director of Historic Hotels of America. "By inviting the Queen Mary into our collection of distinguished properties, we are continuing to encourage historic preservation while at the same time showcasing this hotel's rich history. Our goal is to bring these historically special hotels and their authentic experiences to the attention of the traveling public."

To be selected for membership in Historic Hotels of America, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized locally as having historic significance.

"The Queen Mary is excited to join Historic Hotels of America," said Eddie Timmons, the ship's interim general manager. "We are looking forward to a great new partnership."

The Queen Mary is rich in history and architectural integrity. Constructed in Clydebank, Scotland and



Press Releases: Press Room

AWARDS

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HISTORIC PRESERVATION](#)

[PRESS ROOM](#)

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Press Room

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[Current News Releases](#) +

[Fun Features](#) +

[Historic Getaways](#) +

[NEW! Member News](#) -

RELEASE DATE	RELEASE TITLE
May 4, 2012	<i>The Hanover Inn at Dartmouth to Re-open in June 2012 Following Comprehensive Upgrade</i>
April 17, 2012	<i>Experience, Explore, and Discover the Heritage and Culture of the American Southwest with Specials and Deals from Historic Hotels of America®</i>
February 27, 2012	<i>February Specials and Deals from Historic Hotels of America®</i>
February 1, 2012	<i>Historic Hotels of America® Kicks Off 2012 with 17 New Members</i>
December 13, 2011	<i>Oheka Castle Hotel & Estate Joins Historic Hotels of America®</i>
November 22, 2011	<i>THE PLAZA JOINS HISTORIC HOTELS OF AMERICA®</i>
November 22, 2011	<i>HILTON MILWAUKEE CITY CENTER BECOMES A MEMBER OF HISTORIC HOTELS OF AMERICA®</i>
October 21, 2011	<i>The Queen Mary Joins Historic Hotels of America®</i>
October 21, 2011	<i>The Haywood Park Hotel Joins Historic Hotels of America®</i>

The NEW! Member News section is where hotels may submit their own press release and news



Like This

 Like  3

FREE 1-Year Family Membership* to the National Trust for Historic Preservation.

[Learn More](#)

*Terms and conditions apply.



Press Releases: Participate Today!

Historic Hotels of America's press releases and news have been posted on Business Wire and featured in articles featured in the *Associated Press*, *Condé Nast Traveler*, *Travel + Leisure*, *Hotel Interactive*, and more!

Sign-up to participate in Historic Hotels of America's programs and be included in upcoming press releases

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- ☐ **Annual Public Relations & Marketing Plan**

The Concierge

- Monthly E-Newsletter to all member hotels
- Monthly index for member hotels of what is hot and happening at Historic Hotels of America
- Six sections include:
 - Act Now – Sign-Up Deadlines Approaching
 - Revenue Opportunities
 - Opportunities on HistoricHotels.org
 - Marketing & Public Relations
 - News & Updates
 - In Every Issue



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2012 Public Relations & Marketing Plan



- Hosted Media Lunches
- Name Exchange Program
- Media Showcase Events
- Quarterly Campaigns
- City Spotlights **NEW!**
- Historical Milestones & Celebrations **NEW!**
- Press Releases
- Pitch Ideas

...And More!

2012 Opportunities Registration Form

2012 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES
WHICH I HAVE CHECKED BELOW.

Hotel: _____

Print Name: _____

Signature: _____

Terms and _____

MARKETING OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	Inquire for more information	Advance sign-up required	
Name Exchange Promotional Campaign	Jan-Dec	30	Website	Minimum: 7,500 names Maximum: 20,000 names	15	
Hosted Media Lunch	March 29	1	New Orleans	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	July 26	1	Boston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	August 23	1	Charleston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	October 17	1	New York	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	December 6	1	Washington, DC	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	Website	Complimentary	All Hotels	
Historic Hotels of America Ad	On-Going	On-Going	<i>Preservation Magazine</i>	\$150 per Hotel/Quarter	80, 90-day Advance sign-up NTHP rate req.	
Historical Experience Packages	On-Going	On-Going	Website	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (<i>Preservation Magazine</i>)	May	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Civil War Sesquicentennial)	June	June-Aug	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Fall Back in Time, 2012)	September	Sept, Oct, Nov	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Winter Values, 2012 - 2013)	December	Dec, Jan, Feb	Website	Complimentary	Advance sign-up required	

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Thank You!

HISTORIC HOTELS
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Gina Galatro

Manager Marketing Communications

ggalatro@historichotels.org

646-465-9778



1350 Avenue of the Americas
Suite 2305
New York, New York 10019