

The National Trust for Historic Preservation & Historic Hotels of America

2011 Annual Conference

Save the past.
Enrich the future.

HISTORIC HOTELS
of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Hilton Cincinnati Netherland Plaza, Cincinnati, Ohio



Founded in 1960.

Privately-funded non-profit organization

Headquartered in Washington, DC.

Field Offices.

29 Official National Trust Historic Sites.

750+ Affiliated Sites.

200+ Historic Hotels of America.

270,000 Supporters Nationwide.

350 Employees.

1886 Crescent Hotel & Spa, Eureka Springs, Arkansas



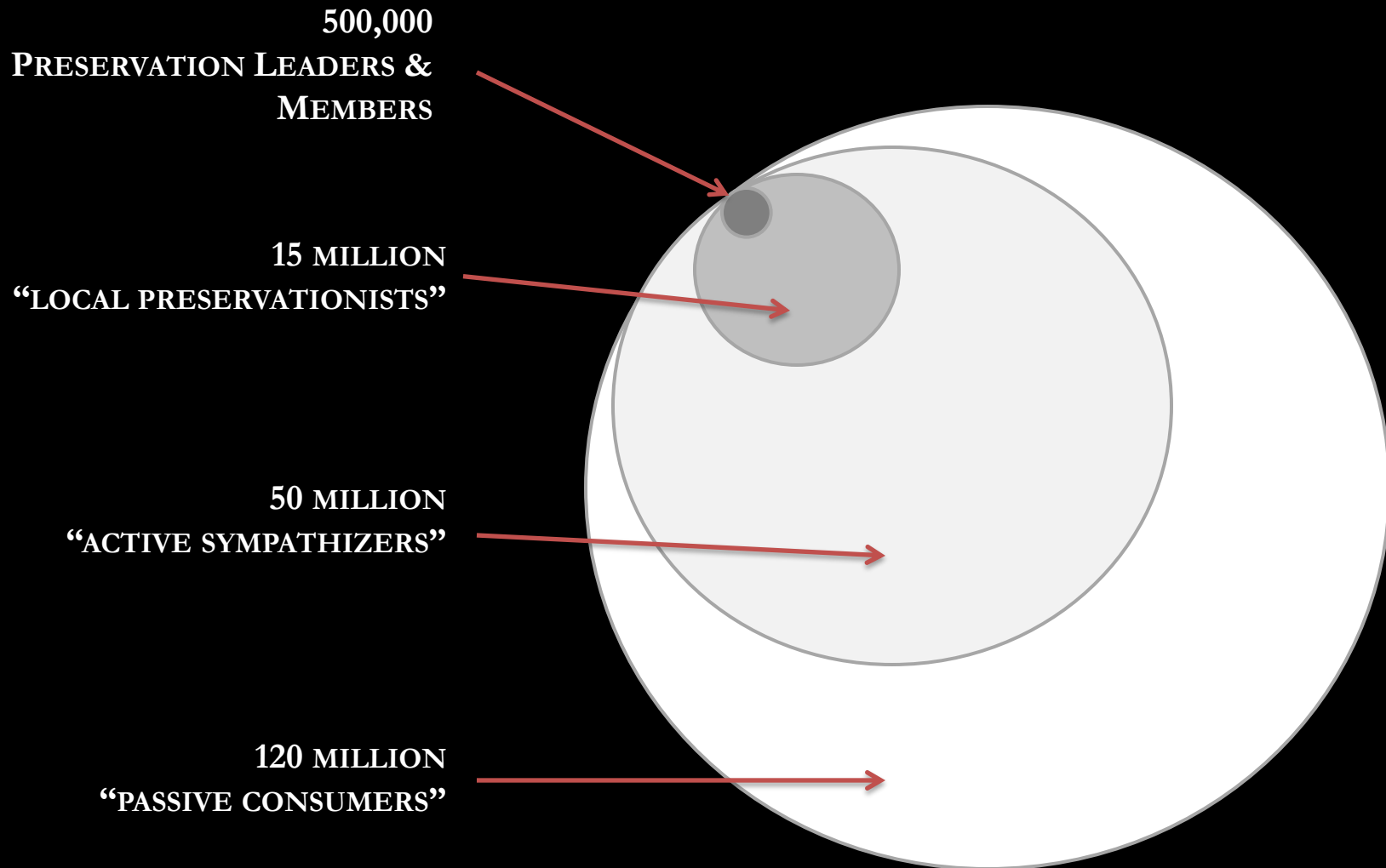
OUTREACH TO A
BROADER & MORE
DIVERSE BASE
OF SUPPORT

EXTENSIVE
RESEARCH IN
2010 & 2011

MORE PASSIONATE
THAN WE KNEW

Wort Hotel, Jackson, Wyoming

MARKET SEGMENTS IMPORTANT TO PRESERVATION





MILLIONS of people

Millions of

NEW SUPPORTERS

Millions of potential

NEW GUESTS

Hotel La Fonda, Santa Fe, New Mexico



HISTORY BUFE

2.2 Million People

Knows the value of history
and looks for ways to connect

Cliff House at Pikes Peak, Manitou Springs, Colorado



ARCHITECTURE LOVER

3 Million People

Owens historic homes
and knows a sense of place

The Menger Hotel, San Antonio, Texas



COMMUNITY- CONSCIOUS PARENT

2.2 Million People



Cares about the local
community and businesses

Hotel Jerome, Aspen, Colorado



79%

Visiting places
to learn about
American
history

78%

Traveling to
historic
communities

81%

Protect America's
cultural heritage

75%

Attending an
“insider’s” tour of
a historic place

Hotel Deco, Omaha, Nebraska

A black and white photograph of the Hotel Valley Ho in Scottsdale, Arizona, at night. The hotel is a large, multi-story building with many lit windows. In the foreground, there is a large, curved swimming pool with lounge chairs and umbrellas around it. A fire pit with a fire is visible in the bottom right corner. Palm trees are scattered throughout the scene.

74%

Seeing interesting
architecture

73%

Attending a lecture
on important
historic sites

85%

Concerned about
preserving historic
buildings

67%

Attending a happy hour
at a historic site

Hotel Valley Ho, Scottsdale, Arizona



HOW CAN WE ENGAGE THEM?

Palmer House Hilton Hotel, Chicago, Illinois

CURRENT MARKETING STRATEGIES IN PLACE

- Complimentary Magazines Hotel Program
- Magazine Advertising Opportunities
- E-Communications – Free Advertising & Features
- Targeted Heritage Travel E-Communications
- American Postcards for Preservation
- Web Presence on **PreservationNation.org**
- Online Map & Directory for Member Benefit Hotels
- Correspondence with our Membership

COMPLIMENTARY MAGAZINES HOTEL PROGRAM

- Provide free magazines (3 copies per issue, per room) to opt-in Historic Hotels of America
- This year:
 - distributed approx. 34,000 copies
 - served 65 Historic Hotels of America
- *Program goals:* Visibility for National Trust with hotel visitors. Value added for hotel customer.



MAGAZINE ADVERTISING OPPORTUNITIES

- Special sections for Historic Hotels of America.
- See Abby Horrigan for advertising information.
- *Program goals:* Visibility for Historic Hotels of America with larger audience.

PreservationNation.org/advertise

Historic Hotels of America

Preservation magazine will feature a special advertising section focused on Historic Hotels 2012 issues.

More than 350,000 readers refer to the magazine for historic travel ideas. With an average age of 61, and income of \$184,000, they average 6.8 overnight trips and 21 hotel nights a year. 88% enjoyed visiting historic places last year and 86% read *Preservation* to discover historic sites and travel destinations.

ADVERTISING IS AS EASY AS 1-2-3!

1. Send a photo (digital: tif or jpeg at 300 dpi). Horizontal works best.
2. Send editorial copy (40-50 words). Any copy over the allowed words will be edited down.
3. Send your website address.

PACKAGE INCLUDES:
Advertiser Spotlight, our reader services program, for one issue and a link directly to your website.

All of this for only \$900 net per issue—buy 2 issues for \$1,700 or all 3 for \$2400!

Email copy and photo to beth_siegel@nthp.org.

CALL NOW TO GET IN THESE AD SECTIONS!

SPRING 2012
Closing: January 30
Materials due: February 13
SUMMER 2012
Closing: May 21
Materials due: May 30
FALL 2012
Closing: July 23
Materials due: July 30

SEE SAMPLE ON BACK

PreservationNation.org/advertise
(800) 944-6847 ext. 6233

PRESERVATION

THE MAGAZINE OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION

E-COMMUNICATIONS - GENERAL

- Monthly e-communications to circa 190,000 opt-in members and friends.
- Historic Hotels of America square advertisement in select issues, with link to Historic Hotels of America page.
- Possibility for feature articles promoting Historic Hotels of America.
- *Program goal:* Visibility for Historic Hotels of America.



TARGETED TRAVEL E-COMMUNICATIONS

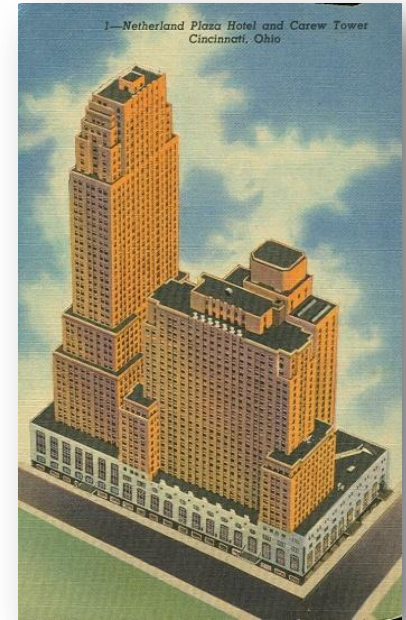
- Monthly e-communications to circa 190,000 members and friends focused solely on heritage travel.
- Historic Hotels of America features seasonal and/or site promotions.
- *Program goal:* Visibility for National Trust heritage travel programs such as Historic Hotels of America, Trust Tours, Partner Places, and National Trust Historic Sites.



AMERICAN POSTCARDS FOR PRESERVATION

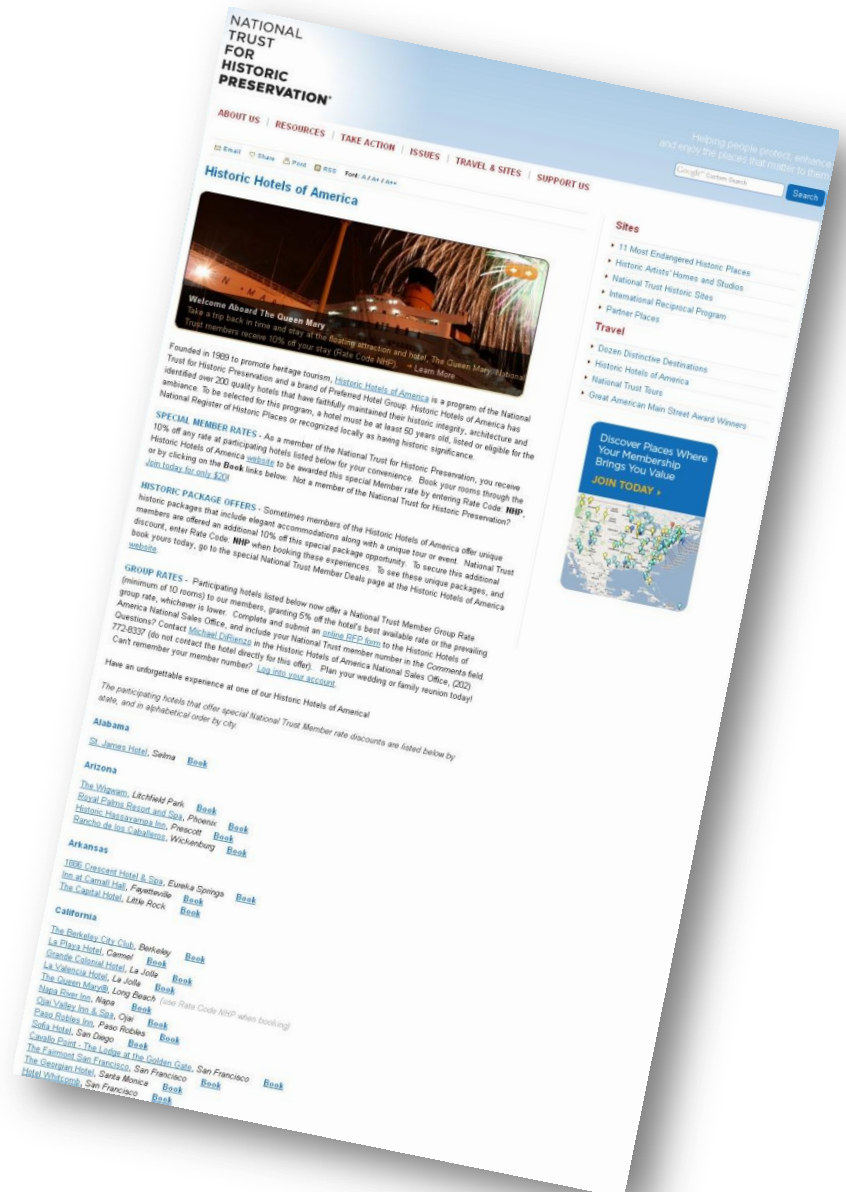
The 'American Postcards for Preservation' cause marketing campaign will engage people across America in saving places and celebrating our history.

- A series of historic trails such as **The Presidential Trail of Virginia** and **The Heyday of Hollywood**.
- A professional trail photographer and photos from the public.
- An interactive website will allow people to follow the trails.
- Events and activities will engage people along the way.
- Final gala in Washington D.C.



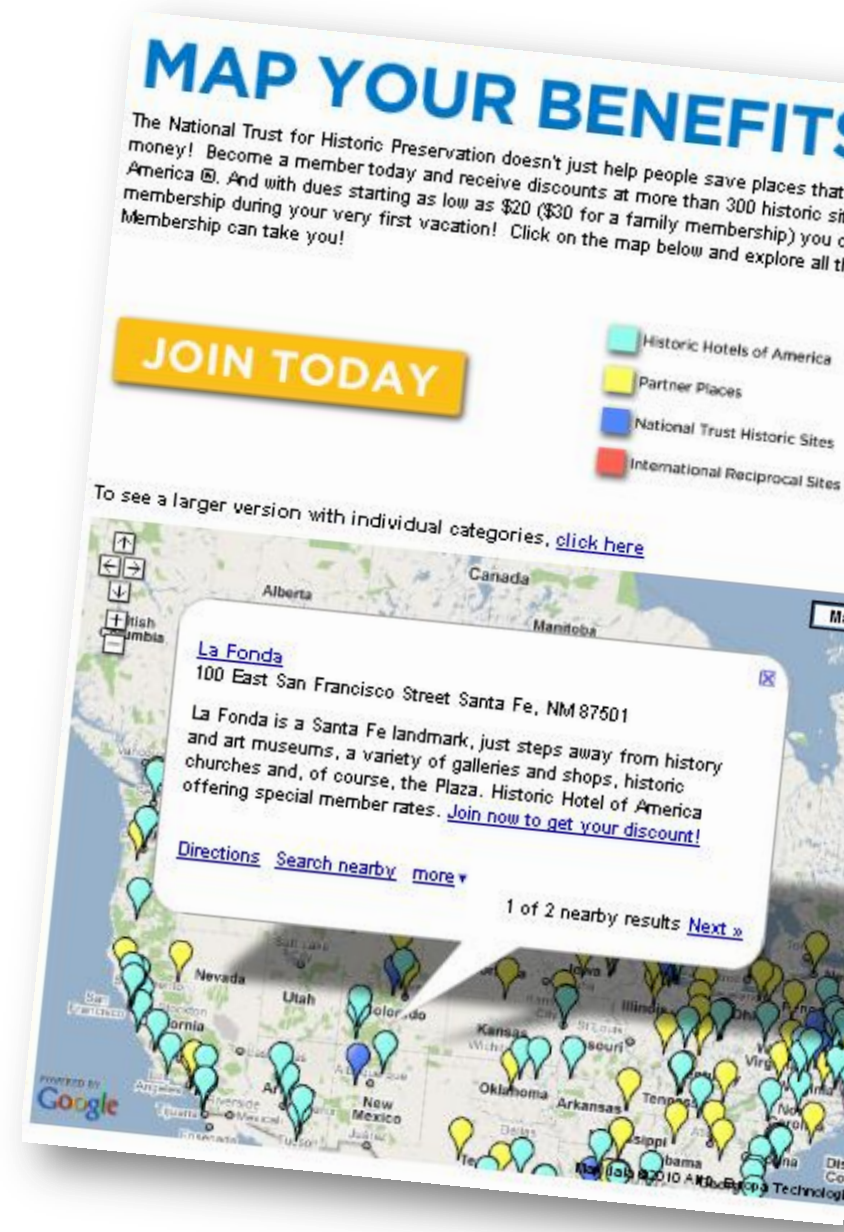
HISTORIC HOTELS OF AMERICA WEB PAGE

- Promotional slideshows.
- Lists Historic Hotels of America offering National Trust member rates.
- Direct links to the individual hotel's Historic Hotels of America overview page and also the booking link.
- *Program goal:* Visibility for Historic Hotels of America and to encourage booking.



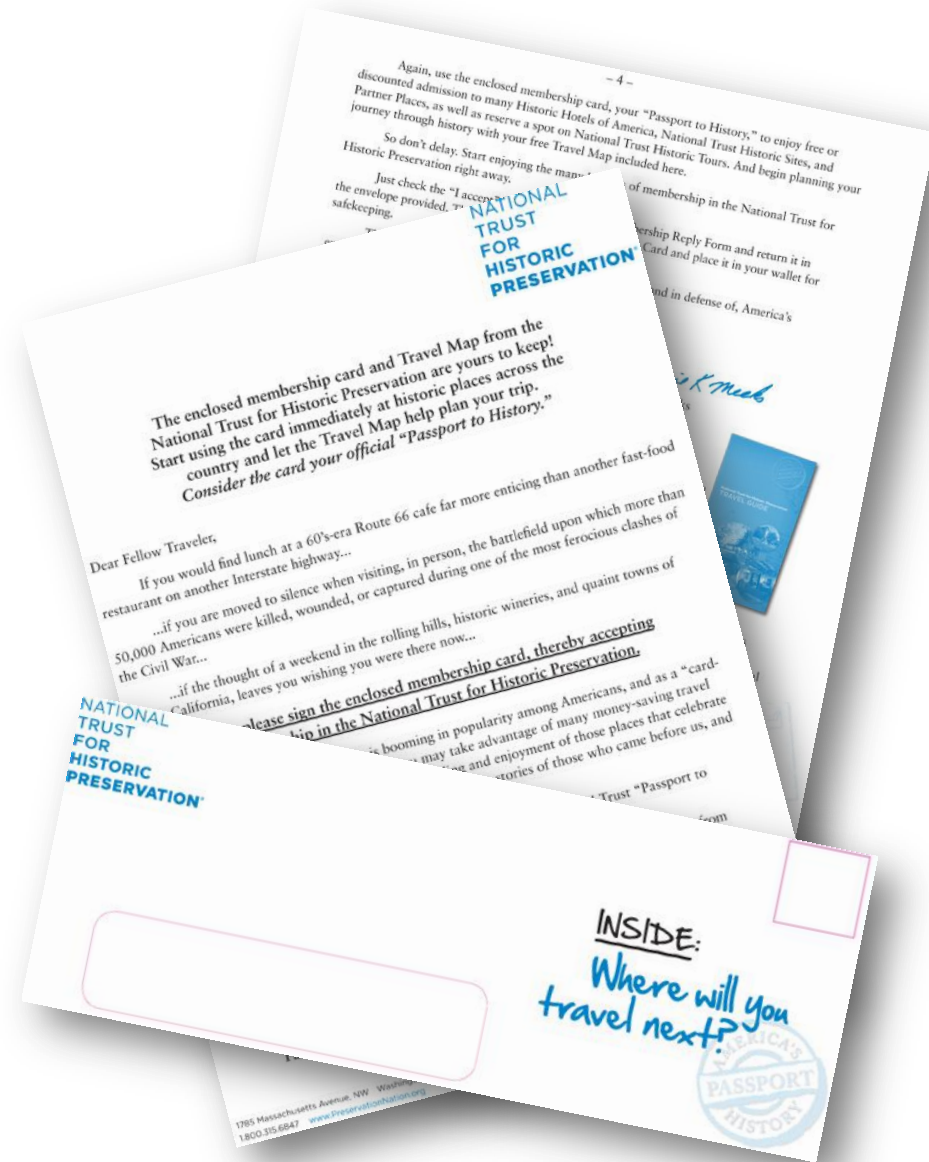
MEMBER BENEFITS ONLINE MAP & DIRECTORY

- Map found throughout our website:
PreservationNation.org
- Features all travel member benefits.
- Lists only Historic Hotels of America offering National Trust Member Rate.
- Pop-ups with address, overview page and booking links.
- *Program goal:* Visibility Historic Hotels of America members.



MEMBERSHIP CORRESPONDENCE

- Correspondence highlights programs and accomplishments of the National Trust, including the Historic Hotels of America program.
- *Program goal:* Visibility for heritage travel and to promote sites and hotels.



GET INVOLVED!

- Upload your National Trust Member Benefits with HHA
- Advertise in our *Preservation* magazine
- Read our Local Preservationists Field Guide at **My.PreservationNation.org/lpguide**
- Get involved with *American Postcards for Preservation* campaign
- Learn more about us at **www.PreservationNation.org**

TO CONTACT US...

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