HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®



Opening General Session Overview & Preview Thierry Roch, Executive Director

22nd Annual Conference Hilton Cincinnati Netherland Plaza November 15, 2011

Overview

Strengths

- New Members / Pipeline
- Participation by Hotels
- New Sales, Marketing & Public Relations programs
- Partnership with the National Trust for Historic Preservation
- •Full Brand *and* Supplemental Marketing Program

Opportunities

- •Economy effect on rooms rates, occupancy, and new membership
- •Member ROI
- •Member Engagement
- Member Retention
- •Make Full HEs More Brand-like

FY12 Key Initiatives



Key Initiatives

- Increase Membership by 32 hotels (15 signed since July 1)
- Complete HistoricHotels.org via improved member photography and enhanced content
- Expand affinity partnerships and advertising sponsors (National Park Service, Civil War Trust, historic wineries)
- Increase business delivered to members through HHA channels by 20% (actual: 25% CYTD-October)
- Expand new member nomination program (via HistoricHotels.org, National Trust for Historic Preservation, State Historic Preservation Offices)
- Expand sales representation services for western and northeastern regions
- Launch new Cooperative Marketing Program for member hotels

FY12 Key Initiatives



Opportunities

- Develop New "Platinum Full Service HE"
- Develop "Hotel Historian" certification program
- Expand partnership with National Trust for Historic Preservation including *Preservation and* National Trust Tours)
- Develop "Pet Friendly" Program and Promotions
- Develop "Best Rate Guarantee" on HistoricHotels.org vs. other OTAs
- Develop New Wedding sub-section on HistoricHotels.org and Cooperative Marketing Programs

Membership Status*



• FY12 Development Goal

New Members	48
Net Members	32
– Net Count:	265
– Current count:	234

• Current Counts

HE Members	48
Global Brands	45
Soft Brands	64
 AAA 5 Diamond 	9

Brand Assurance & Distribution Enhancement



Reservations Service Enhancements (iTools)

- Total Branded Connectivity
- PMS/RMS Interface
- Guest Connect (IBE)
- Direct Connect
- GDS/IDS
- Private Label Voice
- Mobile Booking Engine

▶ Brand Assurance (CYTD)

•	Total Reviews (Members/Prospects)	95/24
•	# Passed (min. 70%) – Members Only	2
•	# Passed (min. 90%) – Members Only	93
•	# Members/Prospect Failed	3/1
•	# Perfect Scores	8

Continuing Education & Engagement*



Webinars & Orientations

Prospective Member (and/or TBC)
New Member Launch (8 individual, 1 group)
9

Continuing Education

New General ManagersTotal Branded Connectivity

Calendar Year 2011 Additions



	Additions	City	State	Month Announced
; 1	Camino Real El Paso	El Paso	TX	January
2	The Royal Hawaiian	Honolulu	HI	January
3	Waldorf=Astoria	New York	NY	January
4	InterContinental Chicago-Magnificent Mile	Chicago	IL	January
5	InterContinental Mark Hopkins	San Francisco	CA	January
6	Hermosa Inn	Paradise Valley	AZ	February
7	Caribbean Motel	Wildwood	NJ	February
8	Hotel Deco	Omaha	NE	June
9	The Queen Mary	Long Beach	CA	July
10	Tidewater Inn	Easton	MD	July
11	Glasbern Inn	Fogelsville	PA	July
12	Hotel Alex Johnson	Rapid City	SD	July
13	Inn at the Presidio (opens Q1-2012)	San Francisco	CA	July
14	Haywood Park Hotel	Asheville	NC	August
15	Settles Hotel (opens Q1-2012)	Big Spring	TX	September
16	Grand Hotel Marriott Resort, Golf Club & Spa	Point Clear	AL	October
17	Mansion on Delaware Avenue	Buffalo	NY	October
18	OHEKA CASTLE	Huntington	NY	October
19	The Plaza	New York	NY	October
20	Lord Jeffery Inn (opens Q1-2012)	Amherst	MA	October
21	Harbor View Hotel & Resort	Edgartown	MA	October
:22	Kelley House Hotel	Edgartown	MA	October
23	Hilton Milwaukee City Center	Milwaukee	WI	October

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Opening General Session Save the Past, Enrich the Future

Larry Horwitz, Executive Director, Historic Hotels Worldwide
Daphne Gerig, Manager-Marketing Programs, National Trust for Historic Preservation
Paige Bridges, Senior Director-Marketing Programs, National Trust for Historic Preservation

National Trust for Historic Preservation Partnership

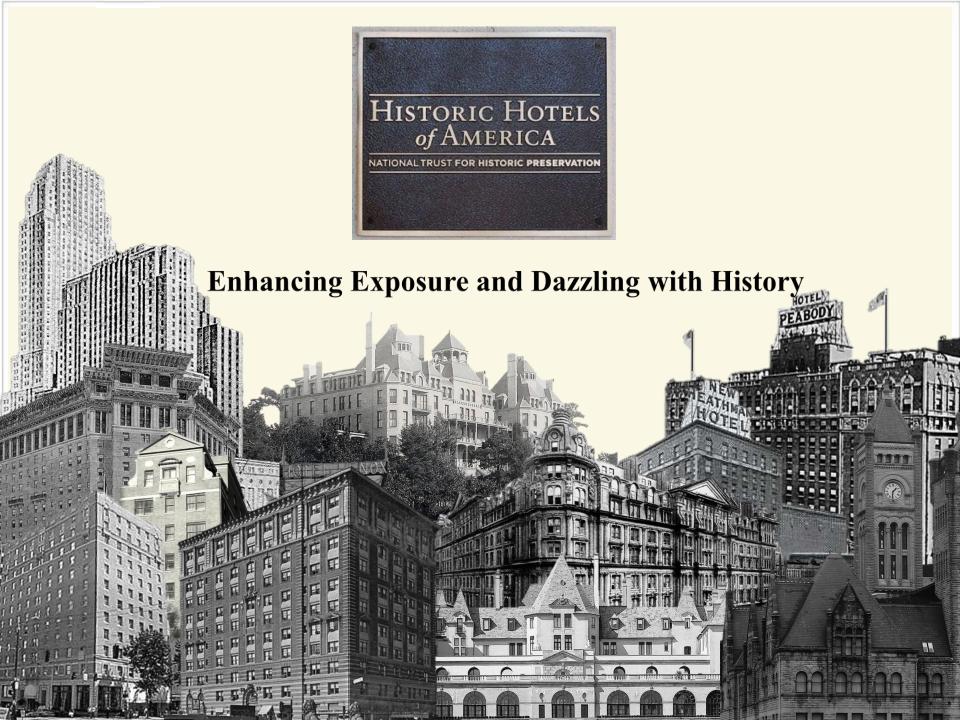


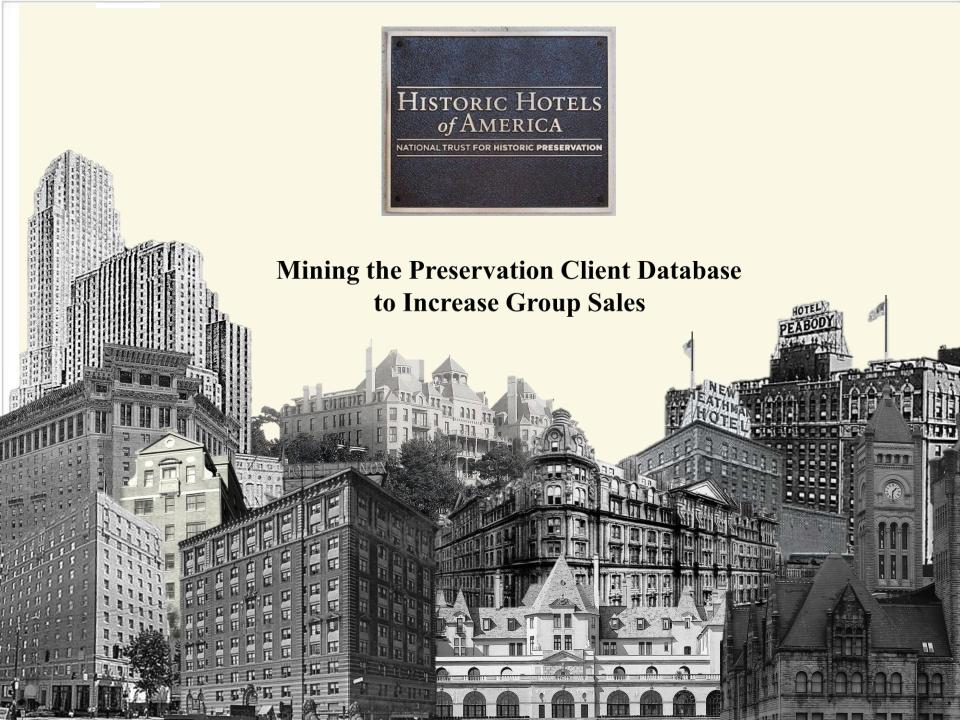
- Five Year Market Initiative \rightarrow 15 million Preservationists
- New Preservation Magazine
 - Distributed quarterly
 - In-room distribution to all member hotels
- Use of National Trust Member Rate as top travel benefit in marketing campaigns
- Exclusive "By Invitation Only" Experiences for Historic Hotels of America Members Only

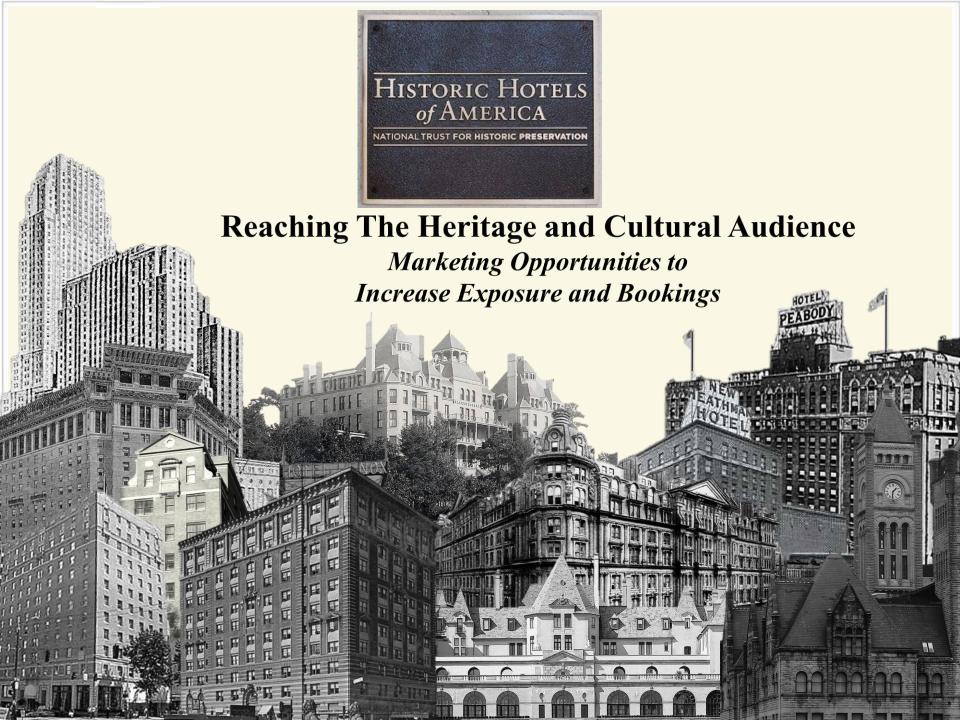


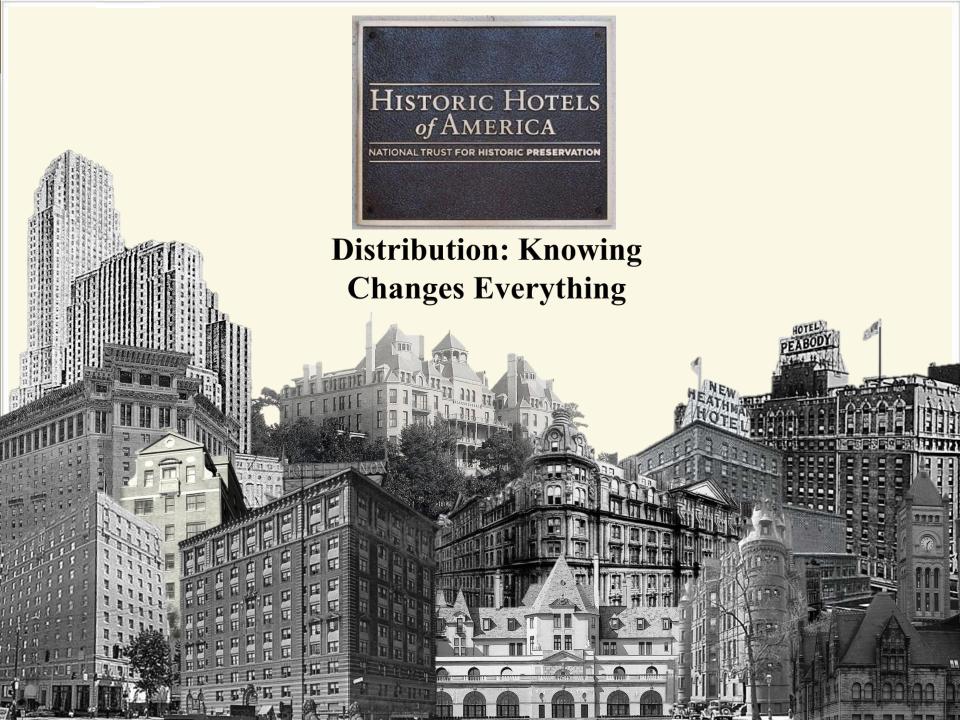
Cultural "People-to-People" Program to Cuba March 25 – April 1, 2012

- Operated by the National Trust for Historic Preservation and licensed by the U.S. Department of Treasury
- Unprecedented opportunity to exchange information & ideas with Cubans from all walks of life
- Exclusive departure for Historic Hotels of America members or their invited guests
- Small group size of 35 participants maximum
- Register today to ensure your space









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Opening General Session

Introduction of Sponsors & Exhibitors