

## Welcome to Historic Hotels of America!

Completion of this workbook marks the beginning of the implementation process for your hotel's profile on HistoricHotels.org, and will help ensure your hotel has optimal web presence. Please complete and return as soon as possible. Failure to return in a timely manner will result in delaying your listing going live on HistoricHotels.org.

Please send the completed workbook to [webmaster@historichotels.org](mailto:webmaster@historichotels.org).

Hotel Name

Website URL

Email Address  
for Reservations

Can we pull content from your website to assist  
with building your profile on HistoricHotels.org?

Y      N

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## Table of Contents

Member Profile Content .....	2
Overview .....	2
Fun Fact .....	3
History .....	3
Ghost Stories .....	3
Accommodations .....	4
Dining .....	4
Spa .....	4
Golf .....	5
Meetings & Groups .....	5
Weddings .....	6
Activities & Events .....	6
Local Attractions .....	6
Location .....	7
Special Offers & Packages .....	7
Images and Files .....	8
Hotel Contact Form .....	9
Next Steps .....	11

## Member Profile Content

As you complete the following sections, please include all available information you feel may be useful to the luxury heritage traveler. Information from this workbook will be used to generate historic-centric, custom-written content optimized for key search results.

Profiles on HistoricHotels.org contain original content and does not use duplicate content from existing websites or sources. Please note all copy is subject to comply to the Historic Hotels of America brand style guide.

### Overview

### Keywords

Check-in Time:

Check-out Time:

Age Requirements/  
Restrictions:

Nearest ATM:

Airport Shuttle:

Occupancy  
Restrictions:

Cancellation Policy:

Parking Options:

Cribs/Pack-in-Play:

Payment Types  
Accepted:

Deposit Policy:

Pet Policy:

Eco-Friendly  
Practices:

Rollaways:

Early Check-in/  
Late Check-out Policy:

Seasonal Property:

Extra Person Fees:

Smoking Policy:

Family Friendly  
Program:

Taxes & Hotel/  
Resort Fees:

Gift Shop:

Travel Agent  
Commission:

## Fun Fact

## History

Building Constructed:

Architectural Style:

*If Other:*

Property Style:

*If Other:*

## Ghost Stories

## Accommodations

Number of Guestrooms:

Adjoining Rooms:

Number of Suites:

Handicap Accessible Rooms:

## Dining

*If available, please send menus, entertainment calendar, and any other relevant documents you would like to be included in the dining sections. Information on sending files is available on [page 8](#).*

## Spa

*If available, please send spa menus and brochures to supplement the content. Information on sending files is available on [page 8](#).*

## Golf

*If available, please send course brochures, maps, and any additional documents to help supplement the content. Information on sending files is available on [page 8](#).*

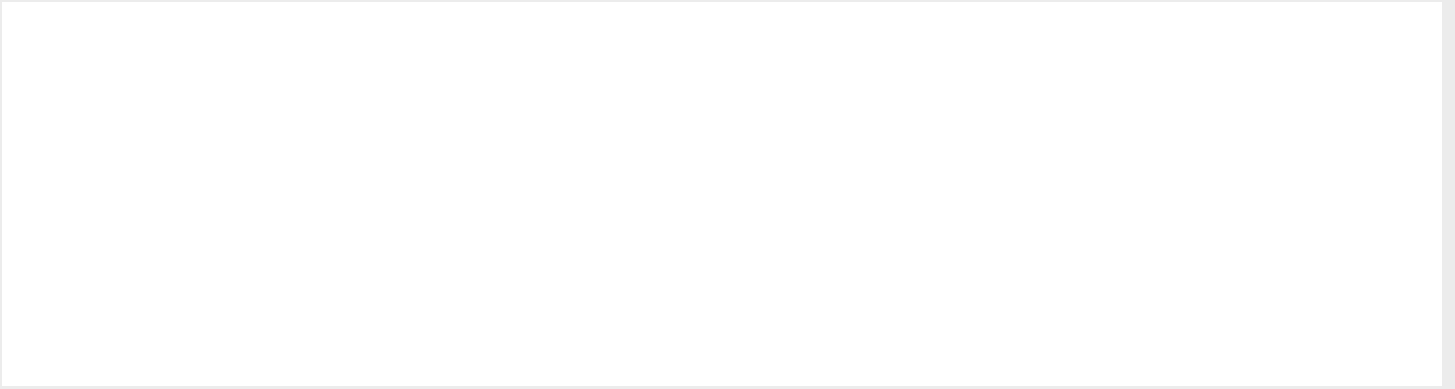
## Meetings & Groups

*If available, please send capacity charts, floor plans, sample menus, and other relevant documents which will be included in the Meetings & Groups section. Information on sending files is available on [page 8](#).*

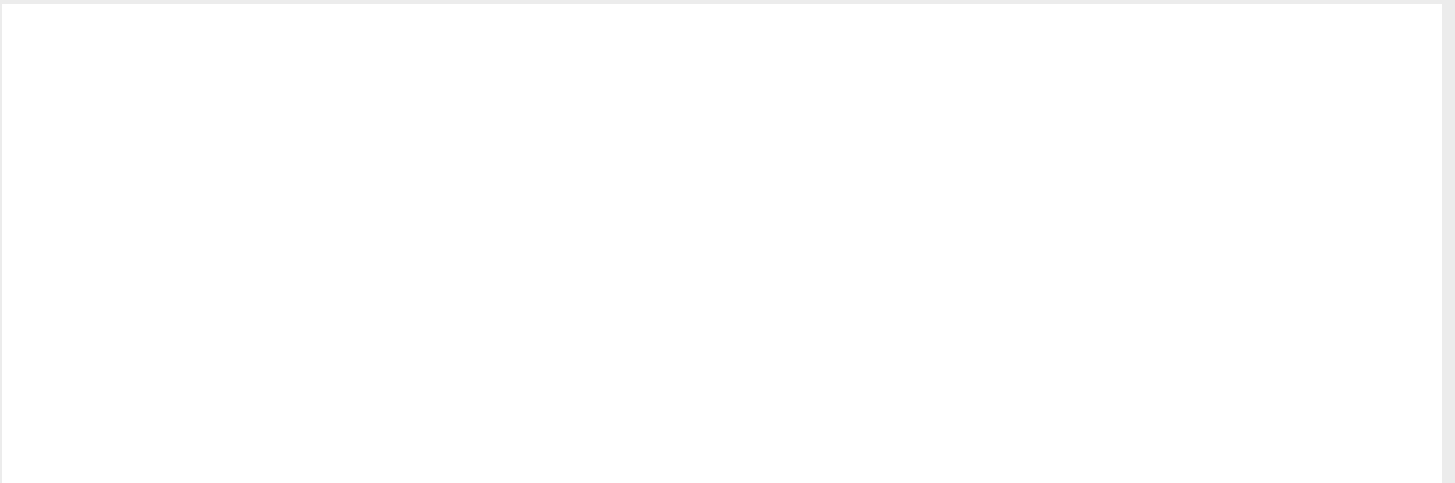
### Group Value Dates

### Group Booking Policy

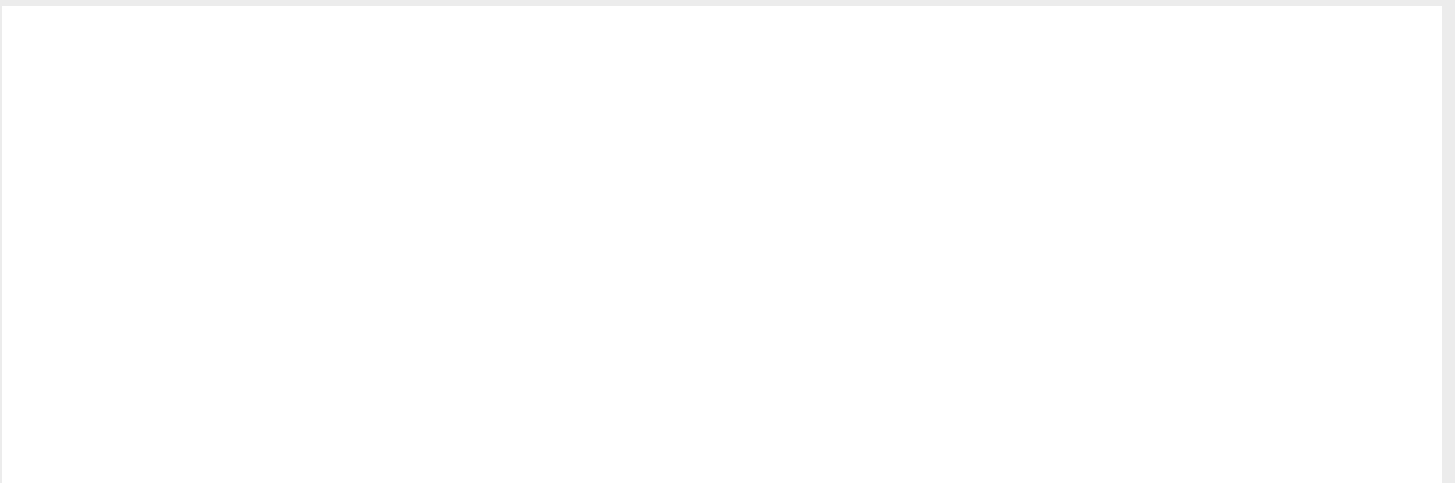
## Weddings



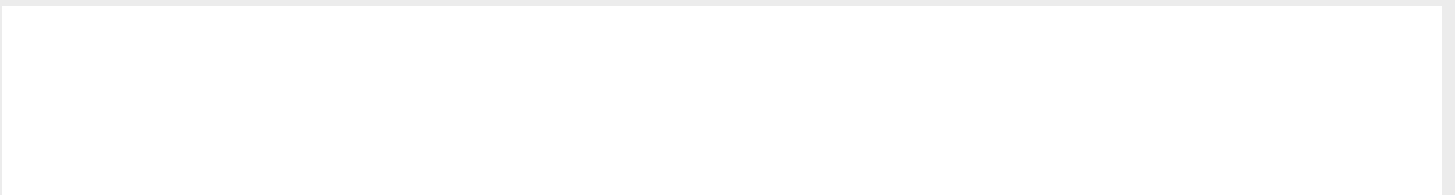
## Activities & Events



## Local Attractions



## Events Calendar



## Location

## Seasonal Weather Conditions

## Airport

## Driving Directions

## Public Transportation

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## Special Offers & Packages

Please note, all rates must be loaded and mapped to the appropriate channels in order for your hotel to be bookable on HistoricHotels.org.

All rates, special offers, and packages bookable through HistoricHotels.org will be listed under your profile's *Hot Deals* section.

Please visit the [Member Portal](#) for rate loading instructions, available in the Reservations section. **Login:** hha / **Password:** hotels

## Website Image Information & Tips

The better your images look, the better your hotel will look on HistoricHotels.org. Images will be used throughout your hotel profile and its media gallery.

Below are tips and guidelines which will help ensure your hotel has the best visual presence on HistoricHotels.org.

### REQUESTED IMAGES

Please send a variety of high-resolution images, including Exterior, Interior, Accommodations, Dining, Activities, Meetings, Weddings, Hotel Facilities (i.e. fitness center, spa, pool, etc.), and, most importantly Historic images. Your hotel can feature an unlimited number of images in your profile's media gallery on HistoricHotels.org.

These images are also available for download in our private digital library and may be used in print publications, marketing campaigns, public relations imprints, social media, and more **IF** they meet the resolution requirements.

### RESOLUTION & FORMAT

In an effort to best highlight your hotel, images need to be of the highest resolution.

- **Images must be at least 2048 pixels on the longest side. Send as many horizontal-oriented images as possible.** Many of the major travel websites require images to be greater than 2048 pixels on the longest side. Expedia specifically requests images to be larger than 2800 pixels on the longest side in order for them to be displayed on their websites.
- **Images should be 300 dpi.** This is extremely important as devices and monitors are becoming high definition, like Apple products featuring Retina display. For consideration for print materials, the images must meet this resolution requirement.

### IMAGE BEST PRACTICES

- Submit a variety of images to showcase all aspects of your hotel
- File names should be specific and describe the photo. Instead of *guestroom.jpg*, name the file *Superior Room.jpg* or *Presidential Suite\_Living Room.jpg*. **The image file names are the only indicator we have for image captions.**
- Include a variety of portrait- and landscape-oriented images
- Avoid sending artist renderings and images that include models

### WEBSITE MASTHEADS & HERO IMAGES

Hotel listings feature unique images for the Overview, Accommodations, Dining, Activities, Meetings & Events, and Hot Deals pages. Specific mastheads, search thumbnails, and featured images can be requested, but the published imagery is at the discretion of Historic Hotels of America and based on the guidelines and resolution requirements.

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## Files

If applicable, please send high-quality supplemental files and documents to ensure a robust profile on HistoricHotels.org. Files may include, but not limited to, Dining & Catering Menus, Meeting & Wedding Capacity Charts & Brochures, Spa Menus, Floor Plans, and Press Releases.

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## Submitting Images & Files

Please send all images and files to [webmaster@historichotels.org](mailto:webmaster@historichotels.org) through DropBox, WeTransfer, or any free online file sharing tool. Please do not send images directly via email as file sizes are often too large, causing failure to send or receive.



Keep Historic Hotels of America up-to-date with every member of your team by completed the Hotel Contact Form.



Contact Role	Title	Contact Name	Job Title <i>(if different from Contact Role)</i>	Email Address	Direct Tel.	Direct Fax	Mailing Address <i>(if different from Hotel's Address)</i>
General Manager							
Director of Marketing							
Director of Sales							
Reservations Help Desk (Required)							
Corporate Transient Sales <i>(Corporate RFPs)</i>							
Group Sales							
Leisure Sales							
Public Relations							
Social Media							
Hotel Historian							
Accounts Payable							
Controller							
Director of Housekeeping							
Engineering/Maintenance							
Fitness Center/Gym							
Frequent Flyer Program Contact							



## Next Steps

**Submit Form.** Please send this completed form to [webmaster@historichotels.org](mailto:webmaster@historichotels.org). Retain a copy for your records.

Completed

**Complete Room Type Description Form** (*needed for Open Hospitality hotels only*). Please send completed form to [webmaster@historichotels.org](mailto:webmaster@historichotels.org).

Completed

**Send Images.** Review the instructions and guidelines, located on page 8, to complete this step.

Completed

**Send Files.** Review the instructions and guidelines, located on page 8, to complete this step.

Completed

**Load Rates.** Review the instructions and guidelines, located on page 7, to complete this step.

Completed

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## Future Updates

Members are encouraged to regularly review and update their hotel's profile to ensure it is displaying up-to-date and relevant content and imagery is a priority.

For future updates to your member profile, please follow these instructions:

### Packages

For requests to add offers and packages to HistoricHotels.org, please download the [Package Request Form](#). Once completed, please submit to [webmaster@historichotels.org](mailto:webmaster@historichotels.org).

### Images & Files

Requests to add, delete, or edit current images and files currently being displayed should be emailed to [webmaster@historichotels.org](mailto:webmaster@historichotels.org). Please indicate in the email where changes should be made (i.e. media gallery, property page, etc.). Do not send files directly in email messages due to file sizes being too large. Send all images through DropBox or WeTransfer to [webmaster@historichotels.org](mailto:webmaster@historichotels.org).

### Website Content

Requests to add, delete, or edit content or events on your hotel's profile should be sent to [webmaster@historichotels.org](mailto:webmaster@historichotels.org). If you are experiencing an issue with website functionality, please detail steps taken and provide screenshots if possible.