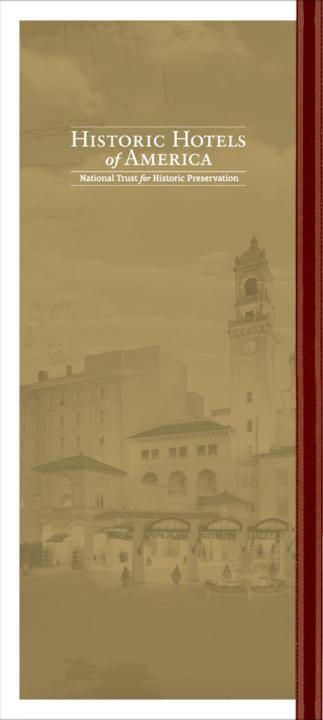


National Trust for Historic Preservation

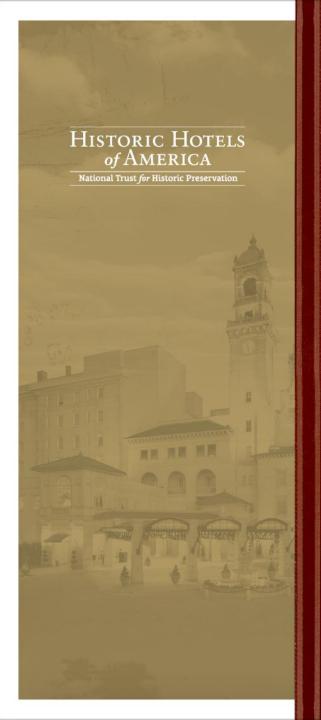
Check-In to the Sales Opportunity Suite



Historic Hotels of America Sales Program

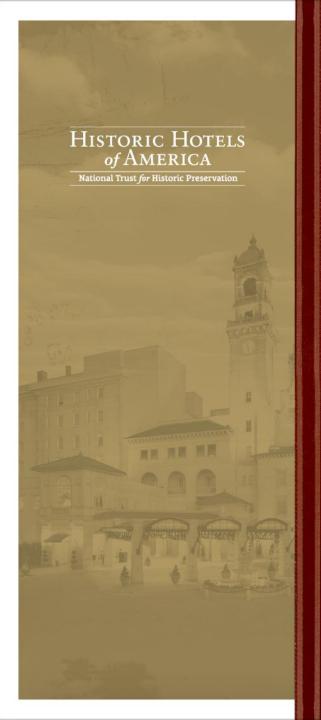
- Opportunity Based
- Access Oriented
- Preservation Vertical Market Focused

The Historic Hotels of America Sales Program is all about putting qualified, preservation-friendly meeting and event planner decision makers in front of member hotels



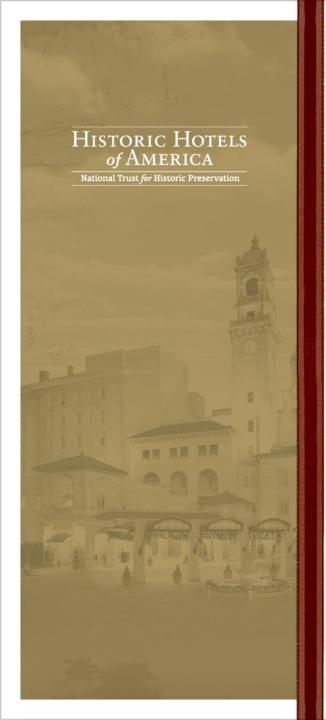
Opportunities Factoid

- In the course of a year, Historic Hotels of America will present its member hotels with opportunities to access....
 - 4,000+ meeting & event planners
 - 10 meetings per year per planner
 - 70 room nights per meeting
 - Totals 2.8 Million room nights in potential group business!



Opportunities and Access

- Regional Client & Media Showcases
 - Season Pass
- Select National Tradeshows
 - National Preservation Conference
- Monthly e-blasts to meeting/event planners
- Group Value Dates

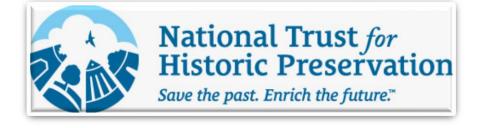


More Opportunities and Access

- Meetings-Related Collateral Material
 - Historic Hotels of America Facilities Guide (Print and Digital Format)
- National Trust Member Group Rate Program
- B2C Meetings & Events Website Pages
 - Weddings and Special Events
- Sales Section on the Member Portal
 - TREM Calendar and online registration

- The Historic Hotels of America Preservation Vertical Market database is comprised of more than 4,000 decision makers from preservation-friendly foundations, societies, associations, boards, non-profits, and government entities, representing thousands of meetings and events with the potential to be hosted in historic venues
- Through its affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel organization which can stake a credible claim to understanding the Preservation Vertical Market
- Membership in Historic Hotels of America provides a hotel with access to the Preservation Vertical Market, showcasing your hotel to this growing market segment, while providing a competitive edge over non-member hotels in your market area

















Preservation Client E-Blast Program

- Each month, you have the opportunity to showcase your hotel to 4,000 preservation-friendly meeting and event planners, by participating in the Preservation Database E-Blast Program. Here's all you need to do:
- Compose a group meeting offer featuring 150 words of copy and a high-res image
- Be sure to include a "historic" component in your group meeting offer
- Your offer will be featured with other members hotels' offers in a monthly e-blast
- Only a 1% bounce/undeliverable rate and <1% unsubscribe rate
- RFPs are received by the Historic Hotels of America National Sales Office and forwarded to the member hotel to respond to the client and close the business
- In the event a participating hotel does not receive an actionable lead, the offer will be re-sent in the following month's e-blast, at no additional charge
- Participation Fees: \$375 for a shared e-blast; \$950 for an exclusive e-blast



HISTORIC HOTELS of America

NATIONAL TRUST FOR HISTORIC PRESERVATION"



Hotel Boulderado, Boulder, Colorado

Victorian elegance surrounds you the moment you step through the doors of **Hotel Boulderado**, a National Register Landmark, and one of the National Trust's Historic Hotel sof America. From our opening in 1909 to today, Hotel Boulderado has set the standard for Colorado Luxury hotels and modern convenience with our guests. Located in the heart of downtown just one block from the popular shopping and dining attractions of the Pearl Street Pedestrian Mall, Hotel Boulderado offers the premier ocation in Boulder. The Denver International Airport isjust 50 minutes away with many transportation options available.

For meetingsbooked through April of 2014 receive the following benefits:

- Complimentary Wireless internet
- Complimentary meeting space with meeting packages
- · Your choice of a complimentary one-hour welcome reception or continental breakfast for the

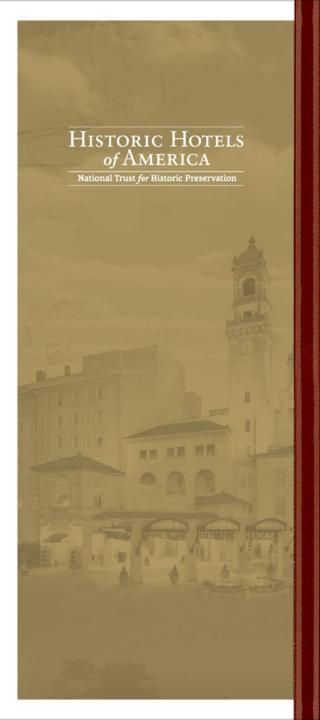
group • 50% off audiovisual rentals

Guest room rates starting at \$159 per night

National Trust Member Group Rate 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* (10+ guest rooms) from National Trust members to all Historic Hotels of America
- For a hotel to be eligible, first offer a bookable National Trust **Member** Rate
- Then, when you receive a group RFP, 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
- No fee to participate. In the event of a definite booking, 10% placement fee applies if direct and 5% if a third-party planner is involved





Group Value Dates

- Share your hotel's Opportunity or Need Dateswith meeting and event planners who regularlyvisit HistoricHotels.org
- Submit need dates only, not rates
- Dates will be posted to the HistoricHotels.org Group Value Dates page as well as listed on your hotel's individual Meetings & Events page
- No fee to participate



Group Value Dates

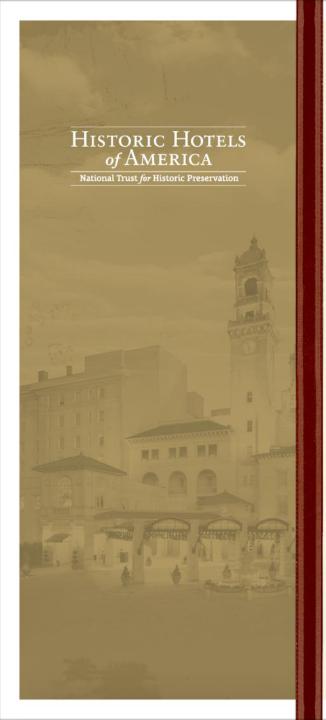
Meetings & Events | Group Value Dates

Hot Dates at Historic Hotels of America

Get a great deal at a great hotel with HHA's group value dates. If your dates are flexible, consider booking during one of these target dates identified by our member hotels. To learn more, please contact HHA or **submit a Meeting/Event RFP**. Value dates are subject to change and availability. Other hotel restrictions may apply.

Alabama

Mobile
The Battle House Renaissance Mobile Hotel & Spa
2013
August 1-7, 11-30
September 1-15
October 13-21, 31
November 1-4, 26–30
December 1-28
2014
January 12–14
March 9-13, 23–27
April 13–22
May 18–31



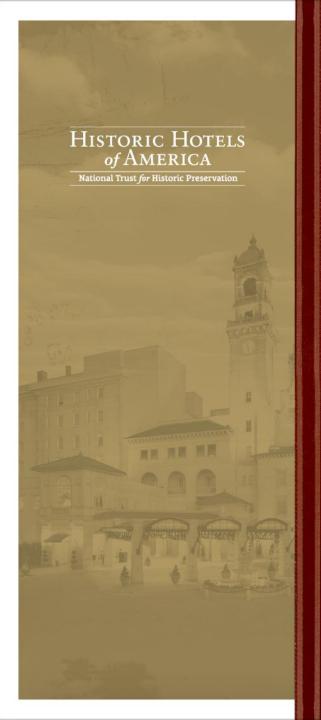
Client & Media Showcases

- Key Markets
 - Milwaukee, November 2013
 - Chicago, April 2014
 - New York, May 2014
 - Atlanta/Southeast, July 2014
 - Washington, DC, September 2014
 - San Francisco, September 2014
- Unduplicated Clients from the Preservation Vertical Market
- Includes Media Representatives
- History-Themed Events Featuring Heritage Partners
- Participation Fees: \$1,250 \$1,950 for Two Participants





Historic Hotels of America New York Client & Media Showcase Waldorf Astoria May 8, 2013



Tradeshows

- Mix of Traditional Tradeshows as well as Hosted Buyer/One-on-One Marketplaces
- ASAE Springtime, Washington, DC, May 2014
- GBTA, Los Angeles, July 2014
- MEET National, Washington, DC, September 2014
- Holiday Showcase, Chicago, December 2014
- National Preservation Conference, November 2014 Savannah
- Co-op Participation = Excellent Value
- Participation Fees: \$1,500 \$3,500





HSMAI MEET National Tradeshow One-on-One Hosted Buyer Appointments Washington, DC September 4-5, 2013





ASAE Springtime Tradeshow Washington, DC May 16, 2013

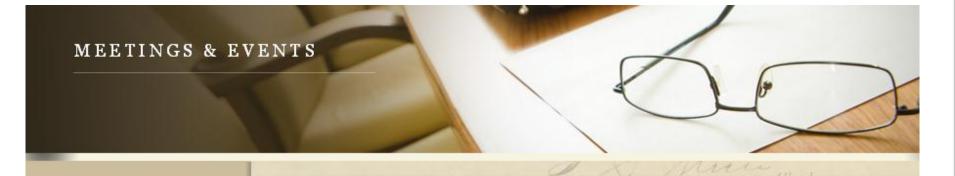




GBTA Expo San Diego August 4-8, 2013

HistoricHotels.org – The Official Website of Historic Hotels of America

- Meetings & Events tab on the home page's top navigation bar
- Meetings & Groups link on every hotel's individual page
- Weddings & Special Events
- Conferences, Retreats, Small Groups
- Meeting Facilities Guide
- Group Value Dates
- Submit a RFP
- Join our Meeting Planners E-List
- Contact Us
- Best Practices
- Complimentary Web Pages Audit



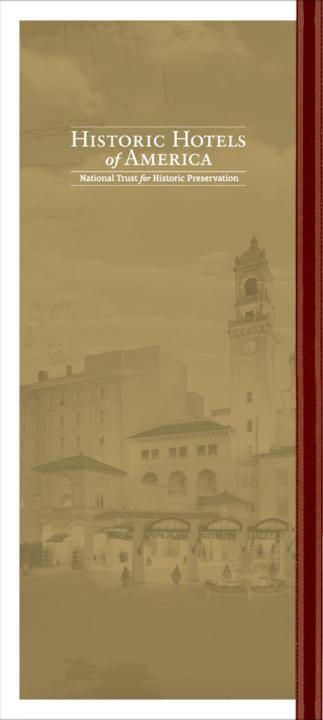


Meetings & Events

Home | Meetings & Events

Make the past a part of your future meetings

Create your own history by planning a meeting or event with Historic Hotels of America. This distinctive collection of legendary hotels offers something to suit every need, from downtown destinations to rustic retreats, beachfront locales to mountaintop resorts, and mid-century modern high-rises to classic 18th-century inns.



HistoricHotels.org Member Portal Sales Section

- 2014 Historic Hotels of America Sales Program Plan
- 2014 TREM Calendar and Online Registration
- 2014 Consortia & Travel Management Companies Program Information



HISTORIC HOTELS OF AMERICA MEMP

Sales

HISTORIC HOTELS OF AMERICA MEMBERS

MEMBER BENEFITS

SALES

MARKETING

PUBLIC RELATIONS

RESERVATIONS

BRAND ASSURANCE STANDARDS

BRAND ADMINISTRATION

THE NATIONAL TRUST FOR HISTORIC PRESERVATION

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 Historic Hotels of America Sales Program, <u>click here</u>.

2014 Consortia Program

As a benefit of membership, hotels with a Historic Experience "HE" Global Distribution System



New Opportunities for 2014

- The Historic Hotels of America Season Pass features:
 - Five Client & Media Showcases
 - Chicago
 - New York
 - Atlanta
 - Washington, DC
 - San Francisco
 - \$500 Credit toward One Regional Hosted Media Luncheon in the city of your choice
 - \$1,500 Credit toward a Cooperative Marketing Package Marquee Campaign
 - One Preservation Client Database E-Blast
 - Participation Fee: \$8,000

Special Offer! Register for a 2014 Season Pass by December 1, 2013 and receive Two Additional Preservation Client Database E-Blasts



New Opportunities for 2014

• Debut the 2014 Season Pass Guarantee

• Five actionable client leads or receive a complimentary 2015 Season Pass

1 Note	Sales To Do List
Q Search	Today
To Do List: Today	Season Pass
	Client & Media Showcases and Tradeshows
	Preservation Client E-Blasts
	National Trust Member Group Rate Program
	Group Value Dates
HISTORIC HOTELS	
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HISTORIC HOTELS of AMERICA National Trust for Historic Preservation

Thomas and Manager

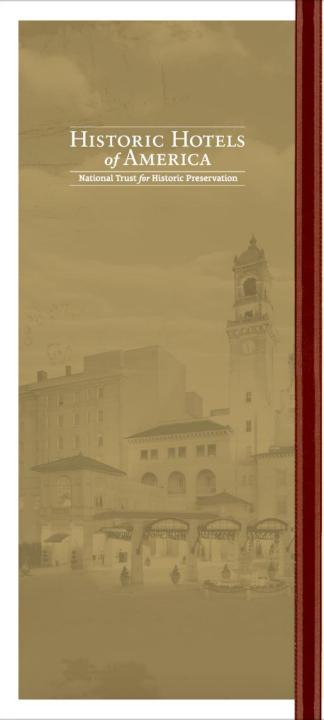
2014 Historic Hotels of America Opportunities Registration Form

Sales Opportunities are listed in the first section of the form

Register Today!

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2014 OPPORTUNITIES REGISTRATION FORM



For More Information

Michael DiRienzo Director, Sales and Development Historic Hotels of America +1 202 772 8337 <u>MDiRienzo@HistoricHotels.org</u> or Visit the HistoricHotels.org Member Portal



National Trust for Historic Preservation



Thank you for checking-in to the Sales Opportunity Suite