
HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation™

OFFICIAL CO-OP PROGRAM



Monthly Campaigns as low as \$333

HISTORIC HOTELS OF AMERICA HAS MORE THAN 275 HISTORIC HOTELS IN ITS WORLD-CLASS HOSPITALITY COLLECTION.



HISTORIC HOTELS OF AMERICA IS THE OFFICIAL PROGRAM OF THE NATIONAL TRUST FOR HISTORIC PRESERVATION FOR RECOGNIZING, CELEBRATING, AND PROMOTING THE FINEST HISTORIC HOTELS.

History of the Organization: Historic Hotels of America was founded in 1989 by the National Trust for Historic Preservation with 32 charter members. Today, Historic Hotels of America has more than 275 historic hotels in its collection. These hotels have all faithfully maintained their authenticity, sense of place, and architectural integrity in the United States, including 45 states, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico.

Historic Hotels of America is comprised of mostly independently owned and operated historic hotels. More than 30 of the world's finest hospitality brands, chains, and collections are represented in Historic Hotels of America. To be nominated and selected for membership into this prestigious program, a hotel must be at least 50 years old; has been designated by the U.S. Secretary of the Interior as a National Historic Landmark or listed in or eligible for listing in the National Register of Historic Places; and recognized as having historic significance.

CELEBRATING
350 years
OF TRAVEL

Mission Statement: To promote cultural and heritage travel to prestigious historic treasures and destinations while promoting Historic Hotels of America member hotels to travelers who prefer historic settings for their leisure and business travel.



Partnerships

HERE'S A PARTIAL LIST OF THE ORGANIZATIONS AND BUSINESSES WE ALIGN WITH FOR THE PROMOTION OF CULTURAL AND HERITAGE TRAVEL.

NATIONAL TRUST FOR HISTORIC PRESERVATION: 750,000 donors, members, and supporters of the National Trust for Historic Preservation use HistoricHotels.org to book hotels with special discounts.

PRESERVATION MAGAZINE: This quarterly magazine of the National Trust for Historic Preservation reaches millions of readers each year with regular features about Historic Hotels of America, including editorial highlights and special advertising sections.

BANK OF AMERICA: More than 200,000 consumers use the BankAmericard Cash Rewards™ Visa Signature® credit card for the National Trust for Historic Preservation and receive travel discounts from Historic Hotels of America.

RECREATION.GOV: Historic Hotels of America is the only non-federal participant on this one-stop-shop website for travel planning and reservations.

NATIONAL PARK FOUNDATION: Historic Hotels of America is a major sponsor of the *Share the Experience* photo contest and its related programs and campaigns.

ORGANIZATION OF AMERICAN HISTORIANS: Outreach to 8,000 members of the largest professional organizations (professors, curators, archivists, and others) who teach and study American history and receive discounts from Historic Hotels of America.

CIVIL WAR TRUST: More than 55,000+ Civil War Trust members receive regular updates and discounts from Historic Hotels of America.



Fact:
Cultural/Heritage
travelers spend more
than average travelers.



130 Million
Americans who define themselves
as cultural/heritage leisure travelers

\$171 Billion
Annual spending attributed to
cultural/heritage leisure travelers

60% More
Cultural/heritage travelers
spend 60% more per trip than
the average U.S. leisure traveler



Source: *The Cultural and Heritage
Traveler*; 2013 Edition. Alexandria:
Mandala Research, LLC, 2013.



Key Opportunities:

- Access more than 2 million unique visitors annually on **HistoricHotels.org**
- Influence 6 million readers through the Historic Hotels of America Annual Directory print, ebook and apps
- Reach 450,000+ households through *Discover & Explore* and *Heritage Traveler* e-newsletters
- Be a part of 500 million media impressions generated through our media/public relations outreach



MORE THAN
275
HISTORIC
HOTELS



WHY SHOULD YOU PARTNER WITH US? WE DELIVER.



OVERVIEW

2016 builds and expands on our partnership marketing program by engaging travelers at the point of decision making. Your hotel will be featured on new landing pages within each site where we'll drive highly qualified traffic from all our marketing efforts.

AMERICAN DREAMS

- Family Vacations
- Road Trips
- Culinary Destinations
- Urban Adventures
- Heritage & Culture

ROMANTIC ESCAPES

- Romantic Escapes
- Weddings
- Honeymoons

For as little as \$333 you can participate in this exciting opportunity. Participate monthly, quarterly or annually. There is no limit as to the number of campaigns you may participate in. Added value is available for participation in multiple campaigns.

OUR MEDIA PARTNERS INCLUDE:



EXTEND YOUR REACH and deliver your message to the heritage and cultural travelers we know best. Our 2016 Campaign will be supported by a multi-channel marketing plan:

- Custom Email Campaign
- Social Media Campaign
- Digital Campaign
- Sweepstakes
- Remarketing
- Public Relations

OPPORTUNITIES INCLUDE:

PER MONTH	\$750 per month
PER QUARTER	\$500 per month
PER YEAR	\$333 per month



IMPORTANT DEADLINES

Program dates:	Annual
Annual Sales close:	
1st quarter 2016	Oct 30, 2015
2nd quarter 2016	Jan 30, 2016
3rd quarter 2016	Apr 30, 2016
4th quarter 2016	Jun 30, 2016

Important notes: Participants must provide a least one special offer/discount for selected campaign/target audience. All offers subject to review and approval by Historic Hotels of America.

About Our Campaign

We motivate travelers to explore and book historic hotels by creating awareness:

- More than 4.4 million page views on HistoricHotels.org expected in 2015
- More than 350,000 eBook page views

We engage travelers with our new online apps:

- 3,000 app downloads expected in 2015

We attract travelers with new marketing strategies – our super sites, Romantic Escapes and American Dreams:

- More than 125 new website articles added in 2015
- More than 210,000 page views of new website content added in 2015

We also reach travelers through our Public Relations efforts:

- More than 500 million impressions
- More than 175 placements expected in 2015
- 300% increase in awareness year-over-year

We reach new audiences via domestic advertising:

- *Preservation Magazine*
- Banner Advertising
- Re-Targeting

We reach new audiences via social media:

- Pinterest - 172% increase
- Instagram - 64% increase
- Facebook - 426 % increase
- Over 250,000+ views of the Historic Hotels of America video on YouTube

We reach new audiences via content marketing:

- More than 25 million impressions expected in 2015



Did you know?

More than **37%**

Of cultural and heritage travelers will pay more for lodging that reflects the culture and heritage of the destination they are visiting.

237
Million

Travelers visited a National Park location last year.



36
Million
Travelers

An estimated 24% of all leisure travelers will take a cultural and heritage trip in the next 12 months.



Miles is the Official Co-op Marketing Partner for Historic Hotels of America

Susi Robichaux, Account Executive | 800-683-0010 ext. 2403 | Susi.Robichaux@MilesPartnership.com
Erin Ross, Director, Marketing and Partnerships | 202-772-9982 | ERoss@HistoricHotels.org