



EXTEND YOUR REACH WITH HISTORIC HOTELS WORLDWIDE CO-OP PROGRAM

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



American Cultural/Heritage Travelers Spend More than Average

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

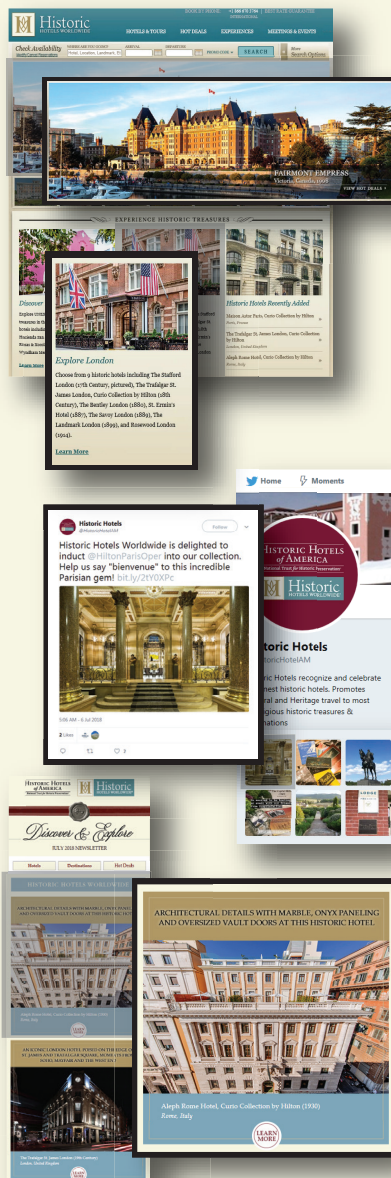
US\$171 Billion Annual spending attributed to cultural/heritage leisure travelers

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



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



► HistoricHotelsWorldwide.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:

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