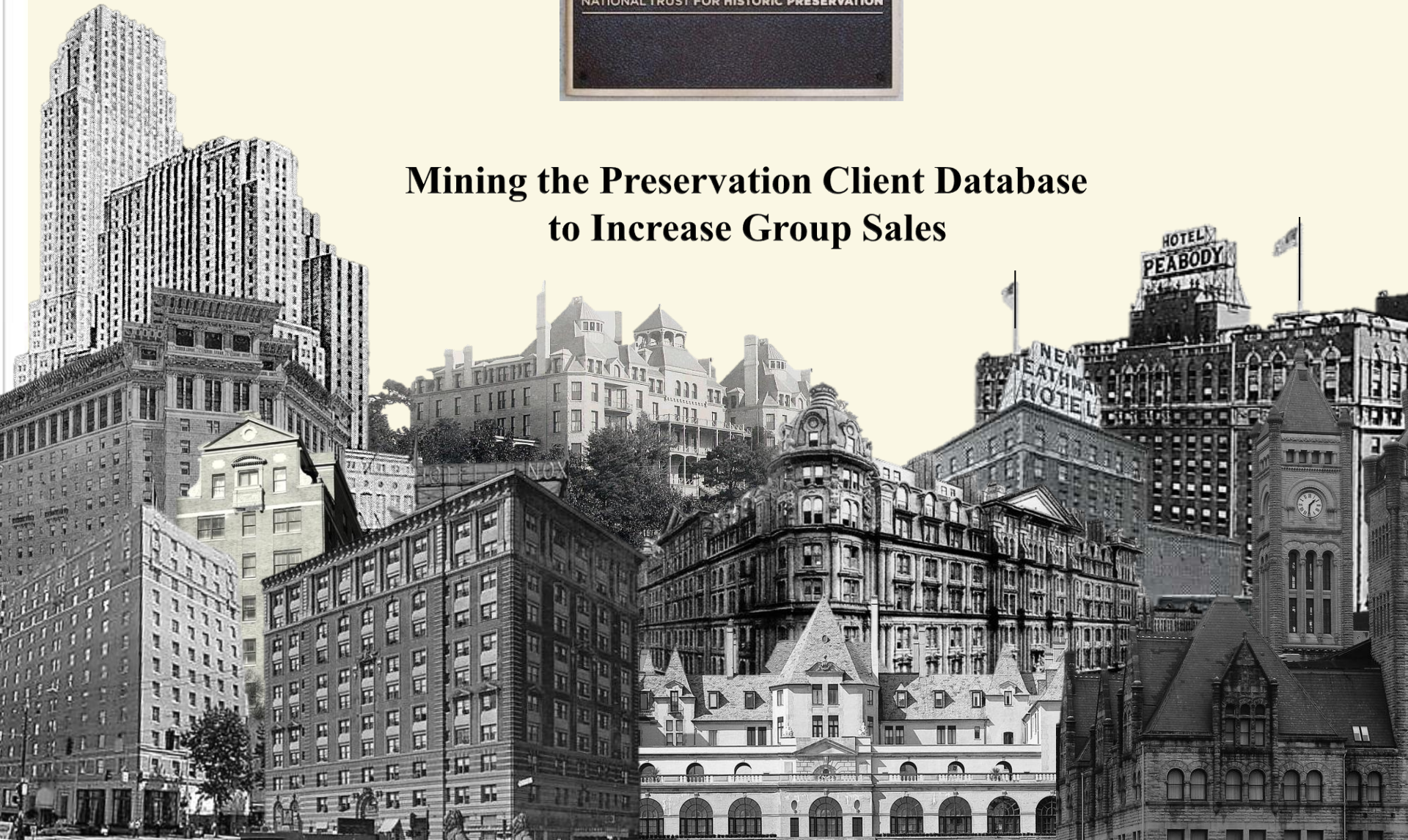




Mining the Preservation Client Database to Increase Group Sales



Session Checklist



- ✓ What is the Preservation Vertical Market and why is it important?
- ✓ What are the organizations that comprise this market?
- ✓ How do I reach the decision makers in this market?
- ✓ How do I leverage my affiliation with the National Trust for Historic Preservation?
- ✓ What new group sales opportunities will be available in 2012?
- ✓ How can I use the website to showcase my hotel to meeting planners?
- ✓ How can I use the website to showcase my hotel as a wedding venue?
- ✓ How do I work with the National Sales Office and sales representatives?
- ✓ Where can I find information about Sales-related programs and services?

What is the Preservation Vertical Market & why is it important?



The Preservation Vertical Market is comprised of hundreds of preservation-related foundations, societies, associations, and government organizations representing thousands of meetings and events hosted in historic venues

Historic Hotels of America is the only hotel organization which can stake a credible claim to **“owning”** the Preservation Vertical Market

Your membership in Historic Hotels of America provides **access** to the Preservation Vertical Market and showcases your hotel to this growing market while providing you with a **competitive edge** in a crowded hotel market

Your membership is so much more than just a plaque and a directory, so be sure you're **Mining the Preservation Vertical Market!**

What are the organizations that comprise this market?



- National Trust for Historic Preservation
- US Department of the Interior
- National Park Service
- Smithsonian Institution
- Civil War Trust
- Advisory Council on Historic Preservation
- Preservation Action (*Government Affairs & Lobbying*)
- State Historic Preservation Offices
- State and Local Preservation Organizations
- Historic House Museums
- Art and History Museums
- Cultural, Heritage and Historical Societies and Foundations
- Travel Agents specializing in heritage and cultural study tours

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Saving America's Civil War Battlefields
CIVIL WAR TRUST

How do I reach the decision markets in this market?



- Participate in the National Trust Annual Preservation Conference
- Attend preservation partner organizations meetings and events
- Pitch editorial placements in key preservation publications
- Utilize the **Historic Hotels of America Preservation Client Database**



Preservation Client Database Program



- Exclusive monthly E-Blasts targeted to preservation meeting planners
- Promote your hotel's special group meeting offer
- Consider including a history-themed component in your offer
- RFP's are submitted to the National Sales Office
- National Sales Office forwards the RFP to the hotel for a response
- We present the opportunity. You close the business!
- Register today for your preferred months(s)
- Factor 3 – 6 months lead time when selecting your preferred month(s)

How do I leverage my affiliation with the National Trust for Historic Preservation to increase group sales?



- Participate in the National Trust Annual Preservation Conference
Spokane, Washington, October 31-November 3, 2012
- Advertise in *Preservation*, the magazine of the National Trust
- Distribute *Preservation* magazine in your guest rooms
- **Participate in the National Trust Member GROUP Rate Program!**



What is the National Trust Member **GROUP** Rate Program and how do I register my hotel to participate in this program?



- The National Trust Member **GROUP** Rate Program is an add-on to the National Trust Member Rate Program, facilitating the booking of group business from National Trust members to participating Historic Hotels of America
- Offer a bookable National Trust Member Rate
- Offer a group rate which is 5% below your Best Available Rate (BAR); or your prevailing group rate, whichever is lower
- It is not necessary to load a bookable National Trust Group Rate

How does the National Trust Member Group Rate Program work?



- 10+ guest rooms constitutes a group booking
- RFP's are submitted via the Historic Hotels of America website
- National Sales Office forwards the RFP to the hotel
- Hotel responds to the client and closes the business
- Placement fee applies only when a definite booking occurs

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What new group sales opportunities will be available in 2012?



- Annually, Historic Hotels of America:
 - Hosts 5 Client Showcases + 4 partner client events
 - Participates in 6 national tradeshow
 - Delivers more than 6,500 meeting and event opportunities
 - Generates 600+ qualified group business leads
 - Books \$2.5 million in definite group business
- **New for 2012**
 - City Spotlight Campaign
 - Client Destination Education Programs
 - Preservation Client Database Monthly E-Blast Program
 - Visit the Member Portal to view updates to the 2012 TREM Calendar

HISTORIC HOTELS OF AMERICA

2011-2012 TRADESHOWS, EVENTS, AND MEETINGS

REGISTER EARLY, SPACE IS LIMITED. PLEASE GO ONLINE TO THE MEMBER PORTAL, WWW.HISTORICHOTELS.ORG, TO REGISTER. YOU WILL BE CONTACTED WHEN YOUR PARTICIPATION IS CONFIRMED; ADDITIONAL PROGRAM DETAILS WILL BE PROVIDED PRIOR TO YOUR EVENT. PLEASE DO NOT RESERVE TRAVEL PRIOR TO YOUR OFFICIAL CONFIRMATION.



FOR MORE INFORMATION CALL
MICHAEL DIRIENZO AT +1 202.772.8337
MDIRIENZO@HISTORICHOTELS.ORG

DATE	DAYS	TYPE	LOCATION	PRICE	TARGET SEGMENT	CONTACT
8-Dec 2011	1	PR	Boston, MA - Regional Media Luncheon	\$500 per participant	Media	Gina Galatro - ggalatro@historichotels.org
15-Dec 2011	1	TS	Chicago, IL - Holiday Showcase	\$2,000 per participant	Association Group	Michael DiRienzo - mclirienzo@historichotels.org
Monthly 2012	Monthly E-Blasts	CE	Preservation Client Database E-Blast Program	\$375 for Shared E-Blast \$950 for Exclusive E-Blast	All Market Segments	Michael DiRienzo - mclirienzo@historichotels.org
29-Feb 2012	1	PR	Atlanta, GA - Regional Media Luncheon	\$500 per participant	Media	Gina Galatro - ggalatro@historichotels.org
7-March 2012	2	TS	Philadelphia, PA - Pharmaceutical Meeting Forum	\$4,000 per participant	Corporate	Michael DiRienzo - mclirienzo@historichotels.org
29-March 2012	1	PR	New Orleans, LA - Regional Media Luncheon	\$500 per participant	Media	Gina Galatro - ggalatro@historichotels.org
12-Apr 2012	1	CE	Chicago, IL - Client + Media Showcase	\$950 for first attendee \$250 for additional participant	All Market Segments	Michael DiRienzo - mclirienzo@historichotels.org
26-Apr 2012	1	PR	Long Beach, CA - Regional Media Luncheon	\$500 per participant	Media	Gina Galatro - ggalatro@historichotels.org
3-May 2012	1	TS	Washington, DC - ASAE Springtime	\$2,200 per participant	Association Group	Michael DiRienzo - mclirienzo@historichotels.org
16-May 2012	1	CE	New York, NY - Client + Media Showcase	\$1,895 for two participants	All Market Segments	Michael DiRienzo - mclirienzo@historichotels.org

Historic Hotels of America Client Showcases



- Hosted in major feeder markets
 - Chicago
 - New York
 - Washington, DC
 - San Francisco
- Themed reception marketplace format featuring historic partners (Historic California Wineries)
- 70 – 150 qualified clients per Showcase
- 20 - 60 participating hoteliers per Showcase
- Minimum 3:1 client-to-hotelier ratio
- Low cost-per-contact vs. traditional sales calls



How can I use the website to showcase my hotel to meeting planners?



- **Best Practices**

- Review your hotel's Meetings & Groups listing for content and accuracy
- Review your hotel's listing in the Meeting Facilities Guide for accuracy
- Ensure your hotel is featured in all appropriate meeting segments
- Load meeting room images, showing various meeting room set ups
- Provide opportunity dates for posting to the Group Value Dates section
- Submit a client testimonial for posting to the Testimonials section
- "Like" your hotels Meetings & Groups website page on Facebook
- Purchase a 2012 Co-Op Marketing Program Package



Website Best Practices – Meetings & Groups Page





Jekyll Island Club Hotel
A Landmark Experience

- OVERVIEW
- ACCOMMODATIONS
- HISTORY
- ACTIVITIES & EVENTS
- DINING
- EVENT CALENDAR
- HOT DEALS
- MEETINGS & GROUPS
- [Weddings](#)
- [Request For Proposal](#)
- LOCATION
- MEDIA GALLERY
- SUBSCRIBE TO RSS

Map of the Collection


Like This

FREE 1-Year Family Membership* to the

Jekyll Island Club Hotel

[Destinations](#) | [Georgia](#) | [Jekyll Island Club Hotel](#) | [Meetings & Groups](#)



Meetings & Groups

The Jekyll Island Club is suitable for all types of groups, from small corporate retreats and association gatherings to family reunions and special celebrations. 14,300 square feet of premier meeting space can accommodate up to 450 for meetings, 500 for receptions and 350 for banquets. Private cottages are available for small corporate meetings and retreats. The event space is supported by a devoted team of conference planners and catering specialists.

Details

Number of meeting rooms:	11
Total square footage:	14,300
Classroom capacity:	250
Reception capacity:	500
Banquet capacity:	350

Dated...
 Recorded in Book... 10...
 Lafayette

How can I use the website to showcase my hotel as a wedding venue?



- **In addition to the Best Practices for Meetings & Groups**
 - Ensure your hotel is featured in the Weddings and/or Destination Weddings segments
 - Load wedding images, showing various onsite wedding venues



Website Best Practices – Weddings Page



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of AMERICA**
NATIONAL TRUST FOR HISTORIC PRESERVATION™

DESTINATIONS EXPERIENCES TIMELINE MEETINGS & EVENTS HOT DEALS

Search the Site

[Check Availability](#)
[Modify/Cancel Reservations](#)

DESTINATION: ARRIVAL: DEPARTURE: PROMO CODE: [SEARCH](#) [More Search Options](#)

OHEKA CASTLE
Hotel & Estate
New York

- OVERVIEW
- ACCOMMODATIONS
- HISTORY
- ACTIVITIES & EVENTS
- DINING
- EVENT CALENDAR
- HOT DEALS
- MEETINGS & GROUPS
 - Weddings**
 - [Venues & Services](#)
 - [Request For Proposal](#)
- LOCATION

Oheka Castle

[Destinations](#) | [New York](#) | [Oheka Castle](#) | [Weddings](#)

Weddings

OHEKA CASTLE is a romantic destination for a stunning Long Island wedding and has been featured on the television shows "Platinum Weddings," "Bridezillas," "Unforgettable Wedding Venues," and "Wedding of a Lifetime." OHEKA has also hosted weddings for names such as Joey Fatone, Kevin Jonas, and Senator Alfonse D'Amato. Couples have their choice of a variety of indoor and outdoor venues, including the ballroom, with seating for up to 200 for a banquet, or the Terrace Room, with seating for up to 450.

How do I work with the Historic Hotels of America National Sales Office and sales representatives?



- **Group Sales Channels**

- Historic Hotels of America National Sales Office (Washington, DC)
- HHA/The Hyland Group (Washington, DC & Chicago)
- HHA/The Cramer Collection (San Francisco)
- Coming Soon! Regional Sales Representatives

- **Best Practices**

- Make an introduction and maintain regular contact
- Communicate what's new with regard to meetings and events
- Make in-office presentations
- Invite on hotel familiarization programs
- Participate in partner sales events

Sample Lead Referral Form – HHA/Hyland Group



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the **hyland** group

HOTELS • RESORTS • CONVENTIONS & HISTORIC HOTELS

Breanne Dunn, The Hyland Group
1911 N Fort Myer Drive
#505
Arlington, VA 22209
703-812-9400
breanne@hylandgroup.com

Historic Hotels of America Lead

Contact

Company	ABC Association	Address	1111 11th Street
Contact	Mr. John Smith		Washington, DC 20000
Title	Director of Meetings	Web Site	www.abcassociation.com
Phone	555-555-5555 Ext		
Fax	555-555-5555		
Email	jsmith@abcassociation.com		

You are receiving this lead as a result of your membership in Historic Hotels of America. Historic Hotels of America has contracted with The Hyland Group to provide sales representation services to member hotels. Bookings made through The Hyland Group at Historic Hotels of America members support the National Trust for Historic Preservation, which provides leadership, education, advocacy, and resources to a national network of people, organizations, and local communities. This lead is subject to the terms of the contractual agreements between Historic Hotels of America and its member hotels.

Meeting Name	Annual Conference	Destination	Historic Hotels of America
Meeting Month	June	Attendance	500
Open Year	2014	Total Rooms	850
Peak Night	250	Competition	No competition
Pattern	Sun-Wed	History	11/____ Hotel 10/____ Hotel
Check In Date	6/1/2014	HG Sales Person	Breanne Dunn
Check Out Date	6/7/2014	Date Sent	1/1/2012
Dates Flexible	Yes		

Details:

Example: Hyland Group -- Historic Hotels of America Lead

Dated
Recorded in Book
10
of Lafayette

Sample Lead Referral Form – HHA/Cramer Collection



To: pamsber@historichotelsfannapolis.com
CC: Michael DiRienzo
Subject: RFP for USDC from The Cramer Collection/Historic Hotels of America

Hi Pam:

Here is an RFP for the US Commercial Service out of San Francisco, part of the Department of Commerce. In the interests of time, ease feel free to send your proposal directly to the client but copy me so I know it is done. **The client has requested No phone calls please!** Please respond by e-mail no later than Wednesday, October 5.

"You are receiving this lead as a result of your membership in Historic Hotels of America. Historic Hotels of America has contracted with The Cramer Collection to provide sales representation services to member hotels. Bookings made through The Cramer Collection at Historic Hotels of America members support the National Trust for Historic Preservation, which provides leadership, education, advocacy, and resources to a national network of people, organizations, and local communities. This lead is subject to the terms of the contractual agreements between Historic Hotels of America and its member hotels"

Thank you for your prompt attention.

Warm Regards,

Neil Cramer
THE CRAMER COLLECTION/HISTORIC HOTELS OF AMERICA
415-673-2143

RFP Specifications

Name of Meeting/Purpose: Trade Winds pre-conference planning meeting

Ideal location: Will consider Annapolis, Cambridge MD, Williamsburg or other retreat location outside DC in Virginia, Maryland

Sleeping rooms needed:
Dec. 6, 2011 12 rooms

Dated...
Recorded in Book... 10
Cafayetta

Where can I find information about Sales-related opportunities?



- Visit the Sales Section of the Member Portal often for news and updates 24/7
- 2012 Sales Plan
- Consortia Program Information
- 2012 Tradeshows, Events, & Meeting Calendar and Online Registration Portal
- Sales Representatives Contact Information



Member Portal – Sales Section



HISTORIC HOTELS OF AMERICA MEMBERS

Sales

HISTORIC HOTELS OF AMERICA MEMBERS
MEMBER BENEFITS
SALES
MARKETING
PUBLIC RELATIONS
RESERVATIONS
BRAND ASSURANCE STANDARDS
BRAND ADMINISTRATION
THE NATIONAL TRUST FOR HISTORIC PRESERVATION
GOVERNANCE AND MEMBER COMMITTEES
ANNUAL CONFERENCE
NATIONAL REGISTER OF HISTORIC PLACES
APPLICATION
ITINERARIES
YOUR STATE HISTORIC PRESERVATION OFFICE

Sales

[Historic Hotels of America Members](#) | [Sales](#)

Historic Hotels of America offers its members valuable yet affordable supplemental opportunities to participate in various tradeshows, client events, partner client events, consortia, and other sales programs, all of which serve to enhance and extend the hotels' direct sales efforts.

For more information about the 2012 Sales Program, [click here](#).

2012 Consortia Program

As a benefit of membership, hotels with a Historic Experience™ "HE" Global Distribution System (GDS) Chain Code, who are interested in developing corporate transient and/or leisure travel relationships are strongly encouraged to enroll in the annual request for proposal (RFP) process. Not only will Historic Hotels of America assist in the submission of consortia requests for proposals, there's even an option to select the iBid Concierge Service, in which Historic Hotels of America will complete and submit desired consortia RFPs on your behalf, so you won't have to spend time completing bids or worrying about missing RFP submission deadlines.

Key Features of iBid™ Online include:

Next Steps



- ✓ Submit Group Value Dates for posting to the website
- ✓ Participate in the National Trust Member Group Rate Program
- ✓ Register for 2012 tradeshow and client showcases
- ✓ Register to send a Preservation Client Database Meetings Offer E-blast
- ✓ Review your hotel's website listing for enhanced content and images
- ✓ Promptly respond to all leads
- ✓ "Like" your hotel's Meetings & Group website page on Facebook
- ✓ Incorporate the Historic Hotels of America Sales Plan into your marketing plan
- ✓ Visit the Sales section of the Member Portal regularly for news and updates



Michael DiRienzo, Director , Sales

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