



# Reaching The Heritage and Cultural Audience

## *Marketing Opportunities to Increase Exposure and Bookings*



- **A Targeted Goal**
- **Defining the Audience**
- **Best Practices**
- **Finding the Audience**
- **Next Steps**

# A TARGETED GOAL

## **Objective:**

Concentrating on a specific pool of travelers to increase exposure and bookings to your hotel.

## **A Rapidly Growing Audience:**

Over 118 million people in U.S. enjoy cultural/heritage travel

## **Strategy:**

To gain a repeat following of heritage and cultural travelers, play to your strengths:

- Superior images
- The hotel history
- Historical packages - high quality, great value

## Who are heritage and cultural travelers\*?

- Baby Boomer Generation
- Female/Male: 53/47%
- College degree: 83%, Postgraduate degree: 43%
- Annual household income: \$184,000
- Household net worth: \$1+ million
- 92% own a principal residence
- 88% visited a historic place in the last two years
- 86% stayed overnight in a hotel in the last year
- 89% traveled 3 weeks a year

- **National Trust for Historic Preservation Member Rate (NHP) – loaded and bookable**
- **Historically Significant Packages – loaded and bookable**
- **Images – Eye-catching, varied, high quality**



## HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

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ARRIVAL

DEPARTURE

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mount washington | new hampshire

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### Omni Mount Washington Resort, Bretton Woods

[Destinations](#) | [New Hampshire](#)



#### Overview

Mount Washington Resort was the creation of industrialist Joseph Stickney, who built The Mount

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DESTINATION  
Union Station - A Wyndham Hotel

ARRIVAL

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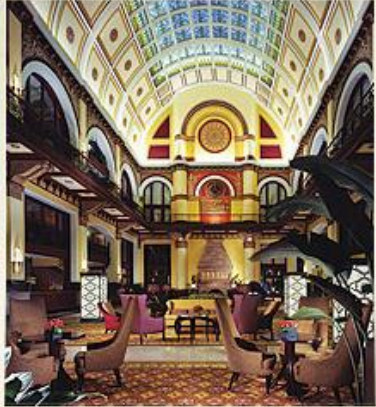



UNION STATION  
HOTEL  
A Wyndham Historic Hotel

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### Union Station - A Wyndham Historic Hotel

[Destinations](#) | [Tennessee](#)



#### Overview

A stay at the Union Station, A Wyndham Historic Hotel, combines the elegance of the past with the modern conveniences of the present. The excitement of millions of travelers who passed within these walls remains

**HISTORIC HOTELS  
of AMERICA**  
NATIONAL TRUST FOR HISTORIC PRESERVATION\*

[DESTINATIONS](#) [EXPERIENCES](#) [TIMELINE](#) [MEETINGS & EVENTS](#) [HOT DEALS](#)

[Check Availability](#)  
Modify/Cancel Reservations

DESTINATION	ARRIVAL	DEPARTURE	PROMO CODE	SEARCH
<input type="text" value="Oheka Castle"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="SEARCH"/>

[More Search Options](#)



**OHEKA CASTLE**  
Hotel & Estate  
New York

- OVERVIEW
- ACCOMMODATIONS
- HISTORY
- ACTIVITIES & EVENTS
- DINING
- EVENT CALENDAR
- HOT DEALS
- MEETINGS & GROUPS

## Oheka Castle

[Destinations](#) | [New York](#)



### Overview

OHEKA CASTLE regally stands on a manicured private estate in the heart of Long Island in New York.



## HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION

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DESTINATIONSEXPERIENCESTIMELINEMEETINGS & EVENTSHOT DEALS

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DESTINATION  
InterContinental Mark Hopkin

ARRIVAL

DEPARTURE

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## InterContinental Mark Hopkins Hotel

[Destinations](#) | [California](#) | [InterContinental Mark Hopkins Hotel](#) | [History](#)



*Top of the Mark* - HOTEL MARK WORKING - SAN FRANCISCO



### History

"Every important city in the world boasts of one or more hotels that give prestige to the community, hotels

**HISTORIC HOTELS**  
*of AMERICA*  
NATIONAL TRUST FOR HISTORIC PRESERVATION

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# FINDING THE AUDIENCE

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

## HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

- ☐ *Preservation* Magazine
- ☐ Cooperative Marketing Programs **NEW!**
- ☐ City Spotlights **NEW!**
- ☐ Civil War Sesquicentennial





## What's New in 2012?

- Promoting the National Trust for Historic Preservation member rate (NHP) rate
- Offering more ad space
- Distributing to more hotels





# 2011 HOTEL COMPLIMENTARY LIST

**1886 Crescent Hotel & Spa**  
**American Club**  
**Antrim 1844**  
**Basin Harbor**  
**Bedford Springs Resort**  
**Bishop's Lodge**  
**Boone Tavern**  
**Brexton Hotel**  
**Churchill Hotel**  
**Cincinnati Netherland Plaza**  
**Colcord Hotel**  
**Concord's Colonial Inn**  
**Crockett Hotel**  
**Dunhill Hotel**  
**Emerson Inn By The Sea**  
**Fairmont Copley Plaza**  
**Francis Marion Hotel**  
**French Lick Springs**  
**Grove Park Inn**  
**Hamilton Crowne Plaza Hotel**

**Hassayampa Inn**  
**Hawthorne Hotel**  
**Heathman Hotel**  
**Historic Menger Hotel**  
**Hotel Bethlehem**  
**Hotel Boulderado**  
**Hotel Galvez**  
**Hotel Hershey**  
**Hotel Metro**  
**Hotel Viking**  
**Hotel Whitcomb-San Francisco**  
**Inn at Montchanin**  
**John Rutledge House**  
**Kendall Hotel at the**  
**Engine 7 Firehouse**  
**King and Prince Beach &**  
**Golf Resort**  
**Kings Courtyard Inn**  
**La Fonda Hotel**  
**Lancaster**  
**Landmark Inn**

**Le Pavillon**  
**Lenox Hotel,**  
**Back Bay Boston**  
**Mayflower Park Hotel**  
**Middlebury Inn**  
**Napa River Inn**  
**Nittany Lion Inn**  
**Omni Shoreham Hotel**  
**Peabody Memphis Hotel**  
**River Street Inn**  
**Saint Paul Hotel**  
**Settlers Inn**  
**Sherry-Netherland**  
**Spa at Norwich Inn**  
**St. James Hotel**  
**Stonewall Jackson**  
**Tremont Hotel**  
**Tubac Golf Resort & Spa**  
**Wentworth Mansion**  
**West Baden Springs**  
**Wort Hotel**

# FINDING THE AUDIENCE

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

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ADVANCE  
PREVIEW EDITION  
BOOK NOW TO SAVE

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

EXCLUSIVE  
MEMBERSHIP  
BENEFITS

**HistoricHotels.org**

MEDIA GALLERY

Displays an expansive variety of  
visuals of exterior, interior, and  
historical photography/memorabilia.

EXPANDED SEARCH  
CAPABILITIES

Allows guests to find historic hotels  
by name, availability, location, plus:

- Favorite historical era
- 39 architectural styles ranging  
from Art Deco to Victorian
- 15 property styles from mansions  
to factories to resorts
- Four distinct levels of luxury

DYNAMIC MAP

Features historic hotels by  
geographic location, refined by  
luxury level, property style, and  
architectural design, plus local  
attractions, museums, battlefields,  
and historic sites.



*The Green Park Inn Resort & Spa  
Asheville, North Carolina  
Established 1913*

## 2012 Cooperative Marketing Program

Historic Hotels of America® represents more than 235 historic hotels ranging from small historic inns to city-center icons and grand dame hotels and resorts. Key membership benefits include an interactive and comprehensive website, unparalleled in the hospitality industry, which showcases member hotels with exclusive features and access to opportunities through the National Trust for Historic Preservation®. Using these channels and more, the Cooperative Marketing Program promotes member hotels in integrated marketing campaigns that reach consumers interested in authentic, exclusive, and credible historic hotels.

*Membership benefits on HistoricHotels.org include:*

- Individual historic hotel profile presenting characteristics and future events
- Interactive timeline of historic events featuring historic hotels and allowing guests to discover over 350 years of American history
- Meetings & Events section describing hotel facilities perfect for conferences, weddings, and special occasions
- Hot Deals section sharing hotel packages, experiences, and special offers
- Civil War sections promoting special hotel packages and Hot Deals, plus hundreds of experiences, such as re-enactments, lectures, tours, and more
- Smartphone mobile website allowing visitors on-the-go access to hotel details, photos, and booking



www.HistoricHotels.org

1

## What is it?

Integrated marketing campaigns that combine:

- Print
- E-communications
- E-commerce



## HistoricHotels.org

- **Marquee placement**  
Image on historichotels.org and Smartphone Mobile Website
- **Premiere placement**  
Image with text ad





## National Trust for Historic Preservation® Opportunities

- **Preservation ads** **NEW!**  
Sent to 375,000 subscribers
- **Website banner** on  
PreservationNation.org
- **Heritage Traveler**  
monthly enewsletter  
Sent to almost 200,000  
subscribers



### Historic Hotels of America



Founded in 1989 to promote heritage tourism, [Historic Hotels of America](#) is a program of the National Trust for Historic Preservation and a brand of Preferred Hotel Group. Historic Hotels of America has identified more than 200 quality hotels that have faithfully maintained their historic integrity, architecture and ambiance. To be selected for this program, a hotel must be at least 50 years old, listed or eligible for the National Register of Historic Places or recognized locally as having historic significance.

**SPECIAL MEMBER RATES** - As a member of the National Trust for Historic Preservation, you receive 10% off the best available rates at over 175 select participating hotels listed below for your convenience. Book your rooms through the Historic Hotels of America [website](#) to be awarded this special Member rate by entering Rate Code **NHP**, or by clicking on the [Book](#) links below. Not a member of the National Trust for Historic Preservation? [Join today for only \\$20!](#)

**HISTORIC PACKAGE OFFERS** - Sometimes members of the Historic Hotels of America offer unique historic packages that include elegant accommodations along with a unique tour or event. National Trust members are offered an additional 10% off this special package opportunity. To secure this additional discount, enter Rate Code **NHP** when booking these experiences. To see these unique packages, and book yours today,

## Social Media

Promote an event, special offer, and your surrounding area on Facebook and Twitter.

**twitter** Search

**Historic Hotels**  
**@HistoricHotelAm**  
*Celebrating America's history through travel and tourism: the official voice of Historic Hotels of America. Ask us all of your historic travel questions.*  
<http://www.historichotels.org>

Follow Text follow HistoricHotelAm to 40404 in the United States

Tweets Favorites Following Followers Lists

1 new tweet

**HistoricHotelAm** Historic Hotels  
**@TheTrvlPrincess** Busy indeed! We recall this NYC/RI soiree ... some beach time involved if we remember correctly. Enjoy the rest of August!  
1 hour ago

**HistoricHotelAm** Historic Hotels  
**@TheTrvlPrincess** Thanks for the RT. How is everything? Summer highlights to share? ;-)  
2 hours ago

**HistoricHotelAm** Historic Hotels  
**#HotDeal:** 15% off the lowest available rate at The Henley Park Hotel in Washington D.C. <http://bit.ly/qJHbtZ>  
2 hours ago

**facebook** Search

**Historic Hotels of America**  
Travel/Leisure

Wall

**Historic Hotels of America**  
Boo! Frommer's list of America's Top 10 Haunted Hotels includes four Historic Hotels of America: The Driskill (Austin, TX), The Stanley Hotel (Estes Park, CO), Le Pavillon Hotel (New Orleans, LA), and The Landmark Inn (Marquette, MI).

**America's Top 10 Haunted Hotels Slideshow**  
[www.frommers.com](http://www.frommers.com)  
Even if you don't believe in ghosts, don't be surprised if a night at one of these haunted hotels leaves you looking over your shoulder.

Like · Comment · Share · 13 hours ago ·

10 people like this.

2 shares

**Heather Rachele Risku** I'm visiting the Stanley in three weeks for the first time! I can't wait!  
13 hours ago · Like

**Historic Hotels of America** Have a ghoulishly good time, Heather ;-)  
13 hours ago · Like · 1 person

**Le Pavillon Hotel Boo!**  
13 hours ago · Like

**Wall**  
Info  
Friend Activity (1)  
Explore Historic Hotels of ...  
Book Now  
Photos  
Questions

**About**  
A program of the National Trust for Historic Preservation and a brand of Pr...  
More

## Eblasts

- Targeted E-Communications
  - Geo-target from 300,000 names in the consumer database
  - Qualified meeting planners in the preservation client database
- Name Exchange Database Sharing Program
  - Double the impact



THE 1886  
CRESCENT  
HOTEL  
& Spa

HISTORIC HOTELS  
of AMERICA  
NATIONAL TRUST FOR HISTORIC PRESERVATION

19th-Century Charm Meets 21st-Century Comforts

Greetings. As someone who shares your passion for history and exceptional travel with friends and family, I searched through more than 500 historic experience packages from our member hotels to find this week's handpicked exclusive experience from Historic Hotels of America. It's my pleasure to tell you about a special offer at [1886 Crescent Hotel & Spa](#).

Perched above the Victorian village of Eureka Springs, Arkansas, 1886 Crescent Hotel & Spa is a palatial structure amid 15 acres of gardens and nature trails. Even after nearly 125 years, the hotel seamlessly retains its 19th-century character – from the elegantly furnished guestrooms to the Victorian-style Crystal Dining Room – without sacrificing a single full-service amenity.

## Press Releases

Reach national and international digital and print media with a monthly or quarterly release featuring multiple hotels.





# COOPERATIVE MARKETING CAMPAIGNS

Opportunities	Marquee	Premiere	Showcase
<a href="http://HistoricHotels.org">HistoricHotels.org</a> Placement	Homepage and mobile masthead ad	Homepage ad with text ad	Run of site button ads
Social Media Campaigns	Maximum postings/month: Facebook: 2 / Twitter: 5	Maximum postings/month: Facebook: 2 / Twitter: 3	Maximum postings/month: Facebook: 1 / Twitter: 2
E-Blast to Consumers	1 per month (maximum 20,000 names)	1 per month (maximum 10,000 names)	1 per month (maximum 5,000 names)
E-Blast to Meeting Planners	1 Article	Article	
Name Exchange Program	Yes	Yes	
<i>Preservation Magazine</i> <b>BONUS!</b>	2 1/6 ads + readership services	1 1/6 ad + readership services	
<i>Heritage Traveler E-newsletter</i>	Main story with link	Sidebar listing with link	
Press Release	Added to the monthly release	Added to the quarterly release	
National Trust Website Banner	Banner with text ad		
Hot Deals' Featured Spot	Featured listing		
Meetings & Events	Featured listing		

- **Marquee - ~~\$7500~~ \$3500 per month**  
*Includes Two Preservation Ads (an \$1800 value)*
- **Premiere - ~~\$3750~~ \$2250 per month**  
*Includes One Preservation Ad (a \$900 value)*
- **Showcase - ~~\$2500~~ \$1250 per month**

*Special offer through December 21, 2011*



## Destination Campaigns

- **What is it?**

Online marketing campaigns to promote a state, city, or region

- **How will you benefit?**

If your area purchases a campaign, your hotel will be included and you will receive a marquee package

### Cooperative Marketing Packages

Opportunities	Marquee	Premiere	Showcase
<b>Featured Placement</b> <i>Highlighted presence on HistoricHotels.org</i>	Banner Ad 916 x 125 pixels	Button Ad on Hotel Search 178 x 148 pixels	Button Ad on the Meetings & Events Page, Press Room, and more. 178 x 148 pixels
<b>Social Media Campaigns</b> <i>Spotlighted Facebook and Twitter postings</i>	Maximum postings per month: Facebook – 2 Twitter – 3	Maximum postings per month: Facebook – 2 Twitter – 2	Maximum postings per month: Facebook – 1 Twitter – 1
<b>E-Blast to Consumers</b> <i>Targeted consumer lists from robust database</i>	1 (maximum 20,000 names)	1 (maximum 10,000 names)	1 (maximum 5,000 names)
<b>E-Blast to Meeting Planners</b> <i>Qualified meeting planners from group sales database</i>	One article	One article	
<b>Press Release</b> <i>Distributed releases to global A-list media contacts</i>	Added to the monthly release		

## Wedding Campaigns *COMING SOON mid-2012*

### What is it?

Online marketing campaigns to promote your hotel's wedding spaces and packages

### Benefits

- Online
- Social media
- E-communications





## HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

- ☒ *Preservation Magazine*
- ☒ Cooperative Marketing Programs **NEW!**
- ☐ City Spotlights **NEW!**
- ☐ Civil War Sesquicentennial



## ***NEW PROGRAM:*** **City Spotlights**

- **What is it?**

Online marketing campaigns to promote a major city and our hotels

- **How will you benefit?**

If your area is featured, you can participate with a special offer

## 728% more page views, 88% more time on page



Click [here](#) to see all 11 San Francisco area specials and deals



Enjoy complimentary breakfast during your stay.



## 2012 Scheduled City Spotlights

- January – TBA
- February – TBA
- March – TBA
- April – Boston
- May – Chicago
- June – TBA
- July – San Diego
- August – San Francisco
- September – Washington, DC
- October – Charleston
- November – New York
- December – New Orleans

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**NEW!**



# CIVIL WAR SESQUICENTENNIAL

The screenshot shows the Historic Hotels of America website. At the top is a navigation bar with links: DESTINATIONS, EXPERIENCES, TIMELINE, MEETINGS & EVENTS, and HOT DEALS. Below this is a search bar with fields for destination, arrival, departure, and travel code, and a search button. A banner image shows a cannon in a field with the text 'HOT DEALS'. On the left is a sidebar with a list of categories: destination packages, state packages, year packages, nation packages, weekend packages, theme packages, history packages, city and town packages, science packages, wilderness packages, civil war packages, modern packages, family packages, and packages by location. The main content area is titled 'Civil War Special Offers' and includes a paragraph about the 150th anniversary of the Civil War. Below this is a section for 'Civil War Special Offers' with a 'Sort by' dropdown and a 'HERITAGE' button. A featured package, 'Heritage Tour Package', is shown with a description of its inclusions.

## Civil War Packages:

- Willard InterContinental
- Union Station –  
A Wyndham Historic Hotel



Walk BATTLEFIELDS Explore HISTORIC SITES Experience UNIQUE EVENTS

Click here to book your historic hotel packages commemorating the CIVIL WAR SESQUICENTENNIAL.

*Stay where history was written.*



## *Preservation Magazine*



- Offer the National Trust member rate (NHP) – loaded and bookable on [historichotels.org](http://historichotels.org)
- Advertise with the signature 1/6 page ads
- Sign up to receive the magazine at your hotel

## **Cooperative Marketing Programs** **NEW!**



- Hotel: Sign up with the order form or opportunities form
- Destinations: Refer your CVB contacts

## **City Spotlights** **NEW!**



- Participate by offering a package in your area

## **Civil War Sesquicentennial**



- Post a Civil War related or inspired package

## Contact Information

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