

Distribution: Knowing Changes Everything



Topics we will cover today

HISTORIC HOTELS of AMERICA



Updating hotel content, events and images on www.historichotels.org Displaying Rates & Packages on www.historichotels.org

iTools



Participation tools

January 1 - April 30, 2012:

- Averaging 150,000 **Page Views** a month.
 - (Additional 12,000 Page Views per month on mobile devices)
- Approximately 30,000 **Unique Visitors** per month.
- Average **Time On Website** is about 7 minutes (6:55) per visit.
- Average over 4 **Pages per Visit**.
- Top Traffic Sources:
 - 1. Google / Organic
 - 2. Direct / (None)
 - 3. National Trust for Historic Preservation Website / Referral
 - 4. Email Traffic / Email
 - 5. Bing / Organic

Top Referring Hotel Websites

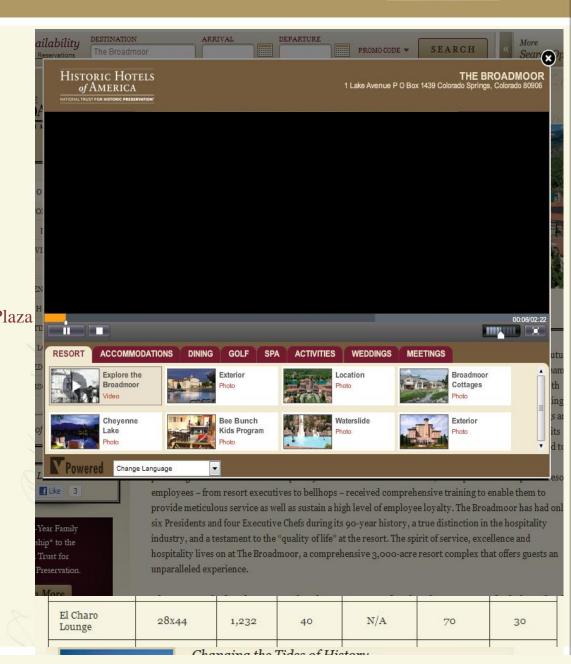
- 1. GroveParkInn.com
- 2. Crescent-hotel.com
- 3. TheSagamore.com
- 4. StanleyHotel.com
- 5. TheSpaAtNorwichInn.com
- 6. ProvidenceBiltmore.com
- 7. GreyfieldInn.com
- 8. Beekmandelamaterinn.com
- 9. HotelNorthampton.com
- 10. CastleontheHudson.com

Updating Hotel Content: Best Practices

HISTORIC HOTELS of AMERICA



Dining: Jekyll Island Club Hotel Event Calendar: Craddock Terry Hotel Hot Deals: The Peabody Memphis Meetings and Groups: Bishop's Lodge Resort Weddings: The Lenox Media Gallery: The Broadmoor



Process: Updating Hotel content and images

HHA Members

Home

Welcome!

Updating content on the Historic Hotels of America Website

Hoteliers, we have developed the following forms so you may keep your hotel's content on the

2

- 3

5

Historic Hotels of America website fresh and up-to-

Website Content Correction Form

 <u>Website Content Correction Form</u> - The ne several individual pages that are unique and speci pages should be as current and as accurate as possi you wish to have made on your individual propert <u>hhawebmaster@historichotels.org</u>.

 Packages Form – One of the new major featur is our enhanced Hot Deals sections. A dedicated H pages will contain an unlimited amount of package to the website, please complete this form and subm

 Event Form – Individual hotel pages will cont Calendar notifying visitors of re-occurring local, re holiday celebrations will be announced. Please con hhaevents@historichotels.org.

 New Images – All new images that hotels wish t uploaded to VFM for the Media Gallery section shot

- Individual hotel page images <u>hhawebmaste</u>
- Media Gallery via VFM images <u>images@his</u>

 Historic Hotels of America Event Photos - Photos click here.

The new Historic Hotels of America website contains several individual pages that are unique and speical to each hotel. We would like this information to be as up to date and accurate as possible. Please complete this form with any edits you wish to have made on your individual property pages and submit to: hhavebmaster@historichotels.org

of AMERICA

HISTORIC HOTELS

Hotel Name: Today's Date:			
Priority Low,Med,Critical)			Copy and paste web address link with error
Medium	The hotel was opened in 1653 not 1753.	The word "there" should be "their".	http://www.historichotels.org/hotels-resorts/the- buccaneer/
	Ac		

Process: Updating Hotel Events

HHA Members

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- Media Gallery via VFM images images@his

5. Historic Hotels of America Event Photos - Photos click here.

vent Listing Form: Historic Hotels of America Website	
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One of the new major features of the new Historic Hotels of America website will be an Events Calendar when re-occurring local, regional and state events, as well as special holiday celebrations will be announced. Please complete this form and submit to: hhaevents@historichotels.org

of AMERICA

HISTORIC HOTELS

NATIONAL TRUST FOR HISTORIC PRESERVATION*

Hotel Name: Today's Date:			,
	Title of Event or Celebration	Explain Event (50 words or less)	Event website (if applicable)
Events may be up to 12 months out. Please avoid events less than one week in duration and sold out periods.	Descriptive Title ofEvent	Recommendation: Include extra descriptive keywords in order to in-bed additional tags and enhance Search Engine Optimisation.	http://www.chicagoevents.com/event.c/m?eid=124
			:

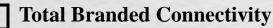
Topics we will Cover Today

HISTORIC HOTELS of AMERICA NATIONAL TRUST FOR HISTORIC PRESERVATION*



V Updating hotel content, events and images on www.historichotels.org **Displaying Rates & Packages on www.historichotels.org**

iTools



Participation tools

HISTORIC HOTELS of AMERICA

National Trust Member Rate

- For Q1 2012, #1 producing rate in room nights and revenue.
- Highest producing rate for all three months.
- The fastest growing rate category on the HHA website.
- Accounted for approx. 30% of all bookings made and 25% of total revenue on HistoricHotels.org in Q1 2012.
- Other large producing rates include Packages, Promos (BOGO), and Association Rates (AAA)

Summary: Top producing hotels on Historic Hotels of America Website:

- 1. Offer National Trust Member Rate
- 2. Participate in promotions
- 3. Actively engaged

NATIONAL TRUST FOR HISTORIC PRESERVATION®



Build the rate directly into your Central Reservation System (CRS).Step 1.Synxis*Intercontinental
Mortels & Alesonts*R
HiltonNarriottOmnit Hotels
Resorts*Addisson
Resorts*Be sure the rate has inventory, availability and distributed to the Pegasus
ODD/HCD/IDS Channel.ODD/HCD/IDS Channel.Intercention System (CRS).

Notify your CRS provider's **GDS Department** the rate is built and needs to be mapped. Provide them 1 of 3 different methods of mapping and corresponding rate loading form.

General Availability

Only Historic Hotels of America Website (Code)

Only Historic Hotels of America Website (No Code)

Step 3.

Step 2.

Once built and CRS provider has mapped the rate, **send email** to hhaoffers@historichotels.org notifying HHA the rate is ready to be tested for availability.

Displaying Packages & Rates

HHA Members

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5. Historic Hotels of America Event Photos - Photos

hhawebmaster@historichotels.org.

hhaevents@historichotels.org.

click here.

One of the new major features of the new Historic Hotels of America website will be a robust Hot Deals 1. Website Content Correction Form - The ne section where special packages and promotions will be centralized and diaplayed. To add packages to the several individual pages that are unique and speci website, please complete this form and submit to: hhaoffers@historichotels.org pages should be as current and as accurate as possi

of AMERICA

HISTORIC HOTELS

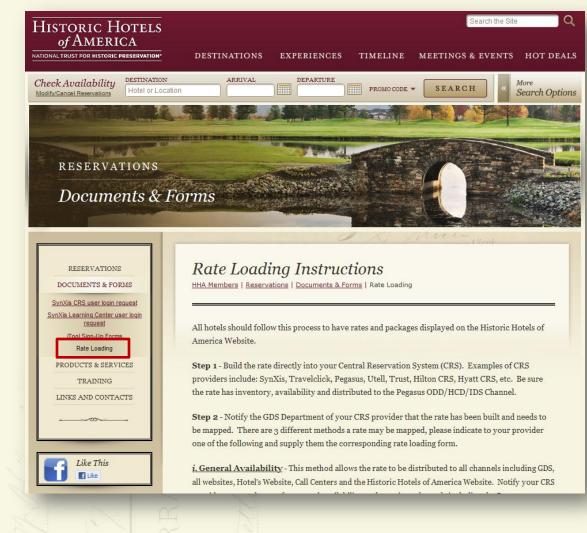
NATIONAL TRUST FOR HISTORIC PRESERVATION*

	Hotel Name:				
	Today's Date:				
	Validity Dates	Title of Package	Package Description (50 words or less)	Starting Price	National Trust Members Only
Ex.	Must be at least 3-12 months of availability.	Descriptive Title of Package	Recommendation: Include extra features in order to in-bed additional tags and enhance Search Engine Optimization.	Lowest Price/night	Yes/No
1					
2					
3					
4					
5					

Packages Form: Historic Hotels of America Website

If it is a new package to the Historic Hotels of America Website.

Displaying Packages & Rates



Rate Loading Instructions are in the Reservations section of the Member Portal!

*New - Historic Hotels of America Booking Engine Distribution Summary

	of AMERICA	Engine Distribution Summary											
	Overall Participation for: Date Completed:			Hotel		96% ¥							
	No Participation				S	trong Participatio							
Ľ	Revenue Account Manager Matthew Paul	chouses	P. 15-56	• <u>F</u>	legional Directo Thierry Roch	<u>r</u>							
	Dates Tested on historichotels.org Webs	ite (u			Sept. 16-18, 2012	Oct. 25-28, 2012							
	2012 Historic Hotels of America 1 To earn points, all rates and packages must be bookat National Trust Member Rate - min. 10% off BAR vs. AAA member rate, whichever is lower.	ole thro	uqh D			throughout year.							
	Spring Promotion	10	10	Have seasonal rate particular season. I									
	One Tank Drive (Summer promotion)	10	10	ilable for the ist minute.									
	Fall Back in Time (Fall Promotion)	10	10	Have seasonal rate particular season. I	지수는 것을 많은 것이 가지 않는 것이 없다. 것은 것								
	Hoiday Values (Vinter Promotion)	10	10	104/2010/00/2010/00/2010/00/2010/2010/20	Have seasonal rates prebuilt and available for the particular season. Do not wait until last minute.								
	A1 NTHP Non-Member - Min. 2 persons/room for 3 days/2 nights + 1 historic experience" + 1 historic tour	10	10	Historic Experience round	Historic Experience Package - 2 NGHTS offered round								
	B1 (NTHP Member): A1 @ 10% off + local gift + comp admission to local historic attraction	10	10	Historic Experience Members) offered	year round	978.03 (00.000)							
	A2 (NTHP Non-Member): Min. 2 persons/room for 4 days/3 nights + daily free breakfast + 1 historic experience" + 1 historic tour	10	10	Historic Experience round	Package - 3 NGH	ITS offered year							
	B2 (NTHP Member): B1 @ 10% off + local gift	10	10	Historic Experience Members) offered	23 이상이 아이가 좀 쉬는 그런 것 같아? 않	ITS (NTHP							
	C (Off/Shoulder Season) "Book Ahead to the Past" • Building Opening Date (1799) = Room Rate (\$179.99) • Meal (\$17.99) • Member determines length of stay and actual meal	10	10	HHA-Book Ahead	to the Past rate o	ffered year round.							
	Participates in HHA Employee Rate [DISEMP]	10	10	Participate in Empl	oyee Rate Progra	m							
	Brand Logo Compliance (posted & Linked)	10	10	HHA logo appears HistoricHotels.org		and is linked to							
l	2012 HHA MARKETING PROGRAMS	120	120	133									

1 100 D 100 V	National Trust Member Rate - min. 10% off BAR vs. AAA member rate, whichever is lower.	10	10	National Trust Member Rate offered throughout year.
	Spring Promotion	10	10	Have seasonal rates prebuilt and available for the particular season. Do not wait until last minute.
-	One Tank Drive (Summer promotion)	10	10	Have seasonal rates prebuilt and available for the particular season. Do not wait until last minute.
engewore i mirineene	Fall Back in Time (Fall Promotion)	10	10	Have seasonal rates prebuilt and available for the particular season. Do not wait until last minute.
A TATA A	Hoiday Values (Winter Promotion)	10	10	Have seasonal rates prebuilt and available for the particular season. Do not wait until last minute.
and the second	Al NTHP Non-Member - Min. 2 persons/room for 3 days/2 nights + 1 historic experience* + 1 historic tour	10	10	Historic Experience Package - 2 NGHTS offered year round
	B1 (NTHP Member): A1 @ 10% off + local gift + comp admission to local historic attraction	10	10	Historic Experience Package - 2 NGHTS (NTHP Members) offered year round
CASES I PRIMINA	A2 (NTHP Non-Member): Min. 2 persons/room for 4 days/3 nights + daily free breakfast + 1 historic experience* + 1 historic tour	10	10	Historic Experience Package - 3 NGHTS offered year round
יז ומווורומו	B2 (NTHP Member): B1 @ 10% off + local gift	10	10	Historic Experience Package - 3 NGHTS (NTHP Members) offered year round
	C (Off/Shoulder Season) "Book Ahead to the Past" • Building Opening Date (1799) = Room Rate (\$179.99) + Meal (\$17.99) • Mean determined bench of strength actual most			HHA-Book Ahead to the Past rate offered year round.
a marine and	Member determines length of stay and actual meal Participates in HHA Employee Rate [DISEMP]	10	10	Participate in Employee Rate Program
N 101-01 2	Brand Logo Compliance (posted & Linked)	10	10	HHA logo appears on hotel's wesite and is linked to HistoricHotels.org
20	2012 HHA MARKETING PROGRAMS TOTAL	120	120	

13

Below are the rates that are displaying on the Historic Hotels o		ou mou	
Best Available Rate (BAR)	2	2	Have Best Available Rate offered on Historic Hotels of America website.
Standard or RACK rate (RACK)	2	2	If no BAR, offer a standard or nightly rate.
Corporate (Standard Published) Rate [CORCR]	n/a	0	
Association Rates (AAA, AARP) [DISAAA, DISARP]	2	2	AAA and AARP rates are large producers on HistoricHotels.org. Be sure to open availability when appropriate.
Government Rates [GOVGOV, GOVFED, GOVMIL]	n/a	0	
Advance Purchase Rates (non-refundable) [PROADV]	2	2	
Other Non HHA Packages [PKG***]	2	2	Non HHA packages do very well on the HHA website. Also, adding a historic element or experience to a package already built and displaying on site would qualify as a HHA package.
Other Non HHA Promotions [PRO]	2	2	Promotions do very well. Buy one get one free, Buy 2 get 3rd night at year of hotels construction.
Weekend Rates [DISWKD or WEEKND] Off Season	n/a	0	
RATES SUBTOTAL	12	12	

Rate Attributes: Rate descriptions should be complete and appealing to the consumer. Rate sequencing should be displayed in low/high order with non qualified rates appearing first. The maximum number of rates that display on the Historic Hotels of America Website is determined by your Central Reservation System provider. Be sure all rate names are displaying accurately.

Sequencing	2	2	Be sure rates are sequenced unqualified rates then packages or promotions then qualified discounted rates (AAA)
Rate Descriptions	2	2	Be sure rate descriptions maximze all space available. Does your CRS have channel specific rate descriptions?
Rate Names	2	2	Rate names should be clear, accurate and display properly.
SEQUENCING SUBTOTAL	6	6	

Rate Parity:	Lowes		June 19-20, 2012	Sept. 16-18, 2012	Oct. 25-28, 2012		
Historic Hotels of America Website	Nightl	y BAR	\$149.00	\$139.00	\$169.00		
Hotel's Website	0	2	\$165.00	\$165.00	\$185.00		
Expedia	2	2	\$149.00	\$139.00	\$169.00		
Travelocity	2	2	\$149.00	\$139.00	\$169.00		
Orbitz	0	2	\$165.00	\$165.00	\$185.00		
Opaque Rates - Priceline [OPQ]	0	2	\$165.00	\$165.00	\$185.00		
Kayak.com	n/a	0	Call	Call	Call		
	4	10		Red = Out of Parity			
Other: Room Descriptions, images							
Room Descriptions	2	2	your CRS have chan	tions maximze all spac nel specific room descr nenities listed such as V	riptions? Have most		
Images	2	l on					
OTHER SUBTOTAL	4	4		(N)			

GRAND TOTAL 146 152

Next Steps/Recommendations:

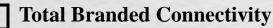
Topics we will Cover Today

HISTORIC HOTELS of AMERICA NATIONAL TRUST FOR HISTORIC PRESERVATION*

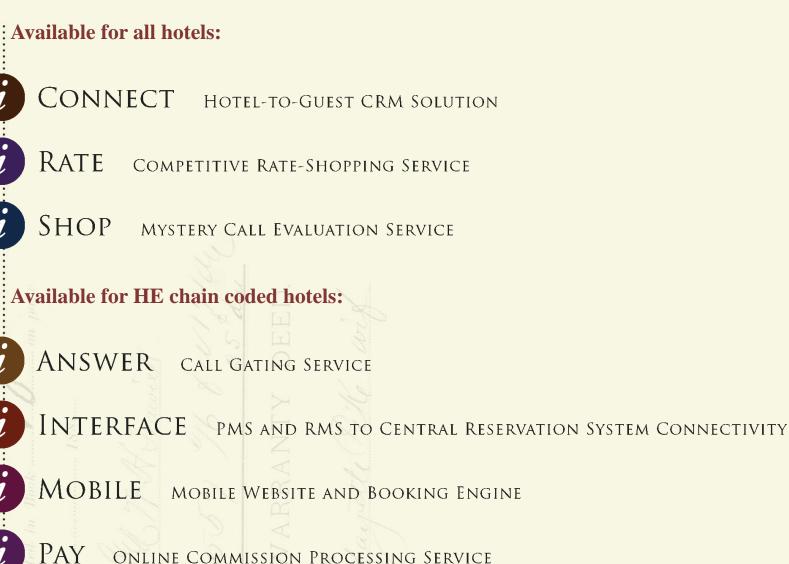


V Updating hotel content, events and images on www.historichotels.org Displaying Rates & Packages on www.historichotels.org

iTools



Participation tools



1

ONLINE COMMISSION PROCESSING SERVICE





MAIL EMAIL MARKETING SOLUTIONS

WEB WEBSITE DEVELOPMENT AND INTERNET MARKETING

More information about iTools can be found at: http://www.historichotels.org/member-login.php Member User Name: hha **Member Password: hotels**

Topics we will Cover Today

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iTools

Total Branded Connectivity

Participation tools

Total Branded Connectivity

'Leveraging the value of the Historic Hotels of America program into the electronic booking process across all channels, enhancing technology with a recognized identity'

Single portal (SynXis CRS) connects all reservations channels

- GDS
 - HE = "Historic Experience" within PV
 - GDS Biasing and advertising opportunities
 - Access to Consortia/TMCs (RFP program & Visits)
- Hotel's website booking engine with mobile booking engine
- Pegasus ODD/HCD Incl. Historic Hotels of America Website
- Direct Connect 3rd party Online Travel Agents (Expedia, Travelocity, over 30 OTAs)
- Voice Call Centers
- Mobile Website
- Facebook Booking Widget

Manage all rate products in one place (saves time & effort)



NAL TRUST FOR HISTORIC PRESERVATION			Updated Last:
'otal Branded Connectivity™			11/8/2010
articipation Summary			Historic Hotels
OVERALL PARTICIPATION FO		nl	e Hotel
OVERALE PARTICIPATION TO		IP1	88.6%
			Y
o Participation			Strong Participation
Revenue Account Manager	3	Ke	
Matthew Paul	1.200 th	4.19°	Thierry Roch
ate Section: Rate loaded in SynXis CRS with rate sease	ons and inv	zento	ry allocated well out into the future (13 months
ecommended). Rate Audit reports are readily available f	for your re	view	in the Track section of the SynXis CRS.
lavigation path: Track>Reports>Rates>Hotel Rate Audit	t		
se of Dynamic Pricing (Derived rates,Bar, Absolute			Use several BAR levels with almost all rates deriving off
ar,Floating Bar)	2	2	the various levels.
orporate (Standard Published) Rate [CORCR]	2	2	Corporate standard published rate offerred and active.
onsortia Rates [CON***]			Participate in several consortia programs all with active
	2	2	rates. Several Negotiated corporate rates active.
legotiated (Contracted Corporate) Rates [NEG***]	2	2	several Negotialed corporate rates active.
			Both AAA and AARP rates offered and active
ssociation Rates (AAA,AARP) [DISAAA,DISARP]	2	2	
overnment Rates [GOVGOV, GOVFED, GOVMIL]			Government Per Diem Rate offered and active
overnment rates [00/00/, 00/FED, 00/MIE]	2	2	
dvance Purchase Rates (non-refundable) [PROADV]			Online special rate offered.
	2	2	
1 EDIT Orbital			Several packages active.
ackages [PKG***]	2	2	
	2	2	Hotel does a great job with promotions, TravelZoo,
ackages [PKG***] romotions [PRO]			Lenox Web rate, Trip Advisor Rate, Stash Rate,
romotions [PRO]	2		Lenox Web rate, Trip Advisor Rate, Stash Rate, cheapflights rate
		2	Lenox Web rate, Trip Advisor Rate, Stash Rate,

A **Participation Summary** is a best practices audit conducted by Historic Hotels of America Revenue Account Manager.

Summary includes:

- Hotel Rate Audit
- Channel Distribution Audit
- Rate Production Audit
- Failed Availability Analysis
- Marketing Audit
- Many other items.

HISTORIC HOTELS

NATIONAL TRUST FOR HISTORIC PRESERVATION

The Sample Hotel

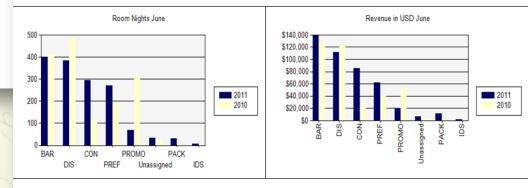
June 2011

17.00% \$464,267.50

	Total I	Room N	lights	Total R	eser	vatio	ns	Total Revenue In USD			Average Daily Rate				LOS		AVG Lead Time		
Date	TY	LY	% Chg	TY	I	Y	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg
YTD	9,064	8,345	9.00%	4,	98 4	4,045	6.00%	\$2,184,400.25	\$1,878,561.25	16.00%	\$241.00	\$225.11	7.00%	2.11	2.06	2.00%	34.98	28.64	22.00%
12M	17,788	14,847	20.00%	8,	195 1	7,121	19.00%	\$4,368,337.75	\$3,397,202.75	29.00%	\$245.58	\$228.81	7.00%	2.09	2.08	0.00%	32.11	24.77	30.00%
Jun-11	1,488	1,547	-4.00%	e	78	707	-4.00%	\$436,954.00	\$383,449.75	14.00%	\$293.65	\$247.87	18.00%	2.19	2.19	0.00%	33.49	37.78	-11.00%
May-11	1,617	1,517	7.00%	6	94	663	5.00%	\$464,195.00	\$424 102 50	9.00%	\$287.07	\$279.57	3.00%	2.33	2 29	2 00%	73 29	40.45	81 00%

Historic Hotels of America **Revenue Account Manager** will review monthly reports with your team.

	Rate C	Category -	June	2011																	
	Total I	Room Nig	hts		Total Rese	rvations			Total Revenue In USD				Average	Daily Ra	ite	AVG LOS		AVG L	ead Tin	ae	
Code	TY	% Tot	LY	% Chg	ТУ	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	ТУ	LY	% Chg	TY	LY	% Chg
BAR	397	26.68%	410	-3.00%	169	24.926%	176	-4.00%	\$138,875.00	31.783%	\$130,425.00	6.00%	\$349.81	\$318.11	10.00%	2.35	2.33	1.00%	43.18	40.03	8.00
DIS	384	25.806%	487	-21.00%	161	23.746%	209	-23.00%	\$111,183.00	25.445%	\$124,147.00	-10.00%	\$289.54	\$254.92	14.00%	2.39	2.33	3.00%	54.58	52.68	4.00
CON	295	19.825%	118	150.00%	142	20.944%	66	115.00%	\$85,031.00	19.46%	\$29,620.00	187.00%	\$288.24	\$251.02	15.00%	2.08	1.79	16.00%	18.72	23.33	-20.00
PREF	272	18.28%	189	44.00%	139	20.501%	96	45.00%	\$61,851.00	14.155%	\$39,888.00	55.00%	\$227.39	\$211.05	8.00%	1.96	1.97	-1.00%	13.89	13.31	4.00
PROMO	70	4.704%	313	-78.00%	37	5.457%	145	-74.00%	\$19,760.00	4.522%	\$52,607.75	-62.00%	\$282.29	\$168.08	68.00%	1.89	2.16	-13.00%	9.73	35.56	-73.00
Unassig ned	34	2.285%	24	42.00%	15	2.212%	10	50.00%	\$6,981.00	1.598%	\$4,906.00	42.00%	\$205.32	\$204.42	0.00%	2.27	2.40	-5.00%	75.80	51.50	47.00
PACK	30	2.016%	4	650.00%	11	1.622%	3	267.00%	\$11,880.00	2.719%	\$1,416.00	739.00%	\$396.00	\$354.00	12.00%	2.73	1.33	105.00%	21.91	54.00	-59.00
IDS	6	0.403%	2	200.00%	4	0.59%	2	100.00%	\$1,393.00	0.319%	\$440.00	217.00%	\$232.17	\$220.00	6.00%	1.50	1.00	50.00%	72.75	0.00	
Total	1,488	100.00%	1,547	-3.81496	678	100.00%	707	-4.102%	\$436,954.00	100.00%	\$383,449.75	13.953%	\$293.65	\$247.87	18.47296	2.19	2.19	0.3096	33,49	37.78	-11.30



Rate (Category	- April	2011 - Ju	ne 2011																					
Total I	Room Nig	hts		Total Rese	rvations			Total Revenue In US	D			Average	Daily Ra	te	AVG LOS			AVG L	ead Tin	ne					
TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	% Tot	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg	TY	LY	% Chg					
1,460	30.834%	1,314	11.00%	574	27.178%	563	2.00%	\$496,430.50	36.357%	\$420,095.00	18.00%	\$340.02	\$319.71	6.00%	2.54	2.33	9.00%	68.73	40.24	71.00%					
1,364	28.807%	1,579	-14.00%	572	27.083%	634	-10.00%	\$377,290.00	27.632%	\$421,553.00	-10.00%	\$276.61	\$266.97	4.00%	2.38	2.49	-4.00%	68.58	51.19	34.00%					
821	17.339%	442	86.00%	432	20.455%	241	79.00%	\$220,911.00	16.179%	\$114,940.00	92.00%	\$269.08	\$260.05	3.00%	1.90	1.83	4.00%	19.39	19.22	1.00%					
648	13.685%	597	9.00%	338	16.004%	314	8.00%	\$143,641.00	10.52%	\$128,336.00	12.00%	\$221.67	\$214.97	3.00%	1.92	1.90	1.00%	15.41	15.70	-2.00%					
180	3.801%	370	-51.00%	87	4.119%	182	-52.00%	\$49,972.00	3.66%	\$83,272.25	-21.00%	\$277.62	\$171.01	62.00%	2.07	2.03	2.00%	24.60	40.01	-39.00%					
	Total TY 1,460 1,364 821 648	Y % Tot 1,460 30.834% 1,364 28.807% 821 17.339% 648 13.685%	Y % Tot LY 1,460 30.834% 1,314 1,364 28.807% 1,579 821 17.339% 442 648 13.885% 597	Total Room Nights TY % Tot LY % Chg 1,400 30.834% 1,314 11.00% 1,324 28.807% 1,579 14.00% 821 17.339% 442 88.00% 648 13.885% 597 9.00%	TY % Tot LY % Chg TY 1,460 30.834% 1,314 11.00% 574 1,364 28.807% 1,579 -14.00% 572 28.21 77.339% 442 88.00% 432 648 13.685% 597 9.00% 338	Total Reservations Ty % Tot LV % Che TY % Tot 1.400 30.834% 1.314 11.00% 574 27.178% 1.364 28.807% 1.579 14.00% 572 27.083% 821 17.339% 442 86.00% 432 20.455% 648 13.865% 597 9.00% 338 18.04%	Total Reservations Ty % Tot Ly % Chg TY % Tot LY 1,400 30.834% 1,314 11.00% 574 27.178% 663 1,364 28.807% 1,579 -14.00% 572 27.083% 634 821 17.339% 442 88.00% 432 20.455% 241 648 13.685% 597 9.00% 338 16.004% 314	Total Reservations TY % Tot LY % Chg TY % Tot LY % Chg 1,400 30.834% 1,314 11.00% 574 27.178% 563 2.00% 1,364 28.807% 1,579 -14.00% 572 27.083% 634 -10.00% 821 17.339% 442 88.00% 432 20.455% 241 79.00% 648 13.685% 597 9.00% 338 18.004% 314 8.00%	Total Room Night: Total Reservations Total Revenue In US TY % Tot LY % Chg TY % Tot LY % Chg TV 1,400 30.834% 1,314 11.00% 574 27.178% 563 2.00% \$490,430.50 1,364 28.807% 1.579 -14.00% 572 27.083% 634 -10.00% \$377,290.00 821 17.339% 442 88.00% 432 20.465% 241 79.00% \$\$220,911.00 648 13.685% 597 9.00% 338 16.004% 314 8.00% \$\$143,641.00	Total Room Night Total Reservations Total Revenue In USD TY % Tot LY % Chg TY % Tot 1,400 30.834% 1,314 11.00% 574 27.178% 563 2.00% \$490,430.00 30.357% 1,364 28.807% 1.579 -14.00% 577<27.083%	Total Room Nights Total Reservations Total Revenue In USD TY % Tot LY % Cbg TY % Tot LY 1,400 30.834% 1,314 11.00% 574 27.178% 563 2.00% \$490,430.50 36.357% \$420,095.00 1,364 28.807% 1.579 14.00% 572 27.083% 634 -10.00% \$377,290.00 27.632% \$421,653.00 821 17.339% 442 86.05% 432 20.455% 241 79.00% \$220,911.00 16.173% \$114,940.00 648 13.865% 597 9.00% 338 16.004% 314 8.00% \$143,641.00 10.52% \$128,336.00	Total Room Nights Total Reservations Total Revenue In USD TY % Tot LY % Chg TY % Tot LY % Chg 1,400 30.834% 1,314 11.00% 6774 27.178% 503 2.00% S490,430.50 30.8357% S420,095.00 18.00% 1,364 28.807% 1.600% 6774 27.178% 603 -10.00% S377,290.00 27.632% S421,950.00 18.00% 1,364 28.807% 1.60.00% 6322 20.455% 2.41 79.00% S3220,910.00 16.178% S114,940.00 92.00% 648 13.865% 597 9.00% 338 16.004% 314 8.00% S143,841.00 10.52% S128,336.00 12.00%	Total Room Nights Total Reservations Total Reservations Total Reservations Average TY % Tot LY % Cheg TY % Cheg TY % Tot LY % Cheg TY % Cheg TY % Tot LY % Cheg TY % Cheg TY <td>Total Room Nights Total Reservations Total Reservations Total Reservations Average Daily Ra TY % Tot LY % Cheg TY % Tot LY % Cheg TY LY LY % Cheg TY LY <</td> <td>Total Room Nights Total Reservations Total Reservations Total Reservations Average Daily Reservations Average Daily Reservations TY % Tot LY % Chg TY % Tot LY % Chg TY % 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Click Links Below To View Reports

740 633

Sheet 2 - Instructions

Apr-11 1,630 1,408 16.00%

Sheet 3 - Three Year Rolling

Sheet 4 - Channel

Sheet 5 - Rate Category

Sheet 6 - Rate Plan

Sheet 7 - Day of Week

Sheet 8 - Travel Agency

Sheet 9 - Room Code

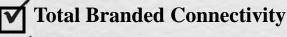
Sheet 10 - Consortia Rate

A Production Workbook

will automatically be sent monthly to selected hotel email addresses. This snapshot will include past production and performance across several metrics.

Topics we will Cover Today

HISTORIC HOTELS of AMERICA



- Displaying Rates & Packages on www.historichotels.org
- **v** iTools
 - Updating hotel content, events and images on www.historichotels.org
 - **Participation tools**

Participation Tools

2012 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES WHICH I HAVE CHECKED BELOW.

Hotel: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

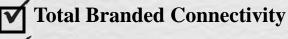
Terms and conditions may apply. Payment due at time of registration.

Revenue Account Mgt Opportunities	Date	Days	Location	Соят	Remaining Availability	1	
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels		
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels		
Hot Deals Featured on the HHA Website	On-Going			Complimentary	All Hotels		
Hotel Link on PreservationNation.org	On-Going			Complimentary	All Hotels		
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels		
Guest Connect Booking Engine	On-Going			Ask for Quote	HE Hotels		
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels		
iMobile - Mobile Booking Engine	On-Going			\$400 Set-up, \$75/Month	HE Hotels		
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels		
iConnect	On-Going			Ask for Quote	All Hotels		
iShop	On-Going			Ask for Quote	All Hotels		

Hı	STORIC HOTELS
	of AMERICA

Topics we will Cover Today

HISTORIC HOTELS of AMERICA



Displaying Rates & Packages on www.historichotels.org

- **i**Tools
 - Updating hotel content, events and images on www.historichotels.org
- **Participation tools**



NATIONAL TRUST FOR HISTORIC PRESERVATION"

Thank You

mpaul@historichotels.org 312-542-9224

Total Branded Connectivity

HISTORIC HOTELS of AMERICA

'Leveraging the value of the Historic Hotels of America brand into the electronic booking process across all channels, enhancing technology with a recognized identity'

