

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation®

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

Digital marketing opportunities allow you to target American cultural/heritage travelers who intend to stay in historic hotels and places

Leverage your Historic Hotels of America membership by increasing your exposure to motivated travelers who travel more, spend more, and stay longer than the average traveler

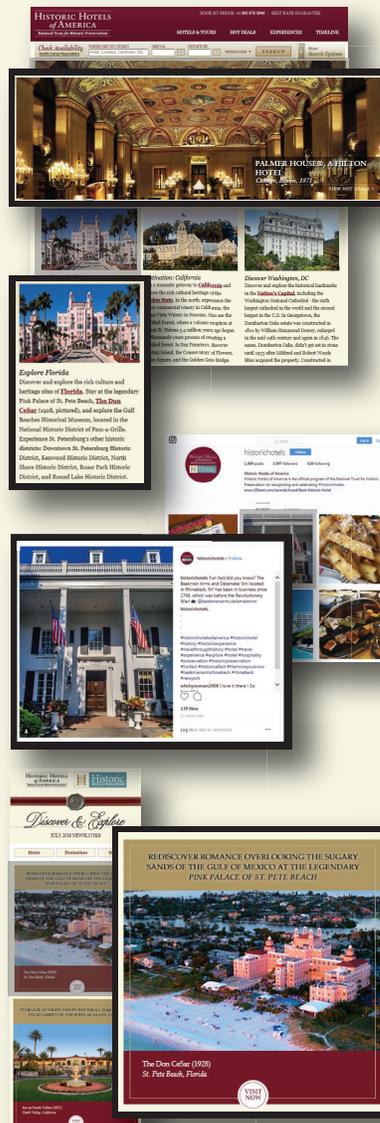
American
Cultural/Heritage
Travelers Spend
More than Average

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

US\$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 2013 Cultural and Heritage
Traveler Report by Mandala Research, LLC



► HistoricHotels.org Placement and Feature

Homepage masthead carousel placement with direct link to your *Hot Deals* page, and premiere feature on *Experience Historic Hotels* section.

► Online Media Campaign

Banner displays, press releases, e-newsletters, and more to drive traffic to your hotel profile or Hot Deals page.

► Social Media

Spotlight Facebook, Instagram and Twitter postings

► Discover & Explore

Feature your hotel's romantic offering, historic architecture, fun fact, and culinary creations and recipe on Historic Hotels of America and Historic Hotels Worldwide monthly e-newsletter sent to 300,000 cultural/heritage households

► Important Notes:

Program dates:
Monthly or semi-monthly
Sales close:
60 days prior to start of month

Ready to engage this audience? Contact:

Joe Vincent Janolo, Senior Manager, Marketing and Partnerships | +1 202 772 9982 | jjanolo@HistoricHotels.org