



2024 Historic Hotels Annual Conference: Tuesday Membership Refresh Presentation



Team Members

Larry Horwitz, Executive Vice President
Stephanie Calhoun, Senior Vice President, Operations
Greg Leinweber, Vice President, Development & Sales
Katherine Orr, Director, Marketing Strategy & Communications
William Steele, CRME, Director, Hotel Revenue Optimization and Distribution
Stephanie Price, Senior Manager, Digital Marketing & Partnerships
Matt Coletti, Manager, Members Services & Support
Laura Allard, Manager, Brand Initiatives
Kristin Addison, Manager, Communications & Social Media
Nasibah Aziz, Coordinator, Web Content
Rachel Rodewald, Coordinator, Web Content
Siyu Wang, Administrative Assistant

Providers and Experts Outside the Team



Historic Hotels of America, the official program of the National Trust for Historic Preservation for recognizing and celebrating the finest historic hotels across America



Brief History

- Founded in 1989 by the National Trust for Historic Preservation®
- More than 300 members today
- Historic Hotels located in 44 states, District of Columbia and Puerto Rico
- Small Historic Inns, City-Center Historic Hotels, Historic Destination Resorts
- Nine Hotels are AAA 5-Diamond or Forbes 5-Star; More than 140 are AAA 4-Diamond or better; More than 140 have Award-Winning Restaurants or Dining

Organizational Integrity

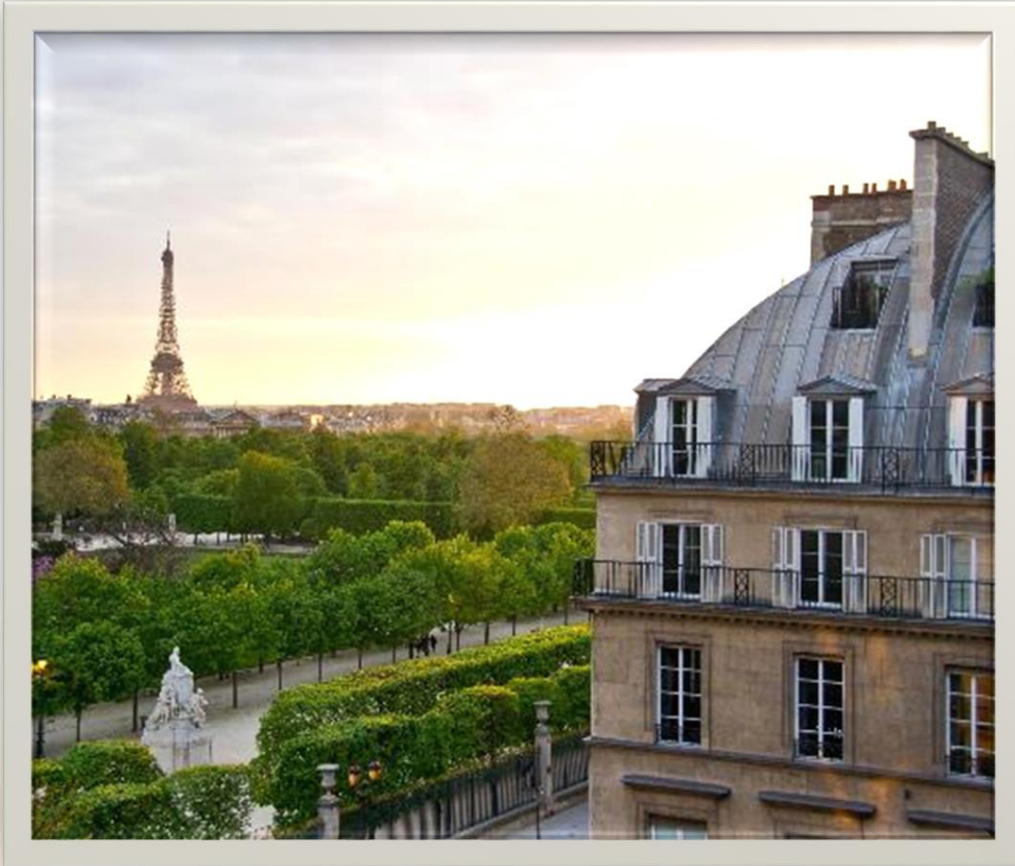
Comprised of historic hotels that have preserved their authenticity, sense of place, and architectural integrity. Around more than half have been designated by the U.S. Secretary of the Interior as National Historic Landmarks or have been listed in the National Register of Historic Places.

Mission

Promotes Cultural and Heritage Travel to prestigious historic treasures and destinations and promotes Historic Hotels of America® member hotels to travelers who prefer historic settings for their leisure travel.



Historic Hotels Worldwide, which endeavors to increase the recognition and celebration of the finest historic hotels around the world.



Brief History

- Founded in 2012 to promote the heritage of the world's finest historic hotels
- Historic Hotels Worldwide represents the finest global collection of more than 300 historic hotels, inns, and resorts in more than 44 countries.
- Historic Hotels Worldwide is comprised of the world's finest hospitality brands, chains, collections, and independently owned and operated hotels, inns, and resorts.

Organizational Integrity

Historic Hotels Worldwide is a prestigious collection of historic treasures, including historic hotels, castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historic lodging spanning ten centuries. All members are at least 75 years in age and are located within/near a UNESCO World Heritage Site.

Mission

Historic Hotels Worldwide is dedicated to promoting heritage and cultural travel to prestigious historic treasures. Hotels inducted into Historic Hotels Worldwide are authentic historic treasures, demonstrate historic preservation, and celebrate historic significance.



Historic Hotels of America (and Historic Hotels Worldwide): Membership Types

Many independently owned and operated historic hotels are represented in Historic Hotels of America and Historic Hotels Worldwide, as well as more than 30 of the world's finest hospitality brands, chains, and collections.

For chain hotels, or hotels that are in soft brands, Historic Hotels acts as a supplemental marketing channel. These hotels are called "**Marketing Partners**" and have a specific type of contract.

Independent hotels who want the benefits of a soft brand, technological resources, access to sales support, and a loyalty program, while also maintaining their independence, select a "**Total Connectivity Solutions**" membership type.

Categorical Breakdown of Membership

500+

Hotels in
Historic Hotels
of America and
Historic Hotels
Worldwide

460+

Marketing
Partners

45+

HE Hotel Full
Connectivity



Both organizations are operated by Preferred Travel Group. We draw on their resources for IT, Events, Financial etc.

HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation®

Historic Hotels of America is the official program of the National Trust for Historic Preservation for recognizing, celebrating, and promoting the finest historic hotels in the United States.



Historic Hotels Worldwide is a prestigious collection of international historic treasures, including historic hotels, castles, chateaus, palaces, academies, haciendas, villas, monasteries, and other historic lodging spanning ten centuries.

However, both Historic Hotels of America and Historic Hotels Worldwide still maintain their own individuality, setting its own marketing strategies and initiatives that reinforce historic preservation and heritage travel. As such, all team members exclusively represent both organizations, whether it involves providing customer care services to coordinating with the media.



The National Register of Historic Places

The **National Register of Historic Places** is the official list of the nation's historic places worthy of preservation. Authorized by the National Historic Preservation Act of 1966, the National Park Service's National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources.

- Nominations can be submitted to your State Historic Preservation Office from owners, historical societies, preservation organizations, governmental agencies, and other individuals or groups. Official National Register nomination forms are downloadable from your State Historic Preservation Office.
- Proposed nominations are reviewed by your state's historic preservation office and the state's National Register Review Board. The length of the state process varies but will take a minimum of 90 days.
- Complete nominations, with certifying recommendations, are submitted by the state to the National Park Service in Washington, D.C. for final review and listing by the Keeper of the National Register of Historic Places. The National Park Service makes a listing decision within 45 days.

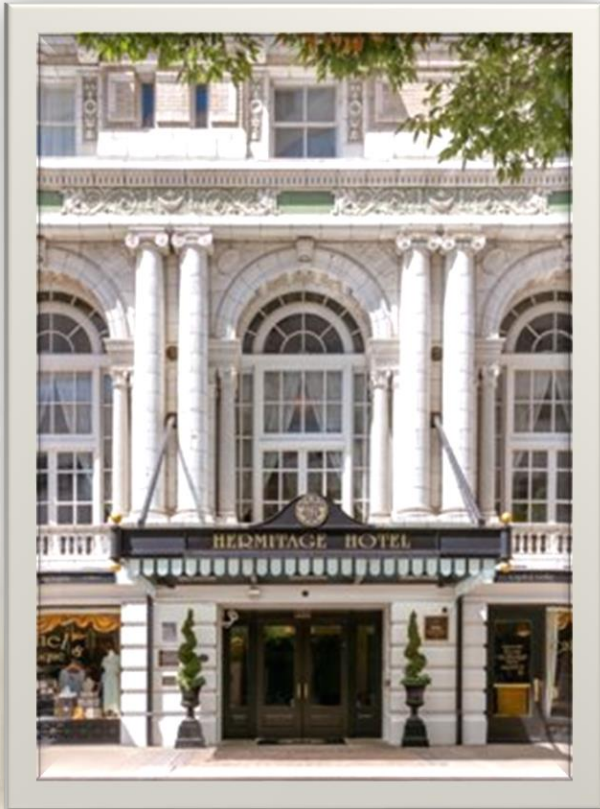


Learn More: <https://www.nps.gov/subjects/nationalregister/index.htm>, or <https://www.nps.gov/subjects/nationalregister/how-to-list-a-property.htm>



U.S. National Historic Landmarks

A building designated by the U.S. Department of the Interior as a U.S. National Historic Landmark is considered to truly epitomize the heritage of the United States. Additional structures may be identified as "contributing" to an area specified as a U.S. National Historic Landmark District, too.



- The U.S. National Historic Landmark program is supervised directly by the National Park Service and is a part of the much larger U.S. National Register of Historic Places.
- Only some 2,500 (~3%) of over 90,000 places listed on the country's National Register of Historic Places are recognized as National Historic Landmarks.
- Sites are specifically vetted through one (or a combination) of the following: Sites where events of national historical significance occurred; places where prominent persons lived or worked; icons of ideals that shaped the nation; outstanding examples of design or construction; places characterizing a way of life; or archeological sites able to yield information.

Learn More: <https://home.nps.gov/orgs/1582/index.htm>



Historic Hotels of America Audience



Cultural and Heritage Travelers prefer Historic Hotels because they offer unique & authentic experiences:

“Historic hotels have a story all their own to tell.”

“A historic hotel is a library. It’s not just about the building or the location. A historic hotel tells the stories of our own history, our culture, how our society has evolved and changed, and puts things in proper perspective.”

“The stories of the historic hotels resonate with me—and hopefully with others—because they can often become so personal...It’s how people lived. They transport you to another time and place, and you can immerse yourself in those moments of history.”

- Peter Greenberg,

Multi Emmy® Award Winner and CBS News Travel Editor



Cultural and Heritage Travelers prefer Historic Hotels because they offer unique & authentic experiences:



“If a hotel was not built recently, then consumers will categorize the hotel as either historic or old.

Obviously, it is better to be historic.”

“Academic research conducted across several different industries suggests that brand heritage supports premium pricing...historic hotels can achieve a significant advantage in ADR and REVPAR versus contemporary hotels...The key variable seems to be the degree to which the older hotel emphasizes and celebrates its history.”

**-Dr. Bradford Hudson, Ph.D.,
Marketing Professor, Boston College**



Cultural and Heritage Travelers prefer Historic Hotels because they offer unique & authentic experiences:



Art Collection: Travelers experience art that has made history and artists that defined eras.



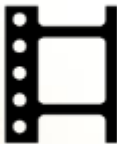
Awards of Excellence: These exemplary hotels represent the best of the best.



Gardens: Gardens are destinations in and of themselves for guests.



Ghosts: Friendly hauntings make for a visit that guests will talk about for years.



Historic Tours: Expert guides shed light on history that guests may miss on their own.



Memorabilia: Artifacts of history provide a glimpse into hotels' storied pasts.

Movie Classics: The setting for some of Hollywood's most memorable moments.



Presidential Visits: Many of our hotels have hosted U.S. Presidents.



Digital Marketing and Consumer Communications

Steph Price

Senior Manager, Digital Marketing &
Partnerships



HistoricHotels.org & HistoricHotelsWorldwide.com

- The objective of our site is to increase the exposure of our Historic Hotels and inspire leisure travelers to learn about our Historic Hotels.
 - We highlight experiences, offers, and create emotional equity between your historic hotel and the traveler.
 - Customers KNOW they want a historic hotel experience.
- The focus is on celebrating memorable experiences:
 - Romantic getaways such as most romantic places to propose, honeymoons, anniversaries, and everything in between.
 - Life's special occasions such as birthdays, reunions, graduations and other celebrations.
 - Family vacations such as parents with children, grandparents and their grandchildren and other extended family vacations.
 - Enjoy leisurely strolls in storybook gardens and on historic golf courses that have been meticulously cared for by many generations of gardeners.
- The two strategies for inspiring travelers are:
 - "Make your own historic memories *with our diverse selection of historic hotels and resorts.*"
 - "We provide you the setting for a remarkable travel experience."



Hotel Profiles



Each hotel has their own individual and expansive profile with unlimited space for content and images and video.

We can include high resolution images and videos throughout the profile and in the media gallery.

These profiles leverage the history, amenities, and story of the hotel.



Hotel Profiles

The Suffrage Suite: Women Win The Vote

The Hamilton Hotel has partnered with the Freedom Forum's Newseum to design a new signature suite honoring the 100th anniversary of the ratification of the 19th Amendment, which extended the right to vote to women nationwide in August 1920. The suite features original works of art, inspiring photography, and unique artifacts that celebrate the history and spirit of this fight for equality. The curation of the suite was done by Samantha Barry, the editor-in-chief of Glamour Magazine.

The Suffrage Suite: Women Win the Vote celebrates the centennial with images of historic newspapers, photographs, and stories of changemakers from past and present, including suffragists Sojourner Truth, Susan B. Anthony, Elizabeth Cady Stanton and Alice Paul as well as Supreme Court Justice Ruth Bader Ginsburg.



Seating Area of the Suffragette Suite

[BOOK NOW](#)

GOLF

[SHARE](#)

Discover The Wigwam's three championship-caliber courses: the Gold, Blue, and Red Courses.



The Wigwam's golf heritage dates back to 1930.

[VIEW TIMELINE](#)



The Gold Course: Wigwam Golf Club

Take a look at the Gold Golf Course. Learn about the history, design, and events that take place on the course. See why this course is revered in Arizona!

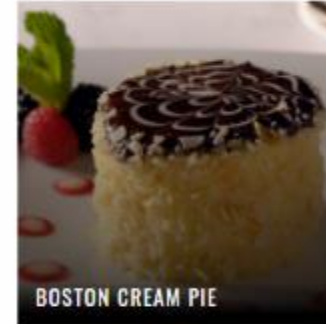
[WATCH NOW](#)

Step onto the historic emerald fairways at The Wigwam—the only resort in Arizona to offer 54 holes of championship golf—and experience golf on one of the Southwest's last remaining resorts built for a pure golf experience. Scottish gardener Jacques Phillip designed the resort's original nine holes in 1930, just a few months after The Wigwam opened. The resort was originally operated by the Goodyear Tire & Rubber

CULINARY HERITAGE

[SHARE](#)

Culinary Heritage



BOSTON CREAM PIE



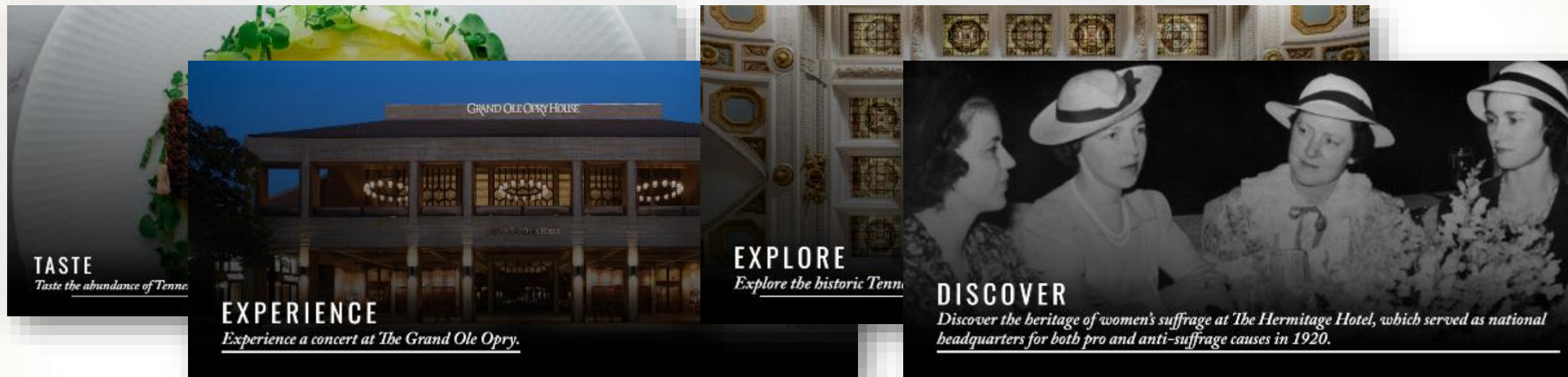
PARKER HOUSE ROLLS

Boston Cream Pie, the custard-filled cake with chocolate frosting originally called the "Parker House Chocolate Cream Pie," was created and served at Parker's Restaurant from the opening of the hotel in October 1856. It became so popular that in 1958 it was fashioned into a Betty

[LEARN MORE](#)



Hotel Profiles: Discover, Explore, Experience, Taste



Every profile features a series of local travel recommendations to inspire cultural heritage travelers to book a stay at a member hotel. The team collectively refers to this section as “Discover, Explore, Experience, Taste.” These segments are, in essence, calls-to-action for cultural heritage travelers, serving as concise, yet informative, suggestions on what visitors should see in terms of cultural or historical landmarks. Topics range from touring famous museums in the area, to sampling well-known regional cuisine.



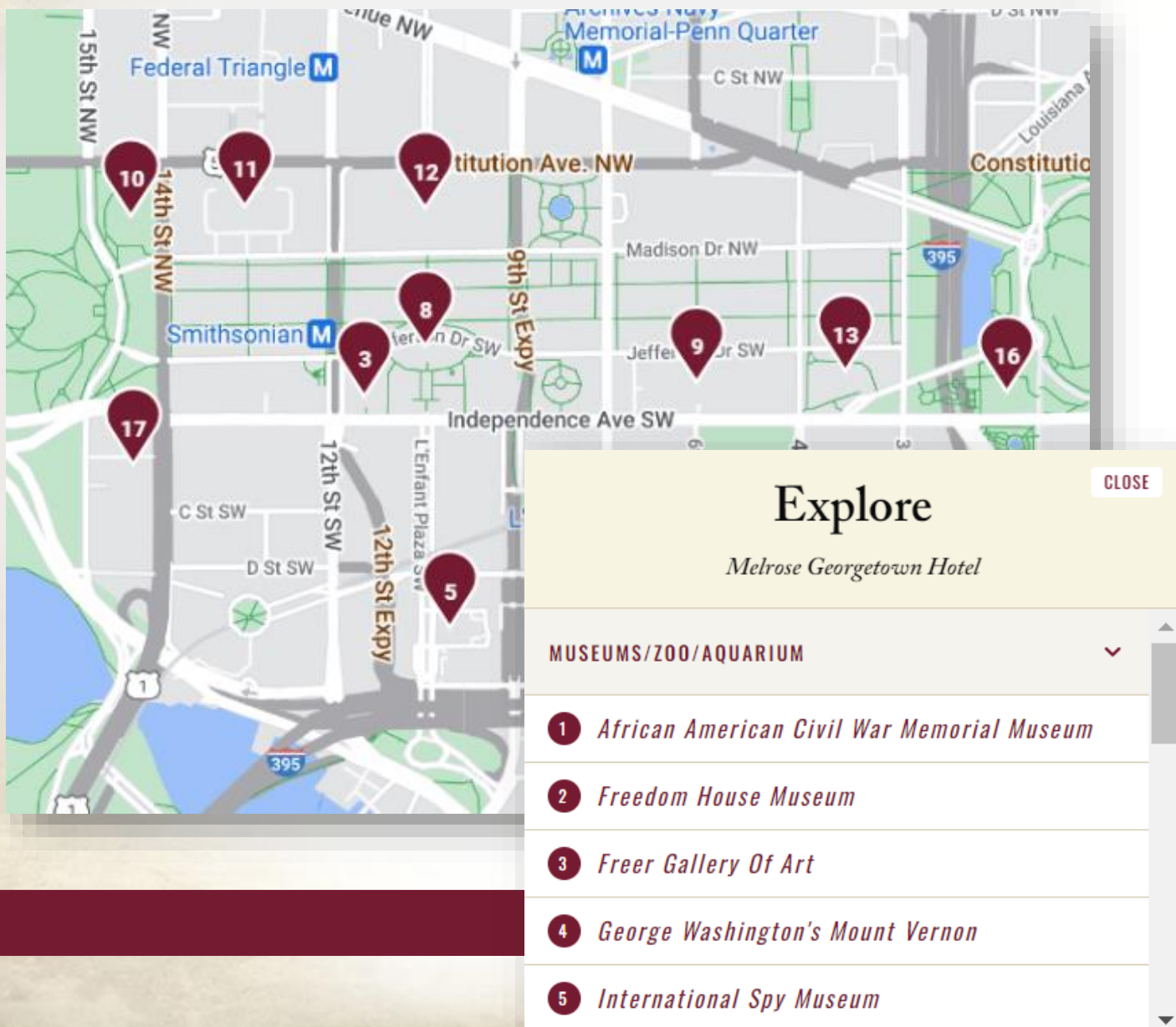
Hotel Profiles: Points of Interest

Profiles on both brand websites also support an extensive interactive map that features over 4,500 points of interest.

Like “Discover, Explore...,” this section also serves to help inspire guests to book by illustrating a hotel’s proximity to the most prominent points of interest in their location.

Points of interest are specifically arranged in four categories:

- Museums/Zoo/Aquarium
- Landmarks
- Cultural/Historical
- Outdoor



Keep your Profile Current and Accurate

<u>Sub-page:</u>	<u>Asset to Send:</u>
Logo	Provide transparent Logo in PNS format, informational copy
Overview Images	Provide high res images needed (DEETS included), informational copy
Overview Video	Provide video link from Vimeo or Youtube that introduces the hotel and gives an overview
Historic Images	Provide images needed (as high quality as possible), informational copy
Historic Video	Provide video link from Vimeo or Youtube that discusses the hotel's history
Ghost stories?	Are there any Ghost stories or haunted encounters you would like to display? Provide informational copy, images if applicable
Accommodations Images	Provide high res images needed, informational copy
Dining Images	Do you have images of signature dishes you would like to have displayed? Provide high res images, informational copy
Dining Video	Provide video link from Vimeo or Youtube that showcases the hotel's dining and culinary experiences.
Culinary Traditions and Heritage?	Do you have a culinary tradition that is part of the experience at your hotel? Or do you have any items that were created or first served at your hotel? This can include an entrée, cocktail, dessert, etc. Provide high res images, informational copy, recipe if applicable
Spa & Activities	Provide high res images of the Spa / Golf / Outdoor Activities / etc., informational copy
Special Occasion Images	Provide high res images needed for meeting space and weddings
Offers	Provide terms and conditions for evergreen offers. Attach the "Offer Rate Spreadsheet"
Gallery	Provide high res images

Our web content team is here to update your profiles!

Use this checklist to review your profile and send updates.

All edits can be sent to webmaster@historichotels.org



**HISTORIC HOTELS
of AMERICA**
National Trust for Historic Preservation

**Historic
HOTELS WORLDWIDE**

DISCOVER & EXPLORE

AUGUST 2024

Discover Hotels

Visit Destinations

Explore Offers

As summer sets and autumn begins to arrive, explore historic hotels offering a chance to head back to school, or the opportunity to learn something *new* by visiting a cultural institution. At these historic hotels there is so much to discover and explore.

Back to School

[Historic Hotels of America](#) is proud to feature several distinctive hotels located on college campuses or within walking distance to some of the nation's foremost universities. Discover these special historic hotels today and explore the storied past.

[Inn on Boltwood](#) (1926)
Amherst, Massachusetts

An aerial photograph of the Inn on Boltwood, a large, white, multi-story historic building with a prominent porch, surrounded by green lawns and trees. The building has a classic architectural style with multiple gables and a central tower-like structure. A paved path leads towards the building, and there are some smaller structures and landscaping in the foreground.

In the heart of New England, where the flourishing maple trees of Amherst Common meets the campus of Amherst College, the historic [Inn on Boltwood](#) has been a cherished landmark in the Five Colleges community since 1926. This historic inn welcomes guests to its classic New England setting without sacrificing contemporary comforts. And for a piece of literary history, Robert Frost loved to stay at this historic inn whenever he frequented Amherst on his way to the Berkshires.

HISTORIC HOTELS of AMERICA

National Trust for Historic Preservation

Christmas in July!

We are more than halfway to the holiday season. A great way to celebrate is to take advantage of one or more of these special offers from the Historical Hotels of America nonprofit partners working in tourism and historic preservation.

The Official 2024 White House Christmas Ornament

Own a piece of history with the Official 2024 White House Christmas Ornament. This year's ornament promises to be one of the best-selling in the collection.

Visit the Official 2024 White House Christmas Ornament website.
Enter the password: **HHPR0m02024**.

The discount offer will automatically apply for up to 99 ornaments in your cart (if purchasing 100 or more, discount bulk pricing will apply.)



THE OFFICIAL 2024
WHITE HOUSE
CHRISTMAS ORNAMENT

Purchase a Membership to American Ancestors

Access more than 1.4 billion searchable names on [AmericanAncestors.org](https://www.AmericanAncestors.org), receive subscriptions to *American Ancestors* magazine and the New England Historical and Genealogical Register, two of genealogy's leading print publications, and discounts on research for hire, books, and more by purchasing a membership.

American Ancestors
by the National Historical Society



Save \$15 off membership

DISCOVER & EXPLORE

March 2024

[Discover Hotels](#)

[Visit Destinations](#)

[Explore Offers](#)

In this edition of Discover & Explore, take a journey through time and space. First, join us to uncover the charm and history of historic hotels across America situated along the path of totality for the upcoming total solar eclipse. Then, venture across the globe to discover the allure of historic hotels with celestial names, each one offering a unique glimpse into the wonders of the cosmos. Get ready to embark on a celestial adventure unlike any other!

Book Here, Bright Eyes

Get ready to witness an awe-inspiring celestial event – the upcoming total solar eclipse! On Monday, April 8, 2024, the moon will perfectly align with the sun, casting moon shadows along a 115-mile-wide belt, cutting through North America, called the “path of totality.” And what better way to experience this phenomenon than by staying at one of our hotels conveniently located within the path of totality?

Enjoy the ultimate convenience of staying just steps away from the eclipse viewing area. No long drives or crowded commutes – simply step outside to see the eclipse. After a day of eclipse-watching, retreat to a cozy room for a restful night's sleep.

Don't miss out on this extraordinary celestial event – book a stay at one of these historic hotels today and make memories that will last a lifetime.

The Stratler (1936)
Dallas, Texas

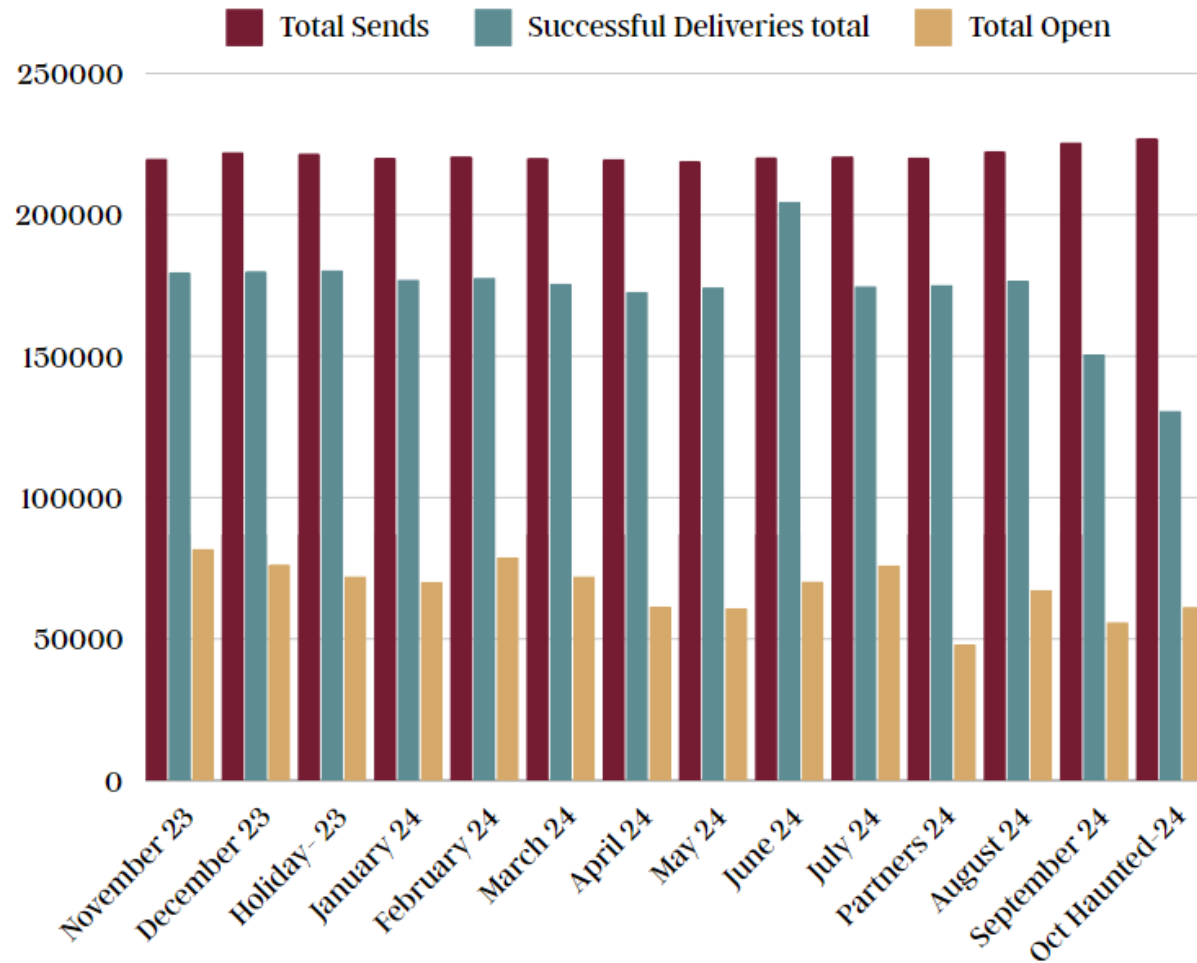
A mural of a woman with large, round, patterned sunglasses and a rainbow halo, set against a background of stylized trees and butterflies. The mural is painted on a curved wall in a room with a patterned rug and a staircase in the background.

Discover & Explore goes out to 240,000 unique emails!

- 1-3 Discover & Explore issues monthly, with special holiday and themed features.



Discover & Explore Results



- Unique audience: 240k emails
 - Highly qualified & engaged
- 1-3 Discover & Explore issues monthly
- 2024 Historic Hotels stats (as of 11/1)
 - Open Rate: 39%
 - CTR: 5%
 - Unsubscribe: 0.1%
- Learnings:
 - Followers are engaged!
 - Qualified audience
 - Superb, engaging content

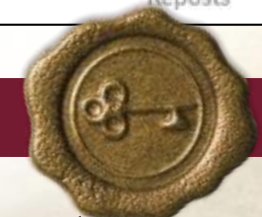
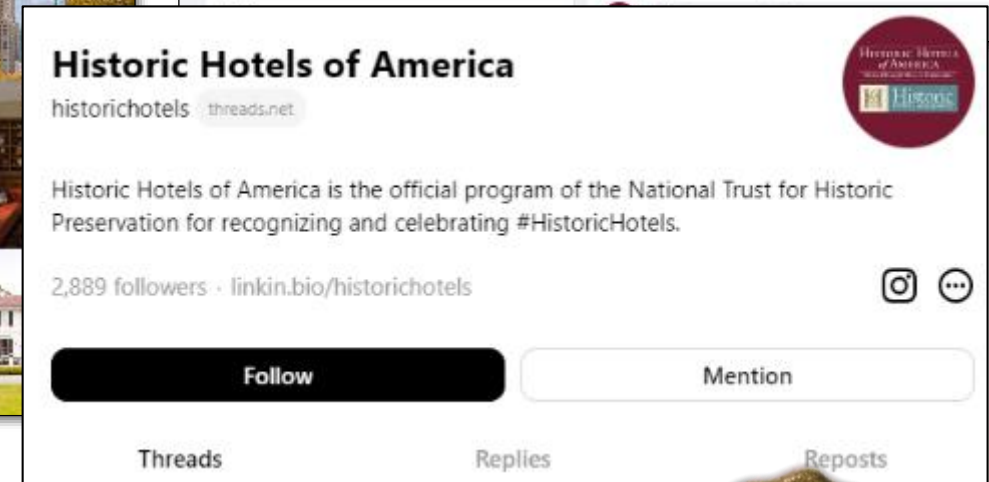
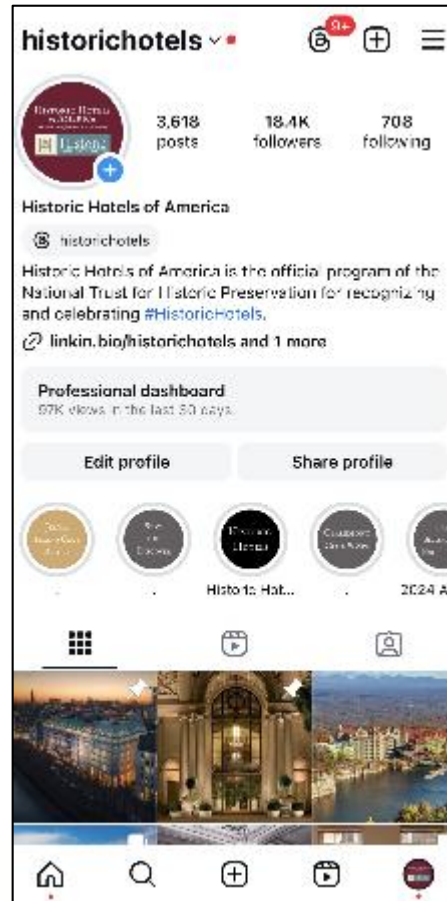


Social Media Engagement

Platforms

@HistoricHotels:

- *Facebook* – 42k
- *Instagram* – 18.4k
- *Threads* – 2.8k
- Visual and written storytelling
- Engagement with followers and hotel members
- One holistic ownership (Meta) and business platform

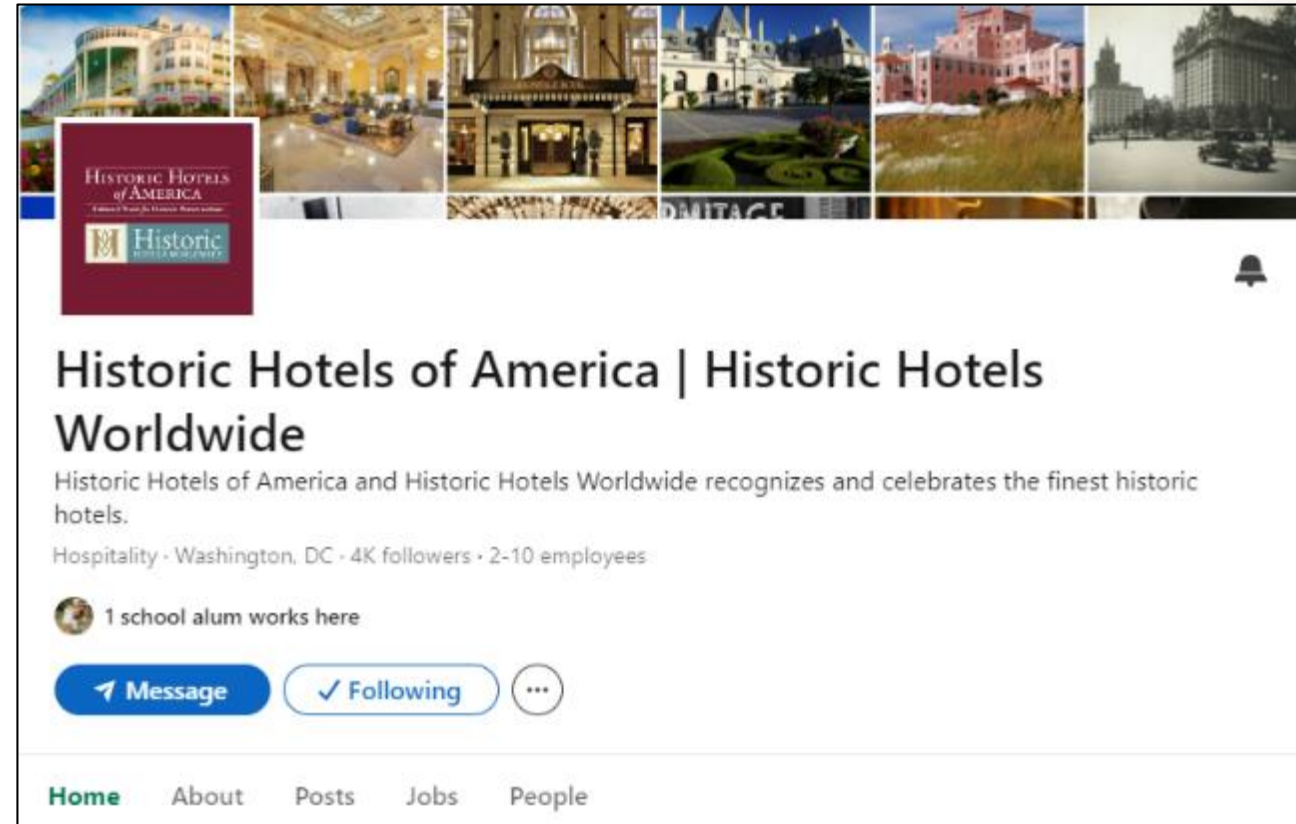


Social Media Engagement

Platforms

@HistoricHotels:

- X – 4.5k
- LinkedIn – 4.4k
- Shortform updates and conversation
- Engagement with hoteliers and people in the hospitality sector

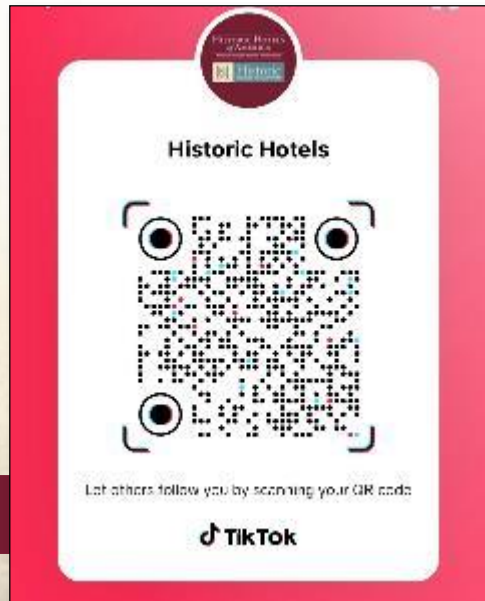
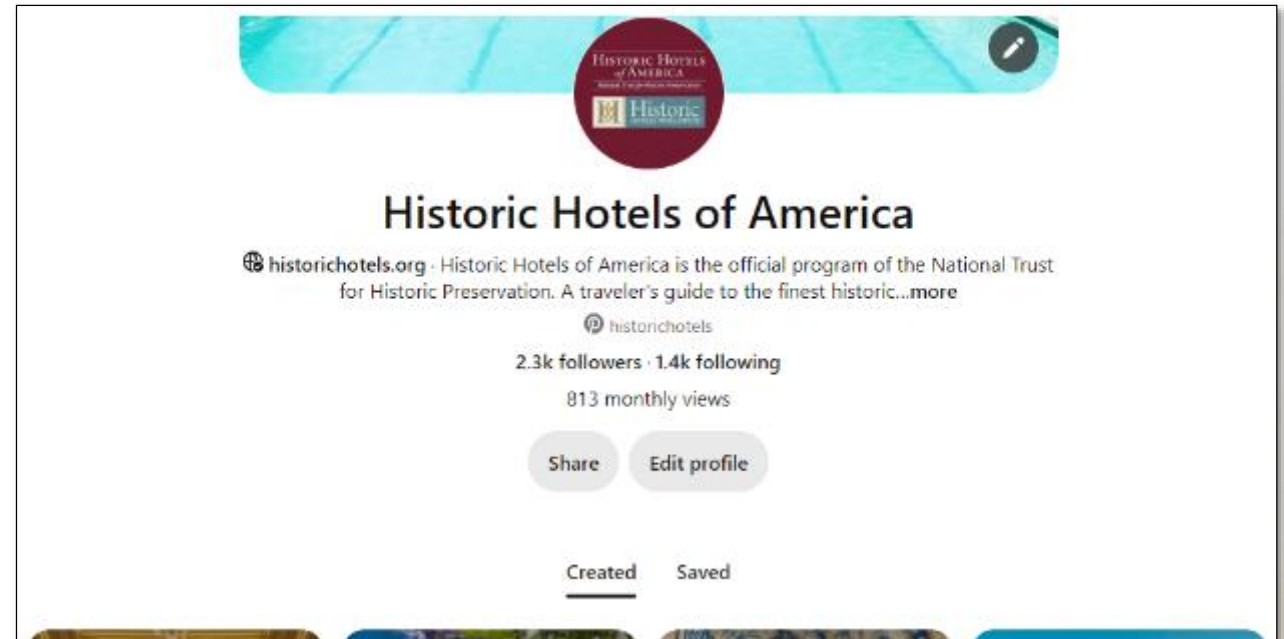
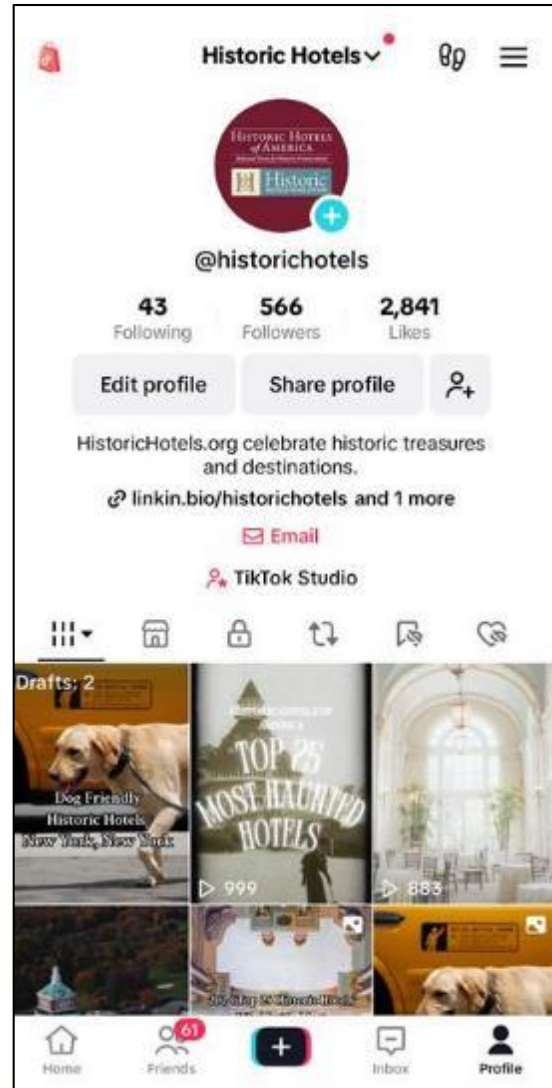


Social Media Engagement

Platforms

@HistoricHotels:

- *Pinterest* – 2.3k
- *TikTok* – 556
- Image and video heavy content
- Focus on visual assets



Social Media Engagement



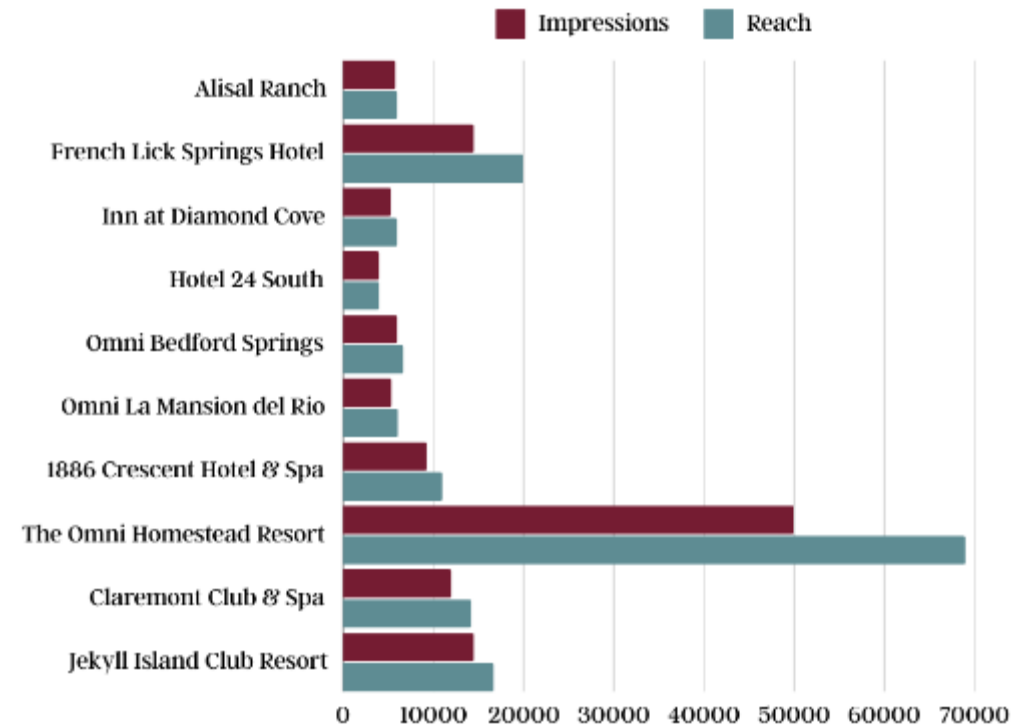
Importance of Social Media:

- Organic, content-rich posts and emails are always valuable to brands.
- Historic Hotels has seen 80% rise in social media CTR to the website.

Spotlight: Social Media Takeovers

- Each Takeover is at least 9 posts; many include 50+ images or videos!
- We have seen an average of +7% engagement-over-reach and impressions in 2023.

2024 Instagram Takeovers



Historic Hotels Digital Marketing Menu

Steph Price

Senior Manager, Digital Marketing &
Partnerships



Why Advertise On Historic Hotels?

An opportunity for member hotels to reach heritage travelers online at HistoricHotels.org and related digital platforms.

- Be seen in *one million sessions* on HistoricHotels.org.
- Reach new customers through 240k unique email addresses and +67k social followers.
- Target the historic preservation vertical market with a hero image or banner ad.
- Find engaged customers looking for new destinations through *Discover & Explore* newsletter.
- Inspire wanderlust with unique content creation about your hotel.
- Increase your digital audience with tagged social posts on multiple platforms.
- Communicate with engaged and passionate fans of cultural travel.
- Leverage the skills of your Historic Hotels' marketing team.
- Beat the crowds and sign up now!



Digital Marketing Menu: Website Visibility

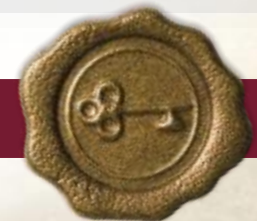
Website visibility (formerly Cooperative Marketing Program)

Gold Package—\$5,000; 3 consecutive weeks

- One placement on homepage hero carousel
- One “Featured Offer” placement
- One Spotlight placement in email (concurrent month to hero placement)
- After-action report deck
- Hotels can purchase this package up to 17 times a year
- Campaign lead time and asset delivery is two weeks before execution

Silver Package—\$2,000; 2 consecutive weeks

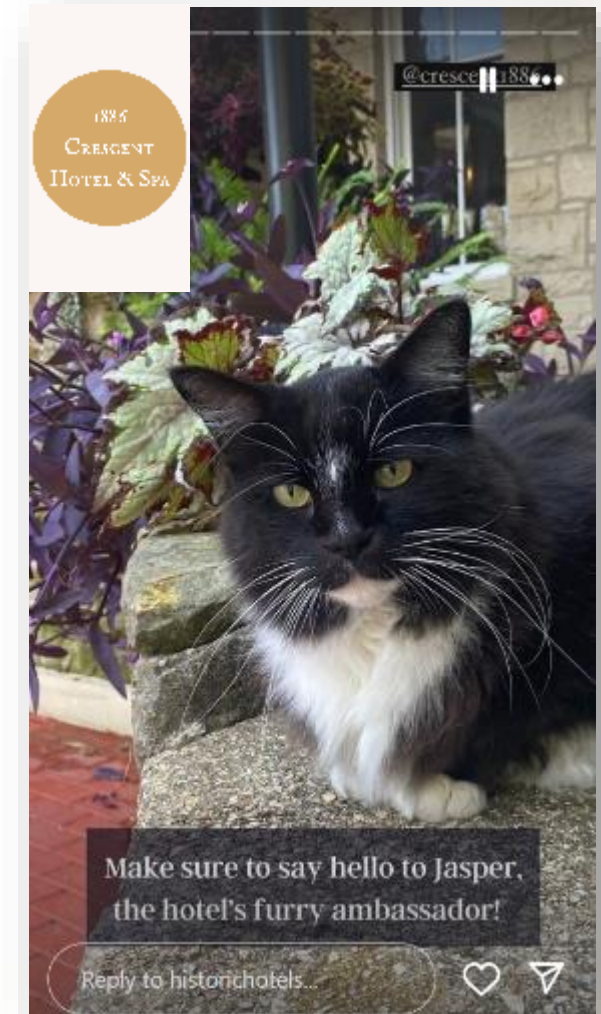
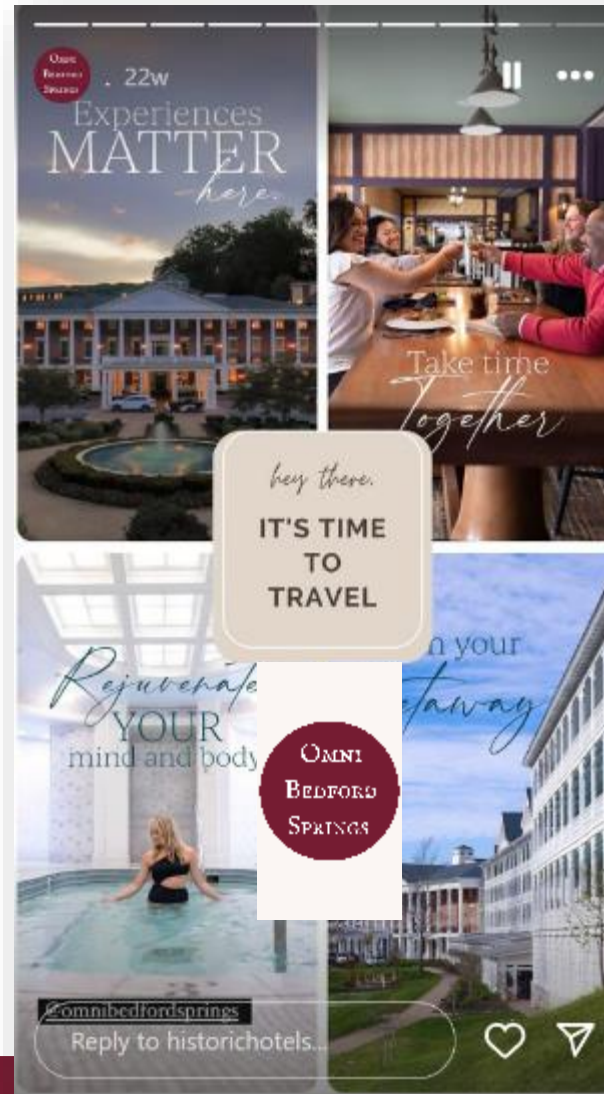
- One “Destination” page hero
- One “Destination” page location tile
- One placement in email (as available, determined by Historic Hotels team)
- After-action report deck
- Hotels can purchase this package up to 26 times a year
- Campaign lead time and asset delivery is two weeks before



Digital Marketing Menu: Social Media Takeover

We're expanding: Now your hotel can take advantage of the 67,000+ followers across ALL our social platforms!

- \$1,000; 1 day
- Nine grid posts (Instagram, Threads, Twitter/X), two on Facebook, TikTok, and LinkedIn (first [introduction post announcing the takeover] and last posts [giveaway post encouraging engagement on Instagram])
- Unlimited stories (Instagram and Facebook) on day of takeover
- Giveaway post boost included for four days
- Copy (for future use) and after-action report deck
- Up to 4 packages per hotel per year (maximum of one per quarter)



Strategic Partnerships

Steph Price

Senior Manager, Digital Marketing & Partnerships





THE WHITE HOUSE
HISTORICAL ASSOCIATION



Strategic Partners

We aim to increase visitors to *HistoricHotels.org* and *HistoricHotelsWorldwide.com* from prestigious, not-for-profit organizations with large and active donor/supporter membership that support heritage, culture, and historic preservation.

Members, supporters, and donors are offered savings to Historic Hotels of America and Historic Hotels Worldwide.

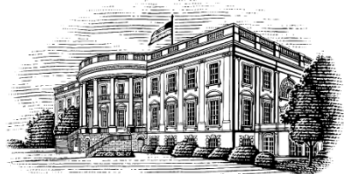


Irish
Georgian
Society



American
Ancestors
by NEW ENGLAND HISTORIC
GENEALOGICAL SOCIETY





THE WHITE HOUSE
HISTORICAL ASSOCIATION



Benefits To Consumers

- Friends of Historic Hotels discount (NHP).
- Discounts at online and in-person shops.
- Special subscription rates.
- Unique educational opportunities both at home and while traveling.



Benefits To Hoteliers

- Untapped new audiences across the country.
- New opportunities to connect with the partners to create specific packages or deals.
- Targeted messaging to consumers of certain interests or locations.
- Philanthropic and event hosting opportunities.



American
Ancestors
by NEW ENGLAND HISTORIC
GENEALOGICAL SOCIETY



Partner Reach:

- American Ancestors: +600k members
- American Historical Association: +12k members
- Chicago History Museum: 240k visitors annually
- George Washington's Mount Vernon: +14k members
- Foundation for Montana History: 3.5k nationwide
- Historic Richmond Town: +3.3k annual daily visitors
- Irish Georgian Society: 2k members worldwide
- National Park Foundation: +1.2 million users
- NSCDA: +15k members
- Ohio History Connection: 8.2k
- Preservation Idaho: 3.1K members and donors
- Recreation.gov: +21 million users
- Texas State Historical Association: +2.5k members
- The White House Historical Association: +500k members
- **TOTAL REACH- 24,802,800 people**

Historic Hotels of America

An official program of the National Trust for Historic Preservation, Historic Hotels of America includes more than 300 historic hotels in the US and worldwide. AHA members get 10-30% off the best available rate at participating hotels.

AMERICAN
HISTORICAL
ASSOCIATION

Access Your Benefits at MY AHA

RECREATION.gov



Great American Travelers Online Auction

Bidding Open:
October 21st–November 4th



Save the date for the first-ever NSCDA online auction, providing bidders with the exclusive opportunity to bid on travel experiences.



Proceeds will benefit NSCDA Great American Treasures initiatives.

Click here to learn more about the auction items

In partnership with
Historic Hotels of America



HISTORIC HOTELS of AMERICA

National Trust *for* Historic Preservation®

Christmas in July!

We are more than halfway to the holiday season. A great way to celebrate is to take advantage of one or more of these special offers from the Historical Hotels of America nonprofit partners working in tourism and historic preservation.

The Official 2024 White House Christmas Ornament



Own a piece of history with the Official 2024 White House Christmas Ornament. This year's ornament promises to be one of the best-selling in the collection.

Visit the Official 2024 White House Christmas Ornament website.
Enter the password: **HHPr0m02024**.

The discount offer will automatically apply for up to 99 ornaments in your cart (if purchasing 100 or more, discount bulk pricing will apply).

Purchase a Membership to American Ancestors



Access more than 1.4 billion searchable names on AmericanAncestors.org, receive subscriptions to *American Ancestors* magazine and the New England Historical and Genealogical Register, two of genealogy's leading print publications, and discounts on research for hire, books, and more by purchasing a membership.

Save \$15 off membership



Historic Hotels of America | Historic Hotels Worldwide

4,413 followers

2mo • 6

Celebrate Christmas in July with our partner Historic Richmond Town! Reflect on the unforgettable Holiday celebration in 2023, where the entire village glowed with twinkling lights and a towering 40-foot Christmas tree.

More than a museum, Historic Richmond Town is a living tribute to Staten Island and neighboring New York communities' rich history. Over 50 years, they've preserved and interpreted the region's material culture, creating a living history town spanning 350 years. Explore NYC's oldest family farm and historic sites, including one of the oldest original houses in the country.

With over 100,000 artifacts, photos, and archives, there's endless history to discover. Join over 100,000 annual visitors for tours, educational programs, exhibits, and events at Staten Island's largest cultural institution. Embrace history in this unique corner of New York City! [#HistoricRichmondTown](https://lnkd.in/dFg5rkRg)
<https://lnkd.in/dFg5rkRg>



Spotlight: George Washington's Mount Vernon

Overall Mount Vernon Statistics:

- Total Visitation: 869,200
- Student Visitors: 294,100
- Website Traffic: 6,669,932
- Donors: 58,800 households
- Members: 14,616 households

Mount Vernon Membership Statistics:

- 14,500+ member households
- Annual membership gifts start at \$69 and go up to \$25,000 +
- Members from all 50 states
- 73% of members live 100 miles from the estate

Mount Vernon Key Initiatives:

- American 250
- Outreach Programs

GEORGE WASHINGTON'S MOUNT ★ VERNON

THE MOUNT VERNON LADIES' ASSOCIATION



[Auction Website](#)

Spotlight: George Washington's Birthday Auction

2024 Birthday Auction Results:

- Extensively advertised to more than 1.5 million supporters across the country, at least 25,000 of whom live in the DC area
- 4 Dedicated Emails (over 15k+ addresses) + 3 Social Media posts and 10 stories (482k+ followers) featuring Historic Hotels of America
- 159 total auction items; 18 Historic Hotels of America donated packages
- 5,000 bids placed
- 46% of bidders live more than 100 miles of Mount Vernon; the rest live throughout the country
- Historic Hotels of America packages raised more than \$32,350 to support Mount Vernon and most of them sold well above value

Donate a stay!

Past prizes included all-inclusive stays for 2+ nights, many with accompanying cultural tours or tickets. The auction will go live February 1st and end on George Washington's Birthday, February 22, 2025.

We have spots available!

GEORGE WASHINGTON'S MOUNT ★ VERNON

THE MOUNT VERNON LADIES' ASSOCIATION



[Auction Website](#)

See you in 15 minutes!



Above: President William Howard Taft Plays Golf at The Omni Homestead Resort (1911)

Public Relations and Marketing

Katherine Orr

Director, Marketing Strategy &
Communications



Four Strategies to Increase Media Exposure

Connecting Historic Hotels with Media and Travel Consumers

In 2024,
"Historic
Hotels of
America" is
Averaging 9
Billion Media
Impressions Per
Month

1. Place stories into national and regional news through Wire Distribution and media contacts.
2. Serve as a resource to media content creators that are seeking info about historic hotels.
3. Support members with press kits and other media assets (press releases, social media content, logos, etc.).
4. Promote member hotels when we are visible in the media to promote Historic Hotels of America and Historic Hotels Worldwide.



1. Get the Story Out: Press Release Distribution, Syndication



August 27, 2024

The 2024 Historic Hotels of America® Awards of Excellence Nominee Finalists Announced

- Historic Hotels of America and Historic Hotels Worldwide Interactive Press Releases are distributed via a wire service that sends news about your hotels to 7,000 radio, print, TV, and digital newsrooms in all 50 states and D.C.
- Global news outlets based in the United States pick them up, sometimes translating them for their own foreign audiences.
- These news outlets often publish the press release as-is, syndicated.
- Reporters will pick up the story and expand on it.
- In a typical year, we distribute about 20-25 press releases.

In addition to thousands of local newspapers, press releases are seen by national news outlets including *Forbes*, *Reuters*, *The Wall Street Journal*, *The New York Times*, MSNBC, MSN, Yahoo!, and the Associated Press – to name a few. We pitch directly to national and global travel media.

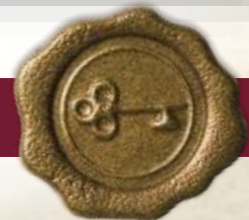
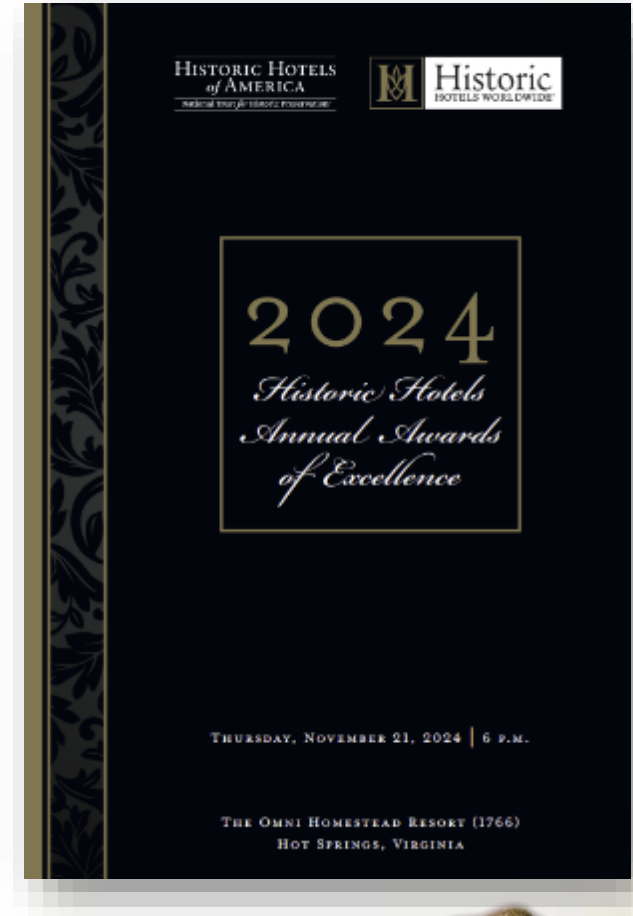


Cultivating Media and Travel Consumer Interest with Recognition: Historic Hotels of America and Historic Hotels Worldwide Annual Awards of Excellence

Each year, Historic Hotels of America and Historic Hotels Worldwide hold nominations for the **Annual Awards of Excellence**. These awards are given out to historic hotels and hoteliers that have been leaders in the hospitality industry.

The Awards of Excellence put hotels and hoteliers in the media spotlight and provide them with official recognition through a variety of award categories.

The judges reviewed over 500 nominations for 2024 awards. Nominations come from the hotels, prior award winners, the hotels' communities, and National Trust for Historic Preservation members and donors. Nominations for 2025 open in March of next year.



Historic Hotels of America Awards of Excellence Press Release Distribution

The 2024 Historic Hotels of America® Annual Awards of Excellence Nominee Finalists Are Announced



The 2024 Historic Hotels of America® Annual Awards of Excellence Nominee Finalists Are Announced

September 03, 2024 10:00 AM Eastern Daylight Time

WASHINGTON—(BUSINESS WIRE)—Historic Hotels of America®, a program of the National Trust for Historic Preservation, is pleased to announce the Nominee Finalists for the 2024 Historic Hotels of America Annual Awards of Excellence.

The Historic Hotels of America Annual Awards of Excellence honor the finest historic hotels and hoteliers every year through categories including Historic Hotels of America Best Historic Resort, Historic Hotels of America Sustainability Champion, and Historic Hotels of America Historic Hotelier of the Year. Historic Hotels of America is the official program of the National Trust for Historic Preservation, a nonprofit organization chartered by the U.S. Congress in 1949, for recognizing and celebrating the finest historic hotels across the

Historic Hotels of America
National Trust for Historic Preservation

View Report

HISTORIC HOTELS OF AMERICA

Add to My Company

Release Summary

The 2024 Historic Hotels of America® Annual Awards of Excellence Nominee Finalists Are Announced

#Hashtags

#historicshoteis2024
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#historicshoteis
#historicshoteis2024
#historicshoteis

Social Media Profiles

f Historic Hotels of America | Historic Hotels Worldwide (Preferred Hotels Group)

in Historic Hotels of America | Historic Hotels Worldwide (Preferred Hotels Group)

ig Historic Hotels of America | Historic Hotels Worldwide (Preferred Hotels Group)

More News

Contacts

<https://www.businesswire.com/news/home/20240903240320/en>

By The Numbers: Seven Days of Publication September 3-10, 2024

- 106 Re-postings via Syndication on Sites Reaching 69 Million Unique Visitors Per Month
- 2,235 Confirmed Media Impressions via feed
- 15,808 Total Press Release Visits
- 2,345 Link Clicks to Our Members' Profiles



Historic Hotels of America and Historic Hotels Worldwide Awards of Excellence at Historic Hotels Press Room

Press releases at
Historic Hotels.org
include downloadable
PDF and *Word*
versions, and a zip
folder of images for
the press to use.



The screenshot displays the 'Historic Hotels of America' website's Press Room. The header includes the organization's name, a tagline 'National Trust for Historic Preservation', and navigation links: 'FIND A HOTEL', 'OFFERS', 'EXPERIENCES', 'DESTINATIONS', 'SPECIAL OCCASIONS', and a 'SEARCH' button. A large green golf course image serves as the background for the header. Below the header, there are three main sections. The left section, titled 'Historic Hotels of America Press Room', features a 'PRESS RELEASES' heading and a 'SHARE' button. The middle section, titled 'Historic Hotels Worldwide Press Room', also features a 'PRESS RELEASES' heading. The right section, titled 'PRESS ROOM at Historic Hotels America', lists various resources: 'PRESS RELEASES', 'IN THE NEWS', 'LOGOS/BRAND ASSETS', 'PRESS KIT', 'EXECUTIVE PROFILES', 'MEDIA CONTACTS', and 'UPCOMING MEDIA EVENTS'. Below these lists, contact information for Katherine Orr is provided, including her title as Director, Marketing Strategy & Communications, and her phone number and email address. A red arrow points to the 'DOWNLOAD PDF' and 'DOWNLOAD WORD DOC' links under the press release titled 'The 2024 Historic Hotels of America® Awards of Excellence Nominee Finalists Announced'.

HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation

FIND A HOTEL OFFERS EXPERIENCES DESTINATIONS SPECIAL OCCASIONS **SEARCH**

HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation
Press Room

Historic HOTELS WORLDWIDE
Press Room

PRESS ROOM
at Historic Hotels America

PRESS RELEASES
IN THE NEWS
LOGOS/BRAND ASSETS
PRESS KIT
EXECUTIVE PROFILES
MEDIA CONTACTS
UPCOMING MEDIA EVENTS

For additional information:
Katherine Orr
Historic Hotels of America | Historic Hotels Worldwide
Director, Marketing Strategy & Communications
Tel: +1 202 772 8337
KOrr@historichotels.org

PRESS RELEASES **SHARE**

The 2024 Historic Hotels of America® Awards of Excellence Nominee Finalists Announced
September 3rd, 2024

DOWNLOAD PDF | **DOWNLOAD WORD DOC**

WASHINGTON, D.C. - September 3, 2024 ----- Historic Hotels of America®, a program of the National Trust for Historic Preservation, is pleased to announce the Nominee Finalists for the 2024 Historic Hotels of America Annual Awards of Excellence.

The Historic Hotels of America Annual Awards of Excellence honor the finest historic hotels and hoteliers every year through categories including Historic Hotels of America Best Historic Resort, Historic Hotels of America Sustainability Champion, and Historic Hotels of America Historic Hotelier of the Year.



Through the Years: Awards of Excellence in the News

MARKETPLACE
Search For & Place Classifieds

Naples Daily News

News Sports Business Restaurants Opinion Advertise Obituaries eNewspaper Legals

TRAVEL

Like a fine wine, these 4 historic Florida hotels nominated for excellence get better with age

Mark H. Bickel
Fort Myers News-Press

Published 10:29 a.m. ET Sept. 1, 2023





An aerial view of the Loews Don Cesar Hotel in St. Pete Beach. Loews Don Cesar is one of the historic hotels nominated for the 2023 Historic Hotels of America Awards of Excellence.

The Historic Hotels of America Awards of Excellence announced this week (Aug. 29) and four properties have been recognized in advance of the 2023 national awards ceremony.

sonoma magazine

What's New in Wine Country Things To Do in Sonoma Food & Drink



Sonoma Inn Nominated for Historic Hotels of America Awards

The Sonoma hotel joins finalists from around the country, including renowned East Coast hotels that were built in the 18th century.

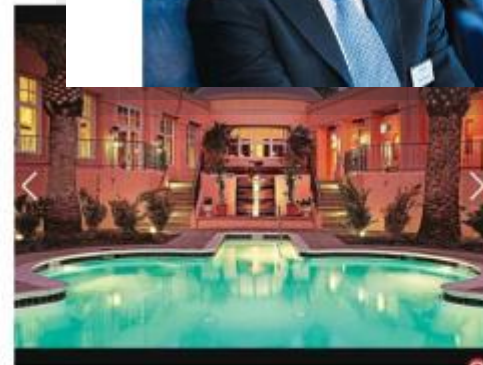
BY SONOMA MAGAZINE STAFF
OCTOBER 2022

0 COMMENTS

 COPY URL



SEE COVER: ONE GREAT PICK
Your insider's guide to Wine Country



Fairmont Sonoma Mission Inn and Spa is among the nominee finalists for the 2023 Historic Hotels of America Awards of Excellence. (Courtesy of Fairmont Sonoma Mission Inn & Spa)

MKElifestyle

HEADLINE STORIES FOOD & DRINK ARTS & CULTURE HEALTH & LIFESTYLE CRYSTAL CITY 3307 PAGES OF CONTENT

Head of the Class

The Pfister's tea butler Juan Rodriguez has been serving guests for more than 40 years — and has won national recognition for his expertise.

[By MKElifestyle Staff | 11/27/2023 | 10:00 AM | 2 min read](#)





Trending

- 1 8th class
- 2 Thank you
- 3 General
- 4 100th
- 5 100th

Digital Edition

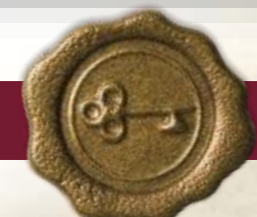


The Omni Homestead Resort Wins 2022 Historic Hotels of America Annual Awards of Excellence for Best Historic Hotel

by the Virginian Review In Local News November 28, 2022 Reading time: 3 min read



Peter Ghisla, chairman of Omni Hotels & Resorts, and the President of the 2022 Historic Hotels of America Legacy of Innovation and Inspiration Award, Mark Swadlow, Managing Director of The Omni Homestead Resort and Kurt Alexander, President, Omni Hotels & Resorts.



Cultivating Media and Travel Consumer Interest: The Top 25 Historic Hotels Press Releases



September 19, 2024

The 2024 Top 25 Historic Hotels of America®
Afternoon Tea Experiences List Is Announced



July 11, 2024

The 2024 Top 25 Historic Hotels of America®
Most Historic Golf Courses List Is Announced



April 11, 2024

The 2024 Top 25 Historic Hotels of America®
Most Literary Hotels List Is Announced



December 12, 2023

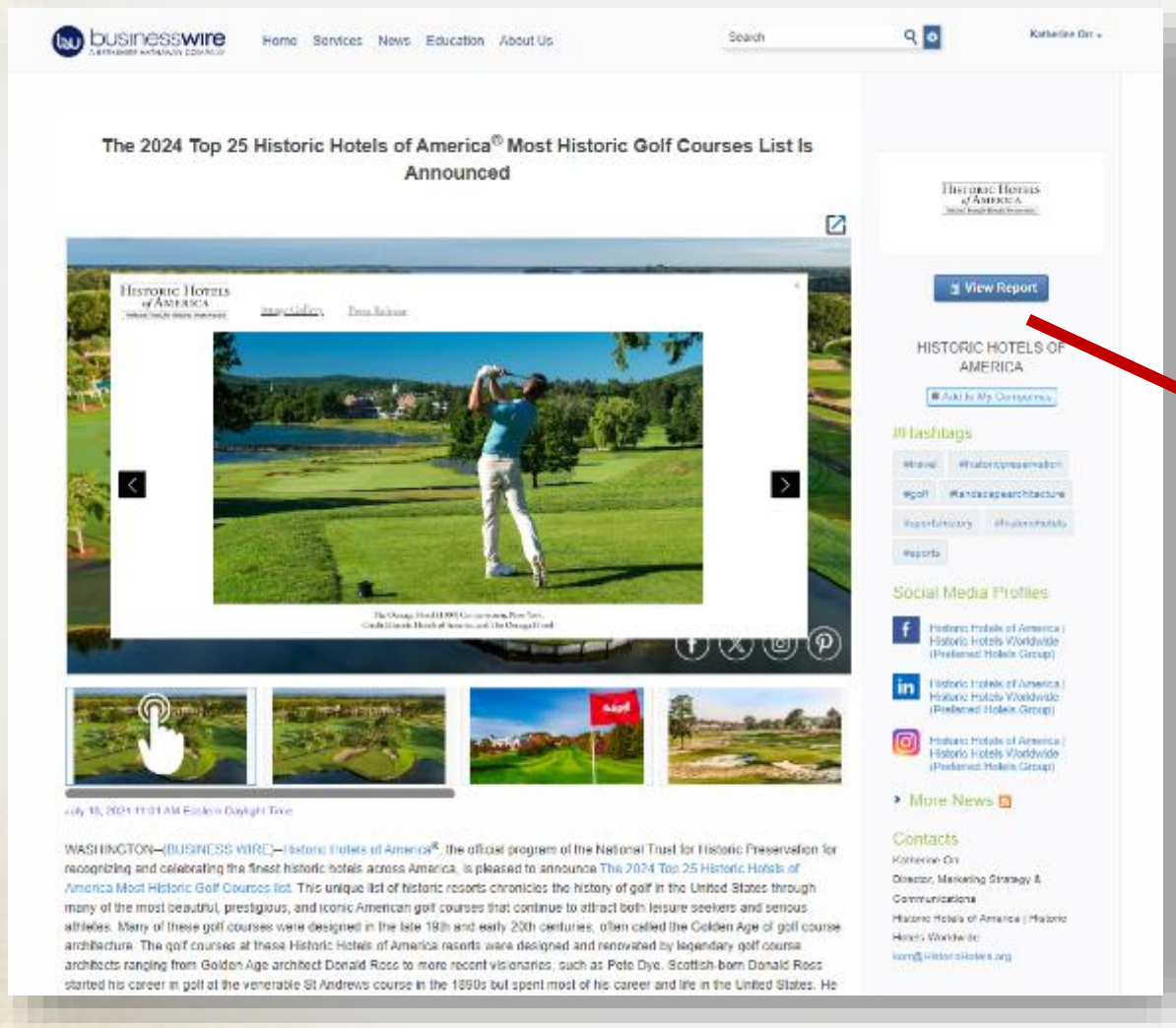
The 2023 Top 25 Historic Hotels of America
Magnificent Gingerbread Displays List

The Top 25 lists are travel inspiration articles and news releases, which introduce a category and describe how 25 historic hotels relate to that category. They cover a wide array of subjects that make member hotels some of the most interesting, beautiful, and *fun* historic places to visit.

- Most Historic Golf Courses
- Most Haunted Hotels
- Hotels for a Romantic Proposal
- Most Magnificent Gingerbread Displays
- Most Magnificent Art Collections
- Most Magnificent Gardens
- Culinary Heritage and Traditions
- Most Magnificent Ceilings and Domes
- Afternoon Tea Experiences
- Where Women Made History



The Top 25 Lists: Remarkable Experiences and Captivating Stories at Historic Hotels



The 2024 Top 25 Historic Hotels of America® Most Historic Golf Courses List Is Announced

By The Numbers: Seven Days of Publication
July 17-24, 2024

- 5,203 Press Release Media Views
- 1,361 Link Clicks to Our Members' Profiles
- 146 Re-postings via Syndication on Sites Reaching 19.1 Million Unique Visitors Per Week

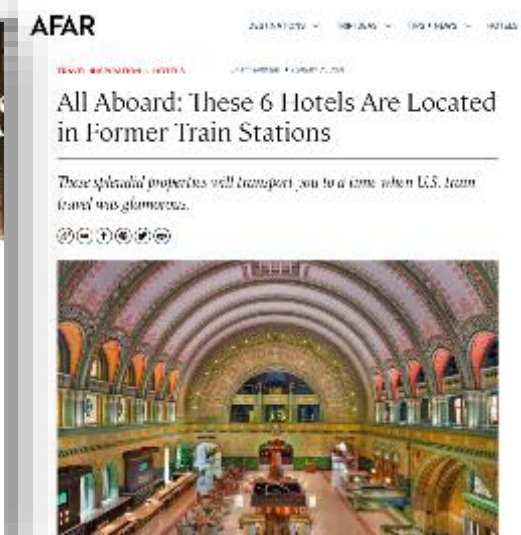
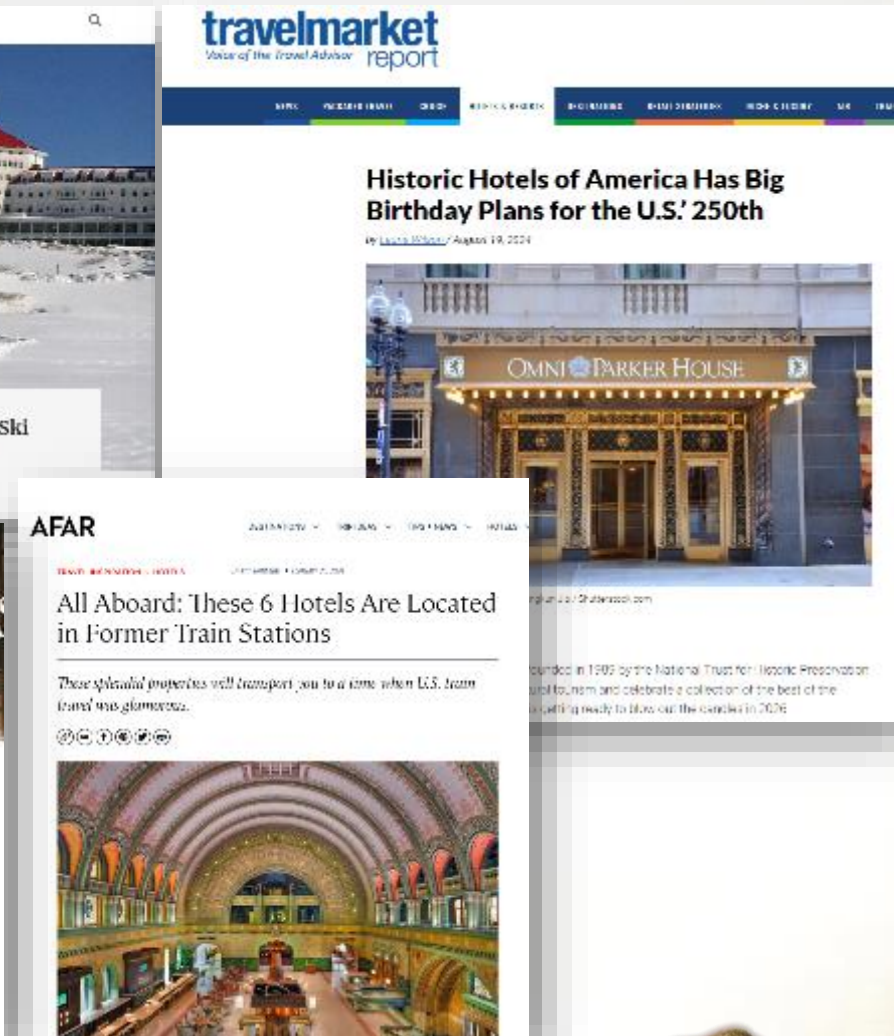


Putting Historic Hotels in the Spotlight: The Top 25 Historic Hotels of America and Historic Hotels Worldwide Lists

Sampling of Coverage Generated by Program



2. Serve as a Source for Media to Promote Member Historic Hotels



USA Today – 10Best Readers' Choice Contest

AWARDS // TRAVEL



10 best hotels and resorts in the US for historic stays

Immerse yourself in history

AWARDS // TRAVEL



Woof-tastic! Check out the 10 best pet-friendly hotels in the US

AWARDS // TRAVEL



Escape to coastal bliss: Discover the best waterfront hotels in the US

Picture-perfect getaways

Best Waterfront Hotel / Resort (2024)

AUGUST 14, 2024

After 10 years of working with *USA Today's* 10Best Readers' Choice, in 2024 the partnership remained strong. This past year, members of Historic Hotels of America were finalists in many Readers' Choice voting categories, including:

- Best All-Inclusive Resort (2024)
- Best Boutique Hotel (2024)
- Best Historic Hotel / Resort (2024) – Member Winner
- Best Waterfront Hotel / Resort (2024) – Member Winner
- Best Hotel Bar (2024) – Member Winner
- Best Pet-Friendly Hotel (2024) – Member Winner
- Best Hotel Spa (2024)
- Best Family Resort (2024)
- Best Destination Resort (2024)
- Best Spa Resort (2024)
- Best Hotel Pool (2024)
- Best Resort in Hawaii (2024)
- Best National Park Lodge (2024)



USA Today – 10Best Readers' Choice Contest



Photo courtesy of Historic Hotel Bethlehem

No. 1: Historic Hotel Bethlehem - Bethlehem, Pennsylvania

Guests of the Historic Hotel Bethlehem can learn about the hotel's storied history in the Lower Lobby. A hotel has occupied the site since 1741, though the structure was used as a convalescence home for World War I soldiers for a period. Today, guests enjoy modern amenities at this historic setting in the heart of Moravian Bethlehem.

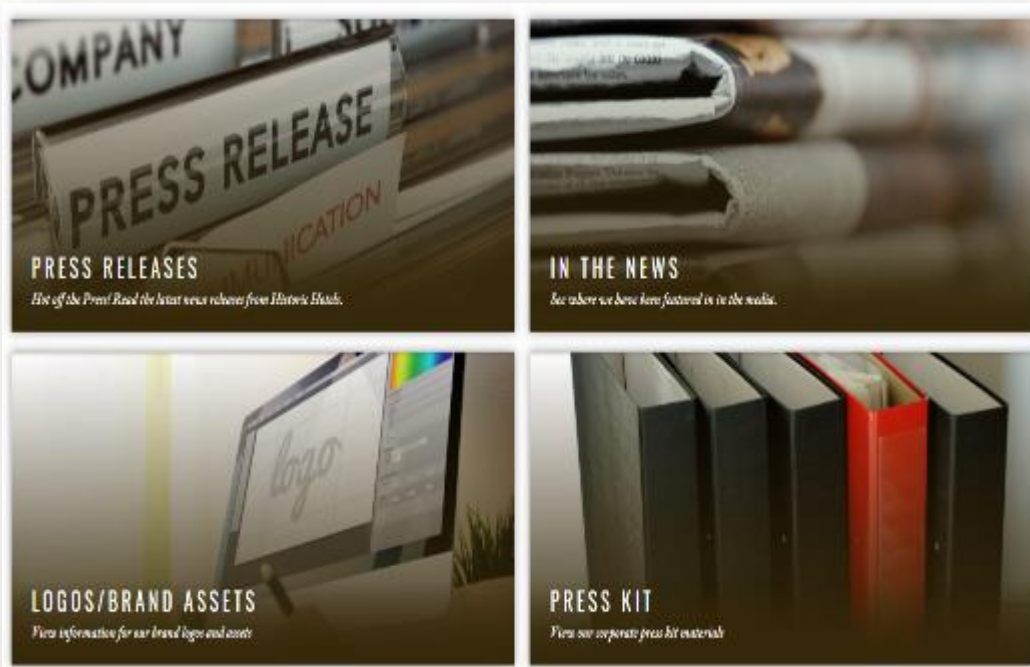
Voted on by the public (**this contest has a reach in the millions**), the Historic Hotel Bethlehem won the contest for *USA Today* 10Best Readers' Choice Best Historic Hotel again for the third straight year in 2024.

With the help of the Lehigh Valley community, loyal guests and staff, they were able to maintain #1 Best Historic Hotel throughout the entire voting period.

Several members have had the honor of this accolade over the years. Contest expert panels pull nominees from Historic Hotels of America news (Top 25 lists and Awards of Excellence nominees) and from outside the program.



3. Support Members' Press and Publicity as Historic Hotels



The Press Room in the Historic Hotels of America and Historic Hotels Worldwide websites are a resource for members to promote themselves.

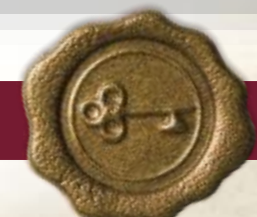
No login is required to access:

- Logos for members to use on websites and in articles
- Fact sheets for members to refer to when speaking with the media
- Examples of how members have promoted themselves in the past
- Historic Hotels programs' own news and press releases, about the programs and their members

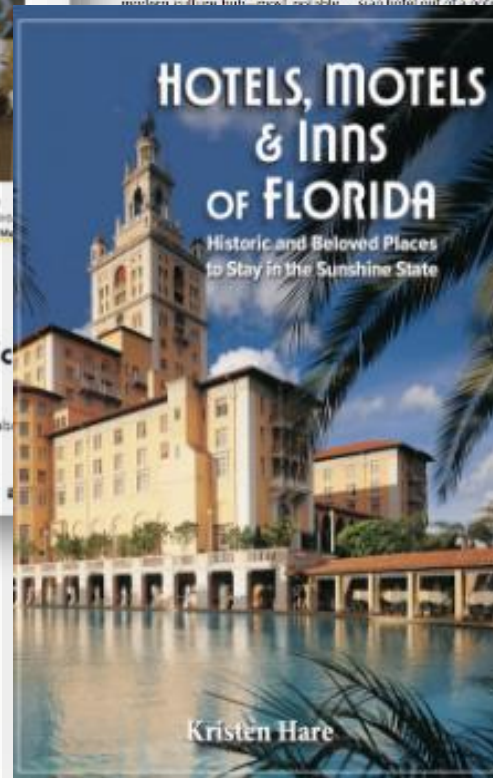
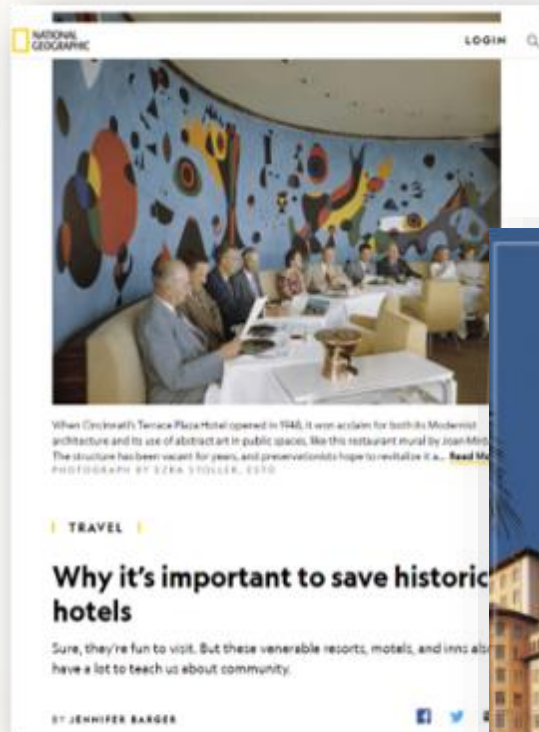
Visit historichotels.org/us/press/press-room.php



2024 Historic Hotels Awards of Excellence Nominee Finalists Press Kit: A social media kit with pre-written content, a drafted press release ready for personalization, and logos sized for a variety of digital platforms



4. Promoting Members When the Focus Is on Historic Hotels



4. Promoting Members When the Focus Is on Historic Hotels

Preservation Magazine Placement

Discover 11 Charter Members of Historic Hotels of America®
Experience history at HistoricHotels.org | Reservations: +1 800 678 8846

HISTORIC HOTELS OF AMERICA
Member of the National Trust for Historic Preservation

JOHN BUTLER HOUSE INN® (1760)
Charleston, South Carolina | This boutique inn was once the early home of John Butler, a signer of the U.S. Constitution, and is a National Historic Landmark. Centrally located on Broad Street in the Charleston Historic District.

THE OMNI HOMESTEAD RESORT (1764)
Hot Springs, Virginia | This all-season resort, nestled in the Allegheny Mountains, is a National Historic Landmark because of its championship golf courses, Southern hospitality and - of course - its award-winning Warm Springs Pools.

THE BURLINGTON INN (1774)
Stockbridge, Massachusetts | This historic hotel in the Berkshires was once a headquarters for Shays' Rebellion, a significant and was later transformed by Norman Rockwell in his painting, "Stockbridge Mass Street in 1860s".

THE MEMPHIS HOTEL (1900)
San Antonio, Texas | Located steps from the historic Alamo Plaza and listed in the National Register of Historic Places, this hotel has hosted legends from Theodore Roosevelt to Oscar Wilde and Marlon Brando.

THE BROWN PALACE HOTEL AND SPA, COVINGTON COLLECTION (1902)
Durango, Colorado | Sixteen years after Colorado became a state, a real estate entrepreneur spared no expense to build this luxury hotel - now listed in the National Register of Historic Places - in the new capital.

MILLS HOUSE (1852)
Charleston, South Carolina | This historic house in the heart of Charleston's historic district was the home of the first African American woman to be elected to the U.S. House of Representatives.

FAIRMONT CORREY PLAZA (1912)
Bismarck, North Dakota | Centrally located in Bismarck's historic Black Bay neighborhood and possessing a storied history of fine hospitality, this AAA Four Diamond hotel is among the city's most luxurious destinations.

HUTCHINSON HOTEL (1920)
Minneapolis, Minnesota | Originally constructed at the behest of Henry W. Hutchinson, this grand hotel is famous for its grand ballrooms and fine dining, especially at its award-winning restaurant, Le Garçon.

THE BROWNWOOD (1914)
Colorado Springs, Colorado | Modeled after the great Alamo Hotel of San Antonio, Europe and home regarded as a champagne-style golf destination, the Rocky Mountain resort hotel was designed by noted European architect and built under the "Grand Tower of the Rockies".

THE BROWN HOTEL (1920)
Louisville, Kentucky | A beloved Louisville landmark that is listed in the National Register of Historic Places, this elegant resort hotel is known for its beautiful architecture and its renowned "Old Brown" tavern. White members invested in 1920 to help save the city's history.

THE MAYFLOWER HOTEL, METROPOLITAN COLLECTION (1910)
Washington, D.C. | President Franklin D. Roosevelt named his "White House" open to the public landmark hotel and President Harry S. Truman once returned to the hotel, listed in the National Register of Historic Places, as Washington's second first address.

There's Always More To Discover
AT HISTORIC HOTELS OF AMERICA®

Inducted into Historic Hotels of America® in 2024.
The *Queen Mary* (1930) was a majestic ocean liner that is now an Art Deco-style hotel owned by The City of Long Beach, California, and is listed in the National Register of Historic Places.

Explore what's new this year at Historic Hotels of America®! Since the program was founded in 1969 by the National Trust for Historic Preservation with 35 Charter Members, Historic Hotels of America has grown to recognize and celebrate over 300 prestigious historic hotels, resorts, and inns. Never a static listing of "hotels that are historic," Historic Hotels of America connects travelers, preservationists, and event planners with historic hotels that faithfully maintain their authenticity, sense of place, and architectural integrity. These historic sites offer guests timeless hospitality, and many provide unique culinary experiences, museum-quality collections and tours, and modern luxury. Plus, reservations made through HistoricHotels.org support the National Trust for Historic Preservation and its mission.

Mills House Charleston, Curio Collection by Hilton
Charleston, South Carolina (1852)
Inducted in 2024, this first, Art Deco-style resort in the city's French Quarter dates to before the Civil War and has been faithfully restored.

Castle Hot Springs
Morrison, Arizona (1896)
Inducted in 2024, the *Residence Inn* once has offered guests unique spa and resort experiences, including dips in its natural hot spring pool, for over a century.

The Algonquin Hotel Times Square, Autograph Collection
New York, New York (1921)
Inducted in 2024, this city center resort was a famous hotspot for the New York literary, and was designated a New York City Landmark in 1987.

The Biltmore Los Angeles
Los Angeles, California (1923)
Inducted in 2024, the Hollywood Grand Biltmore was designated a Los Angeles Historic-Cultural Monument in 1969.

Discover these historic hotels and more at HistoricHotels.org.

Members of the National Trust for Historic Preservation SAVE UP TO 30%* OFF BEST AVAILABLE RATES in more than 100 participating Historic Hotels of America with **offer code NHP**.

* Subject to availability and only offered through advance reservation on HistoricHotels.org. Copyright © 2024 Historic Hotels of America® All Rights Reserved.

Member hotels are featured quarterly in *Preservation*, the official magazine of the National Trust for Historic Preservation and Historic Hotels of America.

This issue for Fall 2024 is out now!

Left: Inside spread
Right: Back cover



Adding It All Up: 12 Months of Coverage, Engagement, Reach, Impressions, and Value for the "Historic Hotels of America" Program in Media

3,536

mentions of Historic Hotels of
America in tracked articles

48,358

times those articles were linked,
shared, and liked on Facebook or
LinkedIn

9.28 billion

average total unique impressions per
month for tracked publications
covering Historic Hotels of America

\$87.52 million

estimated monetary value of media
coverage in marketing dollars

Analysis of "Historic Hotels of America" exposure over the 12-month period from November 2023 to October 2024



Media Partnerships

Katherine Orr

Director, Marketing Strategy &
Communications



Key Media Partnerships

Opportunities for Our Members to Be Seen, Heard, Tasted, and Remembered

Hotels With A Past
with Peter Greenberg



Grandin Hood Publishers



A Taste of History
with Chef Walter Staib



Key Partnerships

Hotels With A Past with Peter Greenberg



Peter Greenberg is a multiple Emmy Award-winning correspondent and producer and America's most honored, respected front line travel news journalist – broadcasting breaking news and investigative reports from around the world each week as Travel Editor for CBS News.

In addition to his work for CBS News, Peter's multiple media platforms include video (TV and digital), radio, social media networks, books, articles, blogs, newsletters and websites, reaching millions every day.

Greenberg's audience is comprised of historic hotels' target audience: highly educated and affluent sector of Americans who have the time, the interest, and the disposable income to travel. They are not aspirational or occasional consumers; they get out and see the world.



Key Partnerships

Hotels With A Past with Peter Greenberg

Historic Hotels of America and Historic Hotels Worldwide members are invited to purchase the *Hotels With A Past* package, where Greenberg and his team document and promote the history and life of a historic hotel.

Hotels With A Past is a multimedia series distributed as TV, radio, articles, and visual content across multiple web and social media platforms.

Some historic hotels featured on *Hotels With A Past* to date include:

- Grand Hotel (1887) Mackinac Island, Michigan
- Grand Hotel Golf Resort & Spa (1847) Point Clear, Alabama
- French Lick Resort (1845) French Lick, Indiana
- The Omni Homestead Resort (1766) Hot Springs, Virginia
- The Plaza (1907) New York, New York
- Hotel Raffles (1887) Singapore



Key Partnerships

Hotels With A Past with Peter Greenberg

Hotels With A Past video and radio package includes

- A *Hotels With A Past* video segment, ~8-10 minutes, featured on *The Travel Detective*, airing on PBS and streaming on Amazon Prime & Apple TV+ services.
- Teaser posted to *PeterGreenberg.com*, Greenberg's social media platforms & weekly e-newsletter.
- Recording of Greenberg's three-hour CBS Radio Show broadcast from the hotel.
- Recording of Greenberg's one-hour Podcast from the hotel.
- Weekly live CBS affiliate cross-talks broadcast from the hotel.
- Photos from Radio Show posted on Greenberg's social media platforms featuring Greenberg at the hotel.
- Greenberg's weekly one-hour *Global Travel Update* live show, broadcast from the hotel.
- *Instagram* reel recorded featuring one unique experience that represents the hotel.
- License to use the *Hotels With A Past* video footage.



Key Partnerships

Hotels With A Past with Peter Greenberg

How Historic Hotels of America Supports *Hotels With A Past* featured members



- Hotel will be featured in the marquee section of the homepage of *HistoricHotels.org*.
- Hotel's overview page on *HistoricHotels.org* will have a link to the video.
- Hotel will be featured in one issue of *Discover & Explore* with a link to the video (e-newsletter sent to 200,000+ households).



Key Partnerships

Hotels With A Past with Peter Greenberg

In addition to distribution on *The Travel Detective*, these *Hotels With A Past* segments are distributed across multiple web and social media platforms. Videos are posted on *PeterGreenberg.com* and are then promoted on Peter's e-newsletter and across his social media channels, including *Twitter*, *Facebook*, and *YouTube*.

PeterGreenberg.com sees 15 million unique visitors per month

A highly coveted niche of educated, informed travelers.

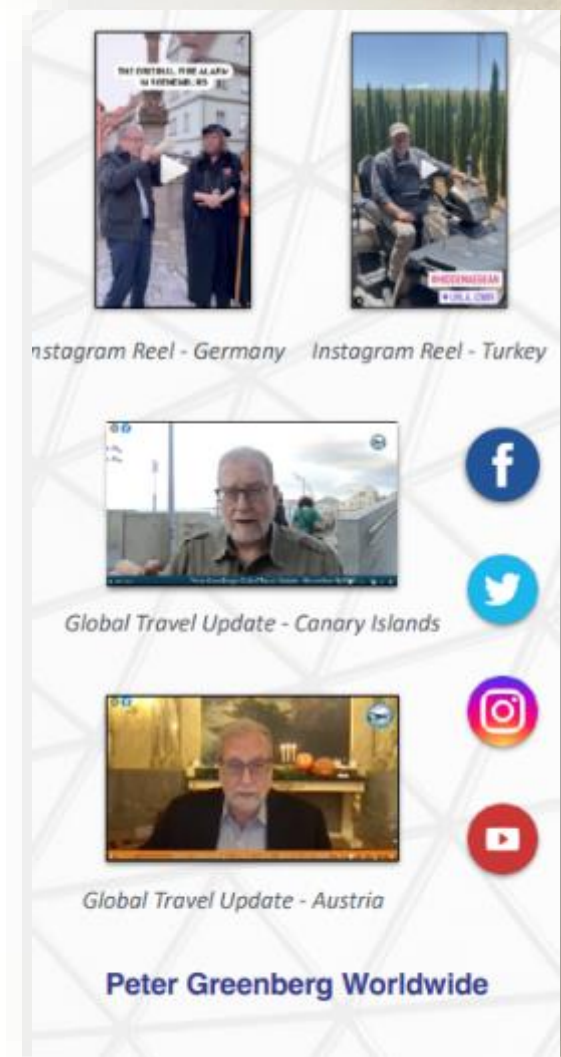
- 82% have a current passport.
- More than 50% travel internationally each year.
- 48% travel more than 4x a year for leisure.

CBS *Eye on Travel* Radio Show

Peter Greenberg's 3-hour weekend Radio program and short-form *Daily Travel Minute* reach millions of listeners per month.

E-Newsletter

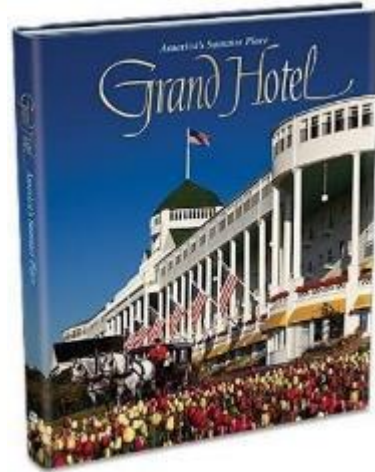
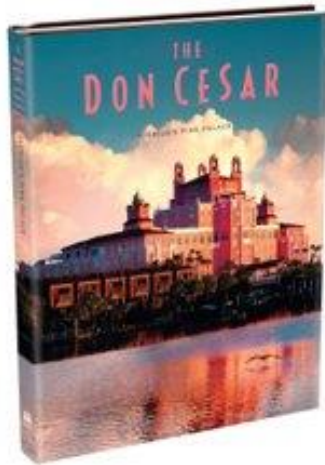
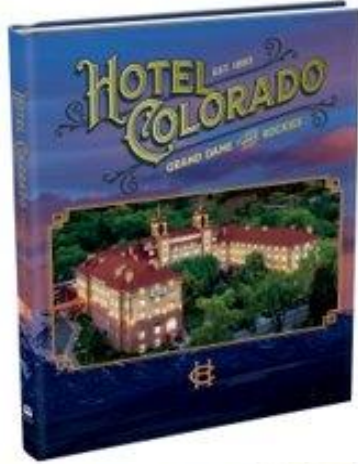
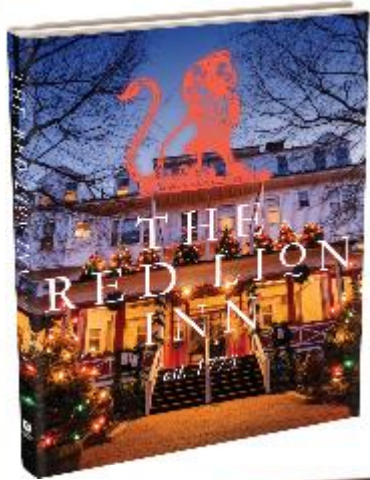
E-newsletter promotes online videos, travel tips and feature stories, reaching 50,000+ dedicated subscribers every week.



Key Partnerships

Richly Illustrated and Researched Books by Grandin Hood

Grandin Hood Publishers, led by Pulitzer Prize-winning photographer, Robin Hood



Grandin Hood Publishers creates beautiful coffee table books that act as a multifaceted marketing tool. We believe this is important work for historic preservation, but also a product that has been proven to deliver significant return on investment for member hotels.

Historic Hotels of America is dedicated to sharing the stories and preserving the legacy of our member hotels, and there is no finer publishing partner than Grandin Hood.



Key Partnerships Grandin Hood



A MULTIFACETED MARKETING TOOL

Present a stunning book for use in retail sales, promotions, rewards, and as distinctive in-room gifts for group events.

A COMPLETE HISTORY

Provide a thoroughly researched and compelling historical record for the benefit of the owners, staff, guests, and partners.

A CELEBRATION OF YOUR BRAND

Capture the unique stories of the hotel, its founding, its preservation, and the people and community who made it become such an important landmark.

AN IMAGE LIBRARY

Create a database of original, high-resolution digital imagery for the hotel's use, including the architecture, grounds, interiors, staff, culinary offerings, and other amenities, activities, and traditions.



Key Partnerships Grandin Hood



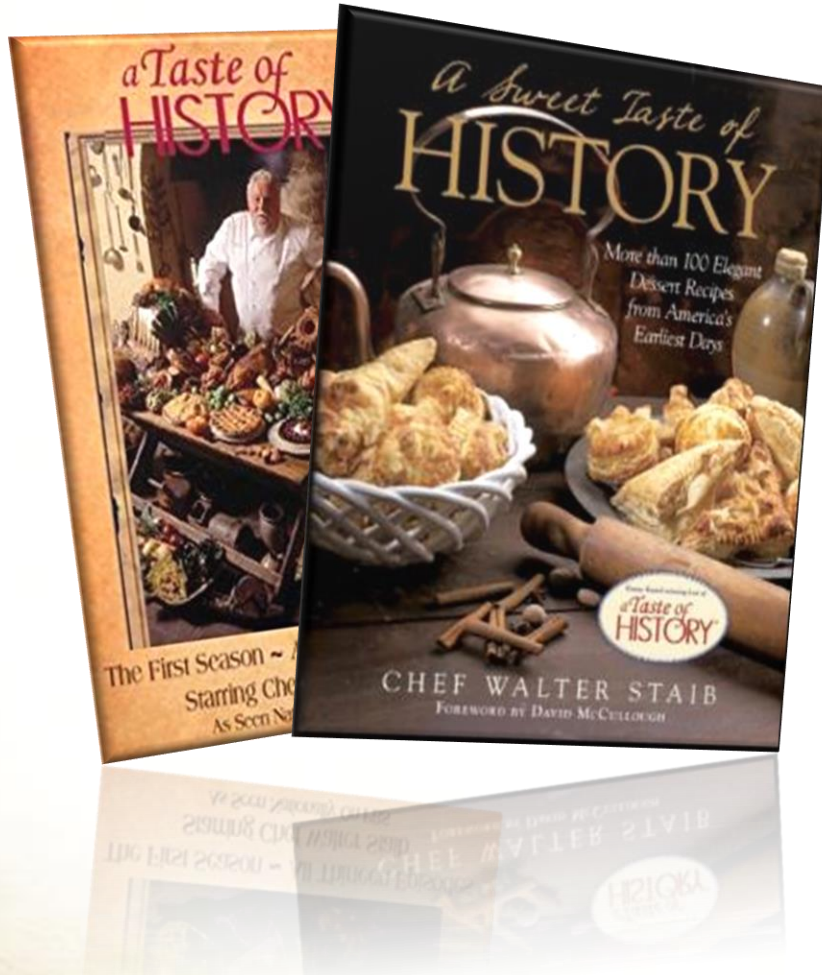
After production and publication of your book, Grandin Hood offers:

- Advance web promotions and media releases
- Capital campaign materials and book launch plans
- “Limited Edition” enhancement options
- Digital online edition of the book
- Unlimited usage of all created photography



Key Partnerships

A Taste of History with Emmy Award-Winning Chef Walter Staib



Promote your hotel's culinary history through our partnership with Chef Walter Staib—author, filmmaker, and chef at Philadelphia's City Tavern, a faithful recreation of an original 18th-century tavern.

As founder and president of Concepts By Staib, Ltd. (est. 1989), a global restaurant management and hospitality consulting firm, Walter Staib has opened more than 650 restaurants worldwide.

A Taste of History© is a vehicle for Staib to share historic cuisine with a growing audience. It received the 2012 James Beard Foundation nomination for Best TV Show On Location. Chef Staib has won at least 16 Emmy Awards for his work on the show, which airs on PBS.



Key Partnerships

A Taste of History with Chef Walter Staib



Pictured: Chef Walter Staib making Parker House Rolls with the Omni Parker House chef, featured in *A Taste of History* (S7E5): *Boston's Famous Parker House*

Benefits of working with Chef Walter Staib

- Feature famed hotel recipes
- Brand visibility on PBS and Streaming
- Spotlight hotel's Food & Beverage in a meaningful way
- Shows are sold on DVD, a perfect addition to your hotel's gift shop

Planning Ahead

- Filming is planned at least a year in advance, and there are a few spots left in Season 15 (filming in 2025)
- Cost depends on location, sponsors, and interest from other historical sites in your region

Interested in seeing your hotel's culinary heritage and historic culinary traditions on air? Let us know!

Member Directory

Katherine Orr

Director, Marketing Strategy &
Communications



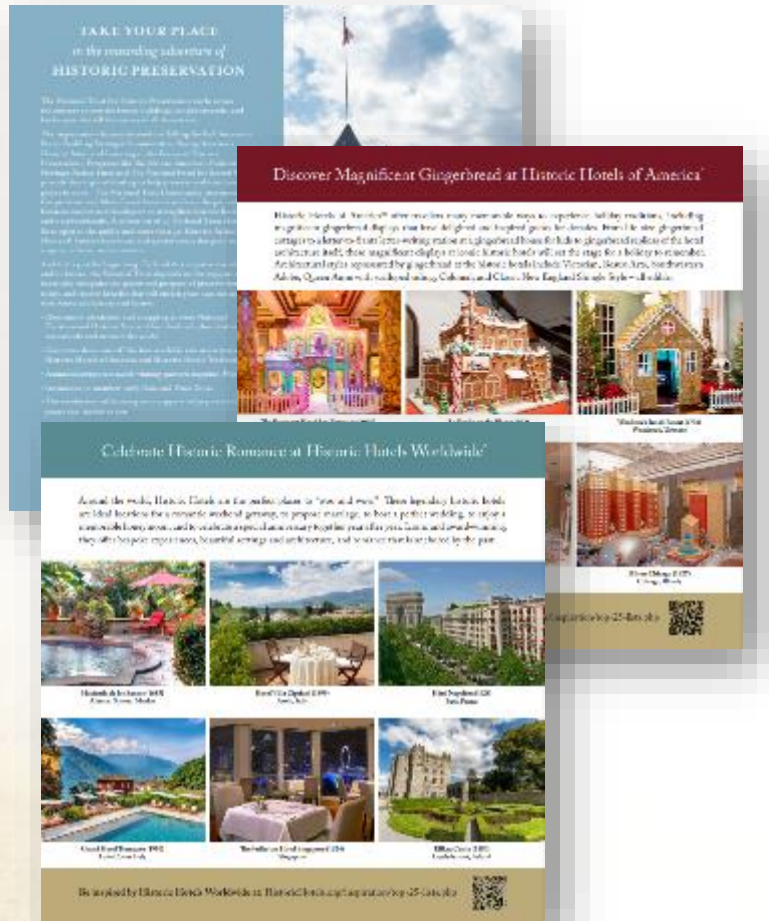
Historic Hotels of America Directory: 2024-2025



- A detailed listing of all Historic Hotels of America members, at no extra cost.
- Published both as an online interactive book with all the bells and whistles, and as a glossy full color catalog.
- Estimated annual readership: 6.5+ million.
- TYPICAL Print Distribution includes:
 - 60,000+ guestrooms and concierge desks
 - National Trust for Historic Preservation historic sites
 - Tradeshows and client events
 - Web requests, calls, emails
 - News and media events



Historic Hotels of America Directory: 2024-2025 Edition



- Meticulously updated member pages to reflect changes to their amenities and dining options
- 30+ pages added for new Historic Hotels of America members
- Updated listing of Historic Hotels Worldwide members
- New thematic feature pages drawn from Top 25 List press releases
- New National Trust for Historic Preservation Historic Sites content



Member Services and Support

Matt Coletti

Manager, Member Services & Support



Historic Hotels Membership: How we are growing over the last year

- We preserved a **97% retention** rate from January 2024 to today.
- We have inducted **17** hotels in Historic Hotels of America.
- We have inducted **14** hotels in Historic Hotels Worldwide.
- Of the hotels inducted, **10** hotels are part of a major brand.
- Of the hotels inducted, **21** hotels are independently owned and operated.
- We are still actioning around **5** nominations a month that we could turn into inducted hotels.



The Concierge Newsletter

**HISTORIC HOTELS
of AMERICA**
National Trust for Historic Preservation®



The Concierge Newsletter **September 2024 Issue**

THREE ACTIONS THIS MONTH:

REGISTER for the Historic Hotels Annual Conference
RESERVE your Spooky Season Social Media Takeover
BUY plaques or flags at a discount during our end of summer sale



Register Now for the 2024 Historic Hotels Annual Conference

Monthly newsletter that promotes activities and events for both Historic Hotels of America and Historic Hotels Worldwide.

Among recent highlights included in *The Concierge* are:

- Alliance Partner spotlights
- Access to digital publications
 - Digital Directory
- Current media initiatives
 - Top 25 Lists
- Current marketing partnerships
- Ordering brand collateral
 - Historic Hotels of America plaques
 - Historic Hotels of America flags
- Social media opportunities
 - Instagram Takeovers
- Website performance metrics



Historic Hotels of America Recognition



Flags are 3 x 5 feet or 5 x 8 feet; nylon, lined, and double-sided, and are available in two special colors: white and Historic Hotels of America gold.



Preservation Magazine



The Publication at a Glance

Circulation: 125,000 (Alliance for Audited Media)

Readership: 300,000+ per year

Frequency: 4 times per year

Readers: Affluent, active, educated

Access to *Preservation* is one of the benefits to which you are entitled as a member of Historic Hotels of America. For your reference, each issue covers locations that have shaped the American identity and the people, like you, who work tirelessly to protect them. Enrollment for the 2025 serial is underway, so please contact Matt Coletti if you haven't yet to sign up!



Membership Onboardings

Action Item	Phase	Due Date	Completed Date	Historic Hotels Team Member	Item Description
Introduction Call	N/A	TBD		Matt	Half-hour call with the Member Services and Support team to review onboarding process.
Complete and submit the Contact form		Week 1		Matt	Contact list of who's who at your hotel for our database.
Complete and submit the initial shipment form		Week 1		Matt	Request your Historic Hotels of America plaque and purchase your Historic Hotels of America flag.
Completed and submit Preservation form		Week 1		Matt	Opportunity to enroll for this year's upcoming quarterly edition of <i>Preservation</i> magazine, the official publication of the National Trust for Historic Preservation.
Completed and submit Website Visibility Packages Form/Social Media Takeover Form (Optional)		Week 1		Stephanie Price	A fantastic opportunity for member hotels to reach heritage travelers online at <i>HistoricHotels.org</i> and related digital platforms. To enroll, please complete the hyperlinked form in column A.

Complete HHA-New-Member-Workbook		Week 2		Webmaster	The source for all of your content on <i>HistoricHotels.org</i> . Please input as much textual content as possible.
Submit high quality images		Week 2		Webmaster	To submit images, please complete the hyperlinked Google form in column A. The form not only provides an opportunity to directly upload images to our webmaster, but it also requests mandatory image descriptions/names/ADA text, too. (The document even provides guidelines for our basic image requirements in terms of resolution quality.)

Member Services and Support oversees the membership onboarding of all new member hotels into Historic Hotels of America and Historic Hotels Worldwide.

We follow a specific onboarding process that is charted via a checklist or “calendar.” The team is currently planning on refining this process to incorporate automation.

Tasks involved within an onboarding:

- Ordering marketing collateral
- Drafting website materials
- Activating publicly available rates
- New Member Press Release



New Member Press Release

- In collaboration with Marketing Communications, Member Services oversees the creation and distribution of the Historic Hotels New Member Press Release.
- During onboarding for all new members, Member Services provides a press release template the hotel can use to announce its induction to its own media contacts.
- The press release comes complete with quotes from leadership, as well as instructions on how to contact local media outlets.
- Member Services works internally with other team members to help promote the press release distribution on social media throughout the day.

THE MILLS HOUSE HOTEL IN CHARLESTON, SOUTH CAROLINA HAS BEEN INDUCTED INTO THE HISTORIC HOTELS OF AMERICA PROGRAM

June 19, 2024 | Charleston Daily | 0 | Lowcountry,

The Mills House, Curio Collection by Hilton (1853) in Charleston, South Carolina, has been inducted into Historic Hotels of America program! Established in 1853, the hotel is a rich history and enduring landmark.

With over 170 rooms, the hotel is a rich history and enduring landmark. Like Joseph R. Thomas, wide landscape.

Today, The Mills House is a rich history and enduring landmark. It is a rich history and enduring landmark.

Join us in celebrating this historic moment. Seeking a room? The Mills House is a rich history and enduring landmark. Cherished memories.

This Central Jersey inn that hosted Paul Revere joins Historic Hotels of America

 **Jenna Intersimone**
MyCentralJersey.com

Published 4:51 a.m. ET Oct. 9, 2024 | Updated 4:51 a.m. ET Oct. 9, 2024

It's where Paul Revere spent the night, where patriots rested before signing the Declaration of Independence, and where Albert Einstein carved his name into a tabletop.

And finally, 268 years later, it's recognized as a Historic Hotel of America.

The Nassau Inn in Princeton was recently inducted into the official program of the National Trust for Historic Preservation.

To be selected for membership, a hotel must be at least 50 years old, has been designated as a National Historic Landmark or is on the National Register of Historic Places, and is recognized as having historic significance.



Hotel Histories

The Hermitage Hotel has served as the temporary home for countless celebrities, too. Famous military heroes—such as Sergeant Alvin York and Lieutenant Audie Murphy—have been honored at hotel. Renowned athletes have also chosen to stay at the building when passing through Nashville, including the likes of New York Yankees great Babe Ruth and World Heavyweight Champion Jack Dempsey. Dozens of movie stars have also graced the hotel with their presence. Charlie Chaplin once approached the front desk carrying his iconic custard pie prop, after an adoring fan had given him the dish during a fundraising event at the Ryman Auditorium. Vivian Leigh and her husband, Laurence Olivier, had a limited layover at the hotel when their plane was grounded by bad weather. Spencer Tracey also stopped by on route to Florida to appear in the movie, *The Yearling*. And Gloria Swanson visited when she

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Named after former U.S. President Andrew Jackson's nearby estate, The Hermitage Hotel has been a member of Historic Hotels of America since 1996. For years, "Meet Me at The Hermitage" has been a popular catch phrase spoken among local Nashvillians, as the hotel has been a cherished landmark for more than a century. Construction on this magnificent historic structure began in 1908, when a group of concerned locals led by the Nashville Board of Trade decided to construct a luxurious hotel in downtown Nashville. Hiring the renowned architect James Edwin Ruthven Carpenter, the investors ultimately spent more than a million dollars on the project. In just two years, Carpenter had erected a stunning Beaux-Arts-style hotel that stood ten stories tall. On opening night—September 17, 1910—countless luminaries from the greater Nashville area flooded into The Hermitage Hotel. A lavish feast awaited all who stepped inside, as did the famous orchestra that played at the famed Waldorf Astoria Hotel in New York City. Advertised as being "fireproof, noise-proof, and dust-proof," the hotel's architecture and amenities also stunned the guests. Every guestroom contained its own plumbing and bathroom, while the dining room possessed Circassian walnut paneling. The top floor of the hotel featured a gorgeous assembly hall and the basement held a beautiful German-styled rathskeller called the "Grill Room." But the lobby was the most impressive aspect of all. From the street, a grand staircase led patrons into the golden-hued space with its impressive array of decorative carvings. Glorious Tennessee marble adorned the lobby floors and Italian marble graced its soaring columns. A spectacular skylight rested atop the structure, which had beautiful panels of ornate painted glass.

TIMELINE

1908: Construction on this magnificent historic building began when a group of concerned locals led by the Nashville Board of Trade decided to construct a luxurious hotel in downtown Nashville. Hiring the renowned architect James Edwin Ruthven Carpenter, the investors ultimately spent more than a million dollars on the project. Carpenter spared no effort with his design, using the brilliant design principles of the French Beaux-Arts school to augment the hotel's soon-to-be iconic façade.

1910: On opening night—September 17—countless luminaries from the greater Nashville area flooded into The Hermitage Hotel. A lavish feast awaited all show stepped inside, as did the famous orchestra that played at the famed Waldorf Astoria Hotel in New York City. Advertised as "fireproof, noise-proof, and dust-proof," the hotel's architecture and amenities stunned the guests, as well.

1911: President William Howard Taft attended a banquet held in his honor at The Hermitage Hotel. It became the first of several visits made by U.S. Presidents to the hotel. In subsequent years, U.S. Presidents Woodrow Wilson, John F. Kennedy, Lyndon B. Johnson, Richard Nixon, Jimmy Carter, Bill Clinton, and George W. Bush all traveled to the building at one point or another.

1918: Charlie Chaplin approached the front desk carrying his iconic custard pie prop, after an adoring fan had given him the dish during a wartime fundraising event at the Ryman Auditorium. Roughly a year later, The Hermitage Hotel helped cook for a procession of 3,600 soldiers that had returned from serving in France. It also held a special dinner for Admiral Albert Gleaves, Admiral of the Asiatic Fleet.

1920: Pro and anti-suffragists tirelessly lobbied local politicians from inside The Hermitage Hotel, while the state legislature fiercely debated ratifying the 19th Amendment. Led by Carrie Chapman Catt and Josephine Pearson, respectively, the two camps effectively transformed the building into their personal headquarters. Thanks to the efforts of Catt and her fellow pro-suffragists, the amendment passed on August 18, 1920.

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to pass the law that Aug

About the Location

About the Architecture

Famous Historic Events

Famous Historic Guests

Film, TV and Media Connections

Women in History

As the primary customer service advocates within the organization, Member Services also acts as the main historical consultant for both brands.

This involves working as the primary author for all hotel histories on both brand websites, whether they involve editing a hotel's current history or completely drafting a new one.

In addition to crafting a main narrative, the department also writes materials for every member's supplemental timeline, as well as the collapsible supplemental fields included toward the bottom of the history webpage.



Brand Initiatives

Laura Allard

Manager, Brand Initiatives



Milestones and Celebrations Program



- Is your hotel celebrating an upcoming milestone anniversary? We would love to offer our support!
- We can support any special events, exhibits, promotions, packages, etc. that you have planned throughout your celebration year.
- We would love to learn more about what the hotel has planned to celebrate, and to discuss how we can offer our support.
- Members can schedule a call with our team by emailing Laura Allard, Manager, Brand Initiatives.



Amplifying Hotel Milestone Anniversaries

Historic Hotels of America Milestones

Hotels Celebrating 225 Years

The Inn at Montchanin Village (1799) *Montchanin, Delaware*

Hotels Celebrating 100 Years

Fairmont Olympic Hotel (1924) *Seattle, Washington*

Francis Marion Hotel (1924) *Charleston, South Carolina*

Hotel 24 South (1924) *Staunton, Virginia*

The Emily Morgan San Antonio - A DoubleTree by Hilton Hotel (1924) *San Antonio, Texas*

Historic Hotels Worldwide Milestones

Hotels Celebrating 125 Years

Fairmont Le Manoir Richelieu (1899) *Charlevoix, Québec, Canada*

Sofitel Legend Old Cataract Aswan (1899) *Aswan, Egypt*

The Landmark London (1899) *London, England, United Kingdom*

Hotels Celebrating 100 Years

Palazzo Tirso Cagliari – MGallery (1924) *Cagliari, Italy*



Employee Rate Program

\$169 for a Midweek Getaway

French Lick Springs Hotel
(1845)
French Lick, Indiana

Book Now



HISTORIC HOTELS of AMERICA
National Trust for Historic Preservation

Historic
HOTELS WORLDWIDE

Historic Hotels Employee Discounts

Book these hotels or other participating hotels using Promo Code **HHE**



\$89 for a Virginia Getaway

- Open to all your employees at the hotel.
- Bookings are managed online - no additional work for your reservations team.
- Verification required at check-in to prove eligibility ensures a closed channel program.
- Over 175 members internationally participating.
- Members can sign up to be included in the Newsletter by emailing Laura Allard, Manager, Brand Initiatives.



Sponsors and Exhibitors



L'OR
BARISTA

Having the L'OR Barista coffee machine in your hotel rooms offers several advantages, enhancing the overall guest experience and adding a touch of luxury:

Elevated Guest Experience: L'OR, born in France, is dedicated to providing the finest selection of coffees to enthusiasts worldwide. Each blend is crafted by passionate Coffee Artists to deliver layers of flavor and aroma that engage all the senses, creating a uniquely immersive coffee experience. By offering the L'OR Barista system in rooms, hotels can provide guests with the ultimate taste experience, allowing them to brew delicious coffee and espresso with high-pressure brewing that delivers café-quality beverages.

lorcoffee.com

REPRESENTATIVE:
Allison Farley, On Premise Sales Manager
Allison.farley@lorcoffee.com
David Ferreira, VP of Sales
David.Ferreira@lorcoffee.com

BENEFITS TO MEMBERS:

- **Diverse Coffee Selection:** Enjoy access to a variety of coffee brands, including L'OR, Peet's, and more in the future.
- **Versatile 2-in-1 Machine:** The unique machine caters to both coffee and espresso lovers, meeting the diverse preferences of guests from the US and around the world.
- **Comprehensive Training:** Access to training materials and videos, with the option for on-site staff training for larger properties.
- **Highly Rated Amenity:** Frequently highlighted on hotel review websites like TripAdvisor, Booking.com, and Hotels.com as a standout room amenity.



MAJESTIC
INTERNATIONAL

Majestic International is the leading robe and slipper supplier in North America. Our In Stock Collection includes robes, slippers, and towels to suit every need and we offer embroidery to customize your selection. We have a talented design team to assist in creating a unique product that will be as special as your property. Our collection is vast, our prices competitive and our service is the best in the business. The Jasper Denim robe provides a huge point of difference for your property, as well as our new Earth Right, eco-friendly Towel program made from long staple cotton. These towels require less detergent, up to 20% less drying time, save 30% in water consumption and are 100% natural and biodegradable. We are proven suppliers and are honored to serve Pinehurst, The Fairmont Collection, Hotel Bethlehem, 21c Group, Amway Grand Plaza, and many more. All Historic Hotels will receive our lowest Tier 3 pricing program regardless of quantity. We look forward to helping you wrap your customer in luxury!

majesticinternational.com • +1 972 842 4403

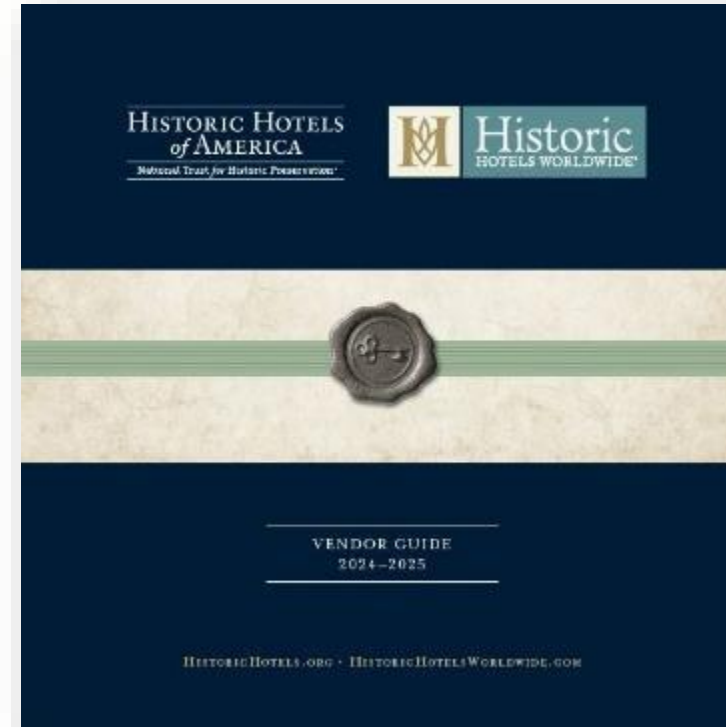
REPRESENTATIVE:
Wendy Thompson, President USA
wthompson@majesticinternational.com

BENEFITS TO MEMBERS:

- Receive Tier 3 pricing, our most competitive pricing, on all orders regardless of quantities ordered.
- Embroidery set up fees waived on all projects (a \$100 savings).
- Individualized attention and design services at no additional costs.

HISTORIC HOTELS VENDOR GUIDE 2024-2025

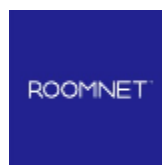
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Each Sponsor and Exhibitor lists special benefits exclusive to Historic Hotels of America and Historic Hotels Worldwide, so by patronizing their businesses, learning from their expertise, and sharing their offers with your team, you can enhance your reputation and operations.



Sponsors



Exhibitors



Curacity



dormakaba

everybody WATER.



GILCHRIST & SOAMES[®]
EST. LONDON, ENGLAND

GROUPE GM
EXCLUSIVE AMENITIES

HOTELS SSENCE PHOTOGRAPHY

MANCHESTER
MILLS



National Trust for
Historic Preservation[®]



Original Sprout[®]



PRESERVATION TRUST
RESTORATION, LLC



REVINATE

slumber[®]
SLEEPWEAR



StraxAR[™]



THOMASTON MILLS

TipBrightly
Powered by appreciation.

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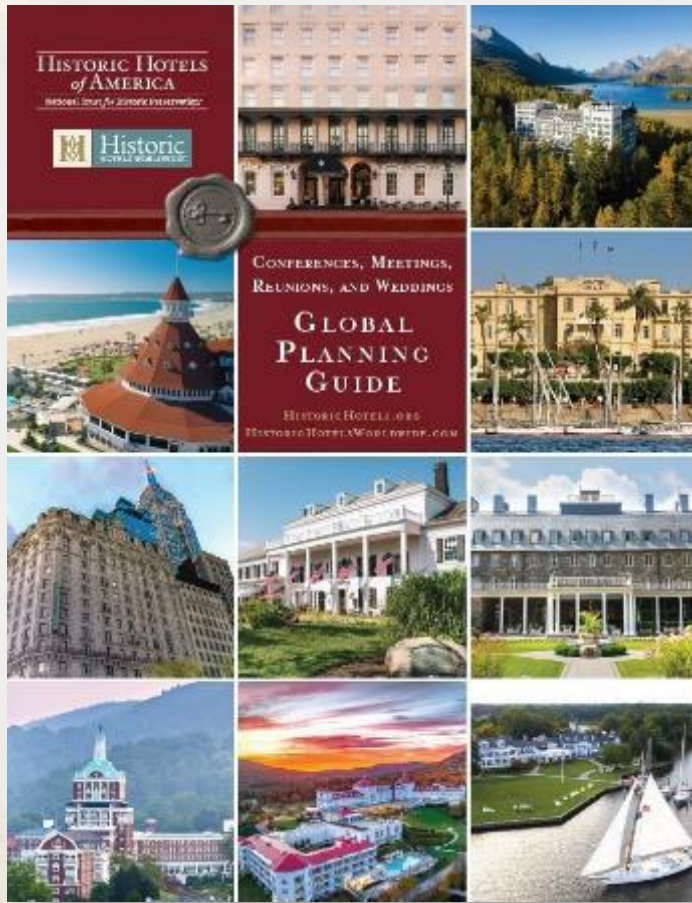


A Jonas Hospitality
Company

x·quic



Group Sales – Preservation Vertical Market



*Conferences, Meetings, Reunions,
and Weddings Global Planning Guide*

The Preservation Vertical Market (2,500+ meeting planners) is comprised of preservation, heritage, and cultural non-profit organizations, government entities, private foundations, associations, boards, and societies which have an affinity for conducting meetings and events in historic venues. By virtue of its exclusive affiliation with the National Trust for Historic Preservation, Historic Hotels of America is the only hotel brand which can stake a credible claim to having a genuine understanding of, and legitimate affiliation with, this market.

Sampling of Preservation Vertical Market Organizations

- National Trust for Historic Preservation
- US Department of the Interior, National Park Service
- American Battlefield Trust
- Smithsonian Institution
- Advisory Council on Historic Preservation
- Preservation Action
- State Historic Preservation Offices
- Private State and Local Preservation Organizations
- Art, History, and Historic House Museums
- Cultural, Heritage, and Historical Societies



Meeting RFPs

Member Services and Support fields all meeting requests via the Request for Proposal form that appears on a member hotel's *HistoricHotels.org* profile.

Whenever a guest completes the form (excerpts are featured to the right), the Member Services and Support team is notified of the request.

The department then notifies the appropriate contacts at the respective hotel about the RFP. To reiterate, the most common requests that Member Services and Support receives are for wedding receptions.

Start Date:



End Date:



Are your dates flexible? (Yes or No) :

☐ Yes

☒ No

REQUEST FOR PROPOSAL

SHARE ▼

Please fill out the following form. All fields marked (📌) are required.

Destination Name:

The Hermitage Hotel

Group Name:



Group Size:

10-19 ▼

Prefix:

Prefix ▼

First Name:



Last Name:





Historic Hotels Annual Conference

The Historic Hotels Annual Conference is the only global educational conference for owners, general managers, asset managers, and other senior leaders and decision makers of historic hotels.



The Omni Homestead Resort (1766) ~ 2017 Annual Conference



Let's fly away for 15 minutes,
to come back refreshed.

When we restart, we will soar
through Revenue questions.

Will is here to help you take flight
with answers.



Revenue and Distribution

William Steele, CRME

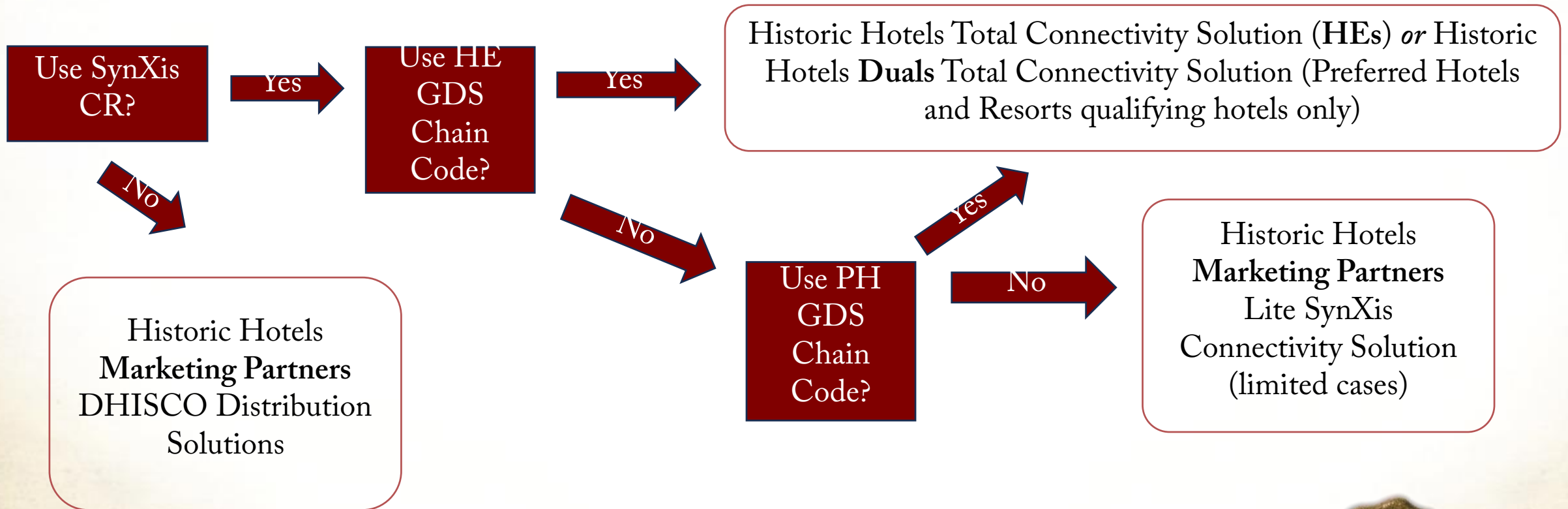
Director, Hotel Revenue Optimization
& Distribution



Historic Hotels Distribution Technology Platforms

Rates, Availability, and Inventory (ARI) Management

What type of membership is my hotel?



Historic Hotels Collection

Historic Hotels of America and Historic Hotels Worldwide are brand agnostic and work with the world's finest hospitality brands, chains, and collections. Historic Hotels acts as a supplemental marketing channel.



Historic Hotels Distribution Technology Platforms

Rates, Availability, and Inventory (ARI) Management

What type of membership is my hotel?

Historic Hotels ~ “HE” Total Connectivity Solution ~ SynXis CR

- 1 Independent hotels and hotel collections using SynXis CR under HE GDS chain code & the PV Master chain code. SynXis CR is seamlessly integrated with Historic Hotels booking engine.

Historic Hotels ~ Marketing Partners (PH&R Dual) ~ Total Connectivity Solution ~ SynXis CR

- 2 Independent hotels and hotel collections using SynXis CR under PH GDS chain code & the PV Master chain code. SynXis CR is seamlessly integrated with Historic Hotels booking engine. (Full connectivity partner w/ Preferred Hotels & Resorts & Marketing Partner w/ Historic Hotels of America/Historic Hotels Worldwide collection)

Historic Hotels ~ Marketing Partners ~ SynXis CR Solution *Lite*

- 3 Independent hotels using SynXis CR (no GDS connectivity). SynXis CR is seamlessly integrated with Historic Hotels booking engine.

Historic Hotels ~ Marketing Partners ~ DHISCO Solutions

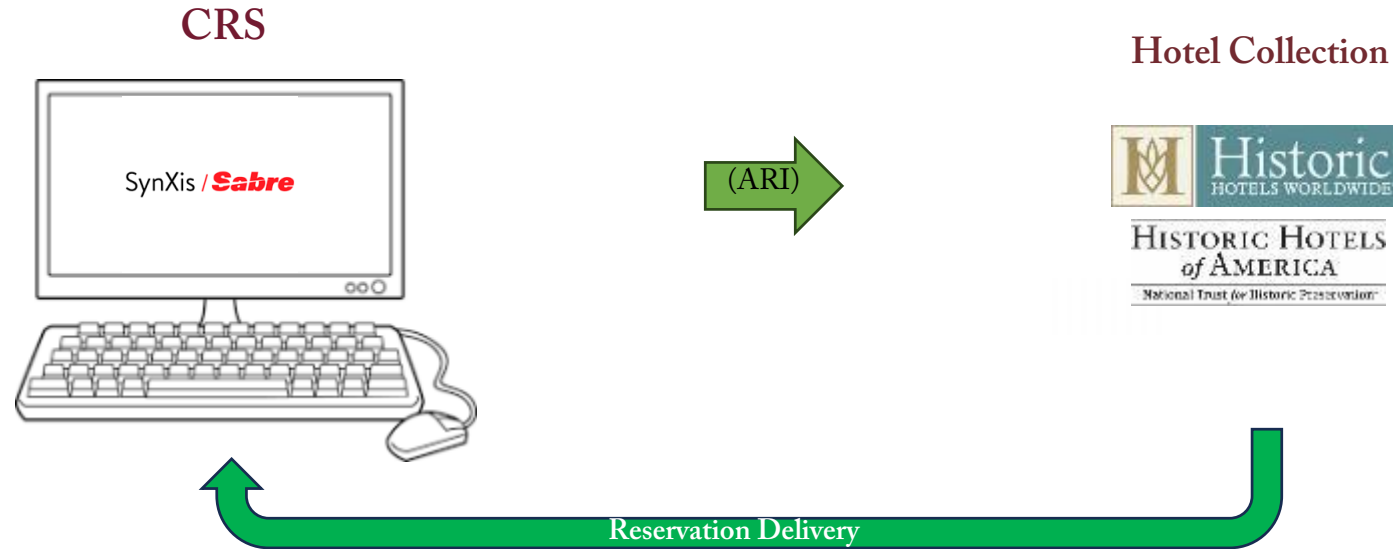
- 4 Brands, hotel collections, chains, etc. using a CRS, SynXis CR, iHotelier, Hilton, SHR, etc. under their GDS chain code, (i.e., YX, WV, HH, IN, WV, etc.) Your GDS team will assist you with rate plans mapping. This is required for rate plans assigned to the IDS channel.



Historic Hotels Distribution Technology Platforms

Rates, Availability, and Inventory (ARI) & Reservation Management

What type of membership is my hotel?



- ① Historic Hotels ~ Total Connectivity Solution ~ SynXis CR
- ② Historic Hotels ~ MP (PH&R Dual) ~ Total Connectivity Solution ~ SynXis CR
- ③ Historic Hotels ~ MP ~ SynXis CR Solution *Lite*

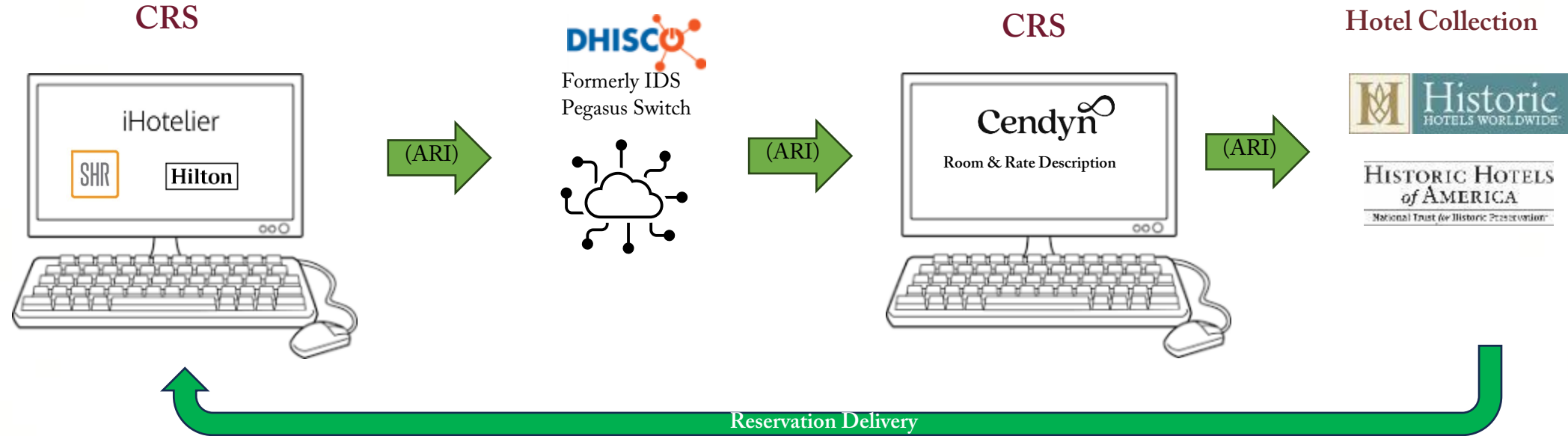
Delivering real-time rate updates ARI to HistoricHotels.org & HistoricHotelsWorldwide.com + reservation integration to your hotel's CRS.



Historic Hotels Distribution Technology Platforms

Rates, Availability, and Inventory (ARI) & Reservation Management

What type of membership is my hotel?



4

Historic Hotels ~ Marketing Partners ~ DHISCO Solutions

Delivering real-time rate updates ARI to HistoricHotels.org & HistoricHotelsWorldwide.com + reservation integration to your hotel's CRS.



Distribution Partnership

Marketing Partners connection via DHISCO, which is managed by the hotel's CRS provider.

DHISCO Property ID

Chain Code + Property ID

Content Manager

Language : English Brand : E4 PID : B501 Property Name : 21c Museum Hotel Chicago Mode : View Session Time left : 27:02

Basic Hotel Details *

Hotel Details *

Additional Contact Info *

Location *

Property Description *

GDS Info

Additional Descriptions

Hotel Facts

Business Services

Hotel Amenities *

Meal Plans

Facilities *

Accessibility Features

Security Features

Policies *

Attractions *

Recreation

Basic Hotel Details -> Hotel Details

* Property Name : 21c Museum Hotel Chicago

* Property Short Name : 21C MUSEUM HOTEL CHICAGO

* Content Language : English

* Brand : Ennismore - E4

* Tax ID :

* Property ID : B501

USW Chain : E4

USW Property ID : B501

GDS Property Name : 21C MUSEUM HOTEL CHICAGO

* Hotel Status : Active

* Bookable Status : Bookable

* Address Line 1 : 55 East Ontario Street

* Country : United States

Address Line 2 :

State/Province :

* City : CHICAGO

Address Line 3 :

Postal Code : 60611

Address Line 4 :

County/Region :

Address Line 5 :

* Country Access Code : 1

Property Email : guestservices@21ccchicago.com

* Area Code :

Reservation Office Email:

* Property Phone Number : 3126606100

Hotel Website : https://www.21ccchicago.com/

* Property Currency : United States Dollars

Time Zone : GMT

GMT Offset : -6

Hotel Status must be "Active"

Bookable Status must be "Bookable"

Historic Hotels of America

Historic Hotels of America

Historic Hotels of America

Hotel Initialization Questionnaire (HIQ)

Please return this questionnaire completed to the Member Services and Support team, either [electronically](#) or [by mail](#). Please note that this questionnaire must be completed in order for your property to be listed on the Historic Hotels of America website. You must also have submitted high quality images for use on our website, as one will appear to represent your hotel listing in the booking engine.

Primary Contact: Person to be contacted for questions regarding this document

Name: _____ Title: _____

Phone: _____ Email: _____

Basic Hotel Information

Hotel Name: _____

Address: _____

City: _____ State: _____ Country: _____

Are you already represented in the ICS/DHISCO channel?

Yes ☐ No ☐

If you answered Yes, please provide the following information:

Current GDS/CRS provider company name: _____

Property Name (as listed on your DHISCO account): _____

Property ID (GDS ID): _____

Chain Code (max 2 alpha characters): _____

Property Email: _____

Credit Card Information

Please specify which credit cards are accepted for payment at your property, check all that apply.

American Express ☐ Discover ☐

CardMaster ☐ MasterCard ☐

Diners Club ☐ Visa ☐

Other ☐

Check In Time: _____ Check Out Time: _____

Currency: USD ☐ EUR ☐ GBP ☐ Other ☐

Latitude: _____ Longitude: _____



HISTORIC HOTELS
of AMERICA

National Trust for Historic Preservation

LA FONDA ON THE PLAZA

[ADD A ROOM](#)
[ABOUT ▾](#)
[MY BOOKINGS](#)
[USD](#)
[ENGLISH - US](#)

Guests 1 Adult, 0 Children	Check in Mon, Jan 6, 2025	Check out Wed, Jan 8, 2025
Special Rates & Rates ▾		

Your Cart: 0 Items

Total \$0.00

Select a Room

View By: Rooms ▾

Sort By: Lowest Price ▾

Filters ▾

Traditional Room with One Queen Bed

1 Queen bed • Sleeps 2 • 250 sq ft

Traditional One Queen.

Room Details

La Fonda Best Available Rate

\$199 ~~\$170~~

Per Night

Excluding taxes and fees

BOOK NOW

Bed and Breakfast Package

\$239

Per Night

Excluding taxes and fees

BOOK NOW

Route 66 Package

\$252

Per Night

Excluding taxes and fees

BOOK NOW

Ghost Tour Package

\$252

Per Night

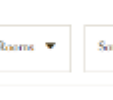
Excluding taxes and fees

BOOK NOW

Guests 1 Adult, 0 Children	Check-in Mon, Jan 13, 2025	Check-out Wed, Jan 15, 2025	Your Cart: 0 Items Total \$0.00
Special Rates or Rates			

Select a Room

☐ Use 1 Parlor Points
 View By: Rooms ▼
 Sort By: Lowest Price ▼
 Filters ▼



Traditional Room

1 Queen bed • Sleeps 2 • 180 sq ft

- Queen size bed with Egyptian linens
- Dual-Chamber Down pillows
- Motion sensor floor lighting
- 180 square feet on the 4th to 11th floors

[Room Details](#)

Peabody Value Rate **\$210**
Per Night
Excluding taxes and fees

■ Guaranteed with Credit Card

Best Available Rate

[BOOK NOW](#)



Superior Double

2 Double beds • Sleeps 4 • 208 sq ft

- 2 Double size beds with Egyptian linens
- Dual chamber down pillows
- Motion sensor floor lighting
- 208 square feet with WiFi access

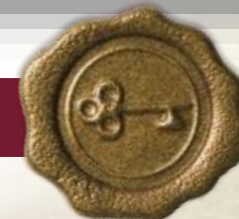
[Room Details](#)

Peabody Value Rate **\$219**
Per Night
Excluding taxes and fees

■ Guaranteed with Credit Card

Best Available Rate

[BOOK NOW](#)



DHISCO Distribution Solutions ~ RT4 Booking Engine (*powered by Cendyn CRS)

MANAGE BOOKING
23C MUSEUM HOTEL CHICAGO

1 Search

2 Make Selection

3 Guest Information

4 Confirmation

2024-12-17 → 2024-12-18

🛏️ 1 Night

👤 1 Room, 2 Adults, 0 Children [Edit](#)

Promo Code [Apply](#)

All room types ▾

Sort by: Price | Currency: USD ▾

Deluxe Two Queen

Relax in the Deluxe Two Queen's sitting area and amenity-rich bathroom.

[View room details](#)

From ~~\$152.40~~
\$152.10
 per night
 Includes Taxes

[View Others](#)

Booking Engine ~ Optimization

- Shop your hotel on *HistoricHotels.org* and *HistoricHotelsWorldwide.com* to verify all publicly available rates are showing!
- Review your hotel's room images to ensure they are clear and not grainy.
- Have you provided our team your latest room images?
- Are your rate descriptions showing correctly? Are the package details listed?
- Compare the static copy on the "Special Offers" page against the booking engine.
- Participate in Historic Hotels program by loading *National Trust for Historic Preservation (NHP)* and *Historic Hotels Employee (HHE)* rates.
- Make sure your **2025** rate plan seasons are extended a year out.



Historic Hotels ~ Cyber Promotion

Black Friday and Cyber Monday follow Thanksgiving and are the biggest online shopping days of the year. In 2023, the total sales for Black Friday and Cyber Monday were the following:

- Black Friday: \$9.8 billion in online sales, a 7.5% increase year-over-year
- Cyber Monday: \$12.4 billion in online sales, a 9.6% increase year-over-year
- Cyber Week: \$38 billion in online sales, a 7.8% increase year-over-year

With this in mind, Historic Hotels will promote your Black Friday & Cyber Monday offers and provide additional exposure to your hotels via a dedicated Historic Hotels Black Friday & Cyber Monday Sale website landing page. Your offers will be promoted to heritage and cultural travelers through online advertising, social media, and dedicated emails.



Historic Hotels ~ Cyber Promotion

If your property does not have a rate plan to launch a Black Friday & Cyber Monday offer, please see Will for rate loading instructions.



BLACK FRIDAY/CYBER WEEK PROMOTION 2024 RATE LOADING INSTRUCTIONS

Black Friday and Cyber Monday follows Thanksgiving and are the biggest on-line shopping days of the year. In 2023, the total sales for Black Friday and Cyber Monday were:

- Black Friday: \$0.8 billion in online sales, a 7.7% increase year-over-year
- Cyber Monday: \$12.4 billion in online sales, a 9.0% increase year-over-year
- Cyber Week: \$58 billion in online sales, a 7.8% increase year-over-year

Historic Hotels will assist with promoting your property's current Black Friday and Cyber Monday offer and provide additional exposure to your property via a dedicated Historic Black Friday & Cyber Monday Sale website landing page promoted to loyal Historic travelers and heritage minded travelers through a robust advertising and PR campaign, delivering your offers to fill soft shoulder periods.

If your property does not have a Black Friday and Cyber Monday offer, you may add and new Black Friday and Cyber Monday rate plan. Please review rate loading instructions below. Please contact Reservations@HistoricHotels.org for more information or assistance.

Recommended Booking Dates:

The Black Friday & Cyber Monday Sale should be bookable from Friday, November 29, 2024, through Friday, December 6, 2024.

Recommended Valid Stay Dates:

Valid travel dates from November 29, 2024, through March 31st, 2025, with blackout dates for sold out situations. This is completely at your discretion.

SPECIAL NOTE: There is no cost to participate in our Sale. However, the Black Friday & Cyber Monday Sale promotional rate offered must be at least equal and not higher than any other promotion with other channels to be featured.



Total Connectivity Solution

TCS leverages the value of Historic Hotels into the electronic booking process across all channels, enhancing technology with a recognized identity.



Total Connectivity Solution

Historic Hotels of America and Historic Hotels Worldwide “Total Connectivity Solution” hotel members receive the following benefits:

- Global Distribution System (GDS)
 - Listed on the HE GDS Chain Code & the PV parent Chain Code (Preferred Travel Group)
- SynXis CR Central Reservations Systems (CRS)
- Historic Hotels Booking Engine (BE)
- Historic Hotels Central Reservation Office (CRO)
- I Prefer Hotel Rewards
- Global TMC Partnerships through American Express, BCD, Carlson, and Flight Centre



DISTRIBUTION TARGET

**for TOTAL CONNECTIVITY SOLUTION Partners*



SYNXIS CENTRAL RESERVATIONS
SYSTEM (CRS)

HISTORIC HOTELS BOOKING ENGINE

HISTORIC HOTELS CENTRAL RESERVATION OFFICE
(CRO)

GLOBAL DISTRIBUTION SYSTEM (GDS)

I PREFER HOTEL REWARDS

ACCESS TO

250+

DIRECT OTA
CHANNELS

INTERFACE WITH

100+

PMS, CMS, AND RMS

CONNECTED TO

100+

REGIONAL TOUR
OPERATORS & DMCS

SUPPORTED BY

2

GLOBAL CALL CENTERS,
2 LANGUAGES



Total Connectivity Solution

**for TOTAL CONNECTIVITY SOLUTION Partners*

PROTOOLS

Integrated Support

PROTOOLS

OTA Direct Connectivity

PROTOOLS

PMS, RMS, & CMS Interfaces

PROTOOLS

Business Intelligence

PROTOOLS

Tour Management Channel

PROTOOLS

Call Gating

PROTOOLS

Travel Agent Commission Processing

PROTOOLS

Competitive Rate Shopping

PROTOOLS

Customer Relationship Management

PROTOOLS

Revenue Management Education/Consulting

PROTOOLS

Payment Gateways

PROTOOLS

RFPs & GDS Rate Loading

...and including Certified Revenue Consultation
Management Support & Sabre Hospitality
University provides 24/7 online training for CR and
booking engines



Global Distribution Systems (GDS)

**for TOTAL CONNECTIVITY SOLUTION Partners*

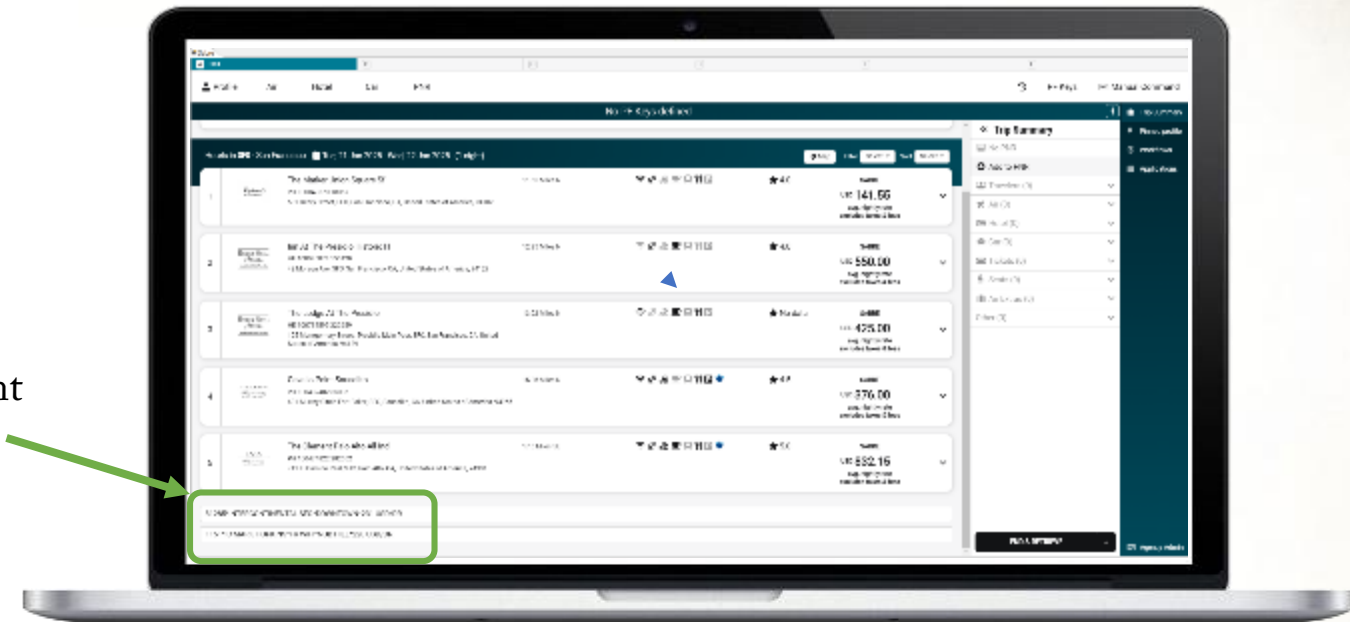
Global Distribution Systems (GDS) Representation of hotel's availability, rates, inventory (ARI) to the global travel agencies community and other online booking tools.

PV Master Chain Codes:

- Historic Hotels of America (HE)
- Historic Hotels Worldwide (HE)
- Preferred Hotels & Resorts (PH) + more

Benefits:

- Cvent Access to Global Consortia/Corp/Leisure Account
- Member Hotel discount on GDS Advertisement
- *Online TA Commission processing to influence TAs/TMC**

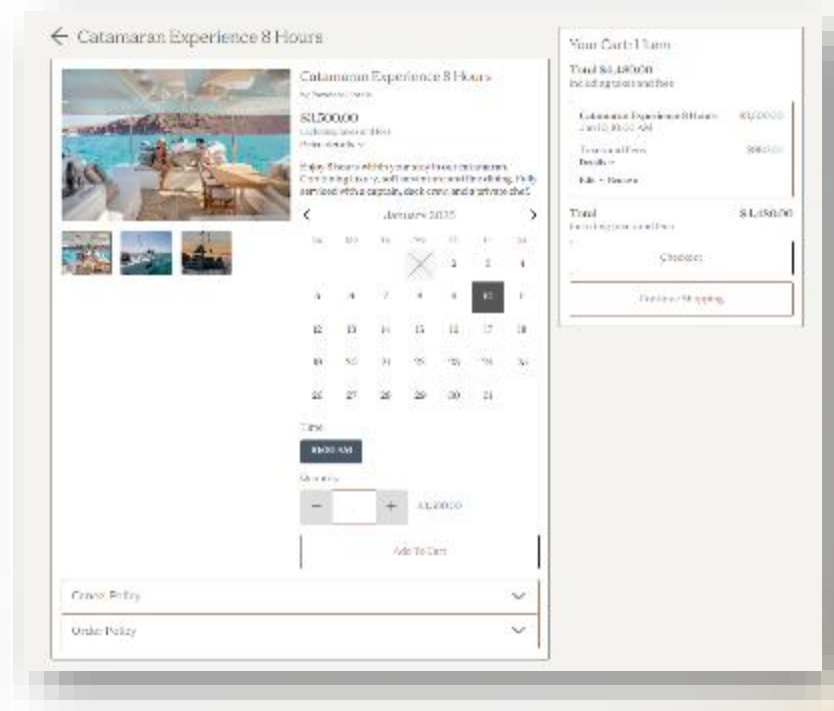
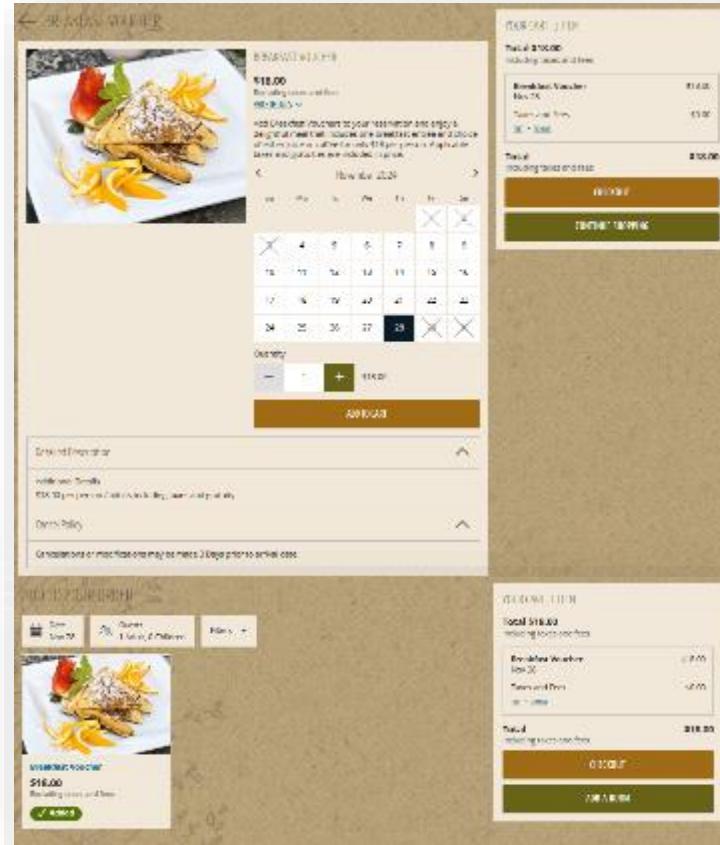
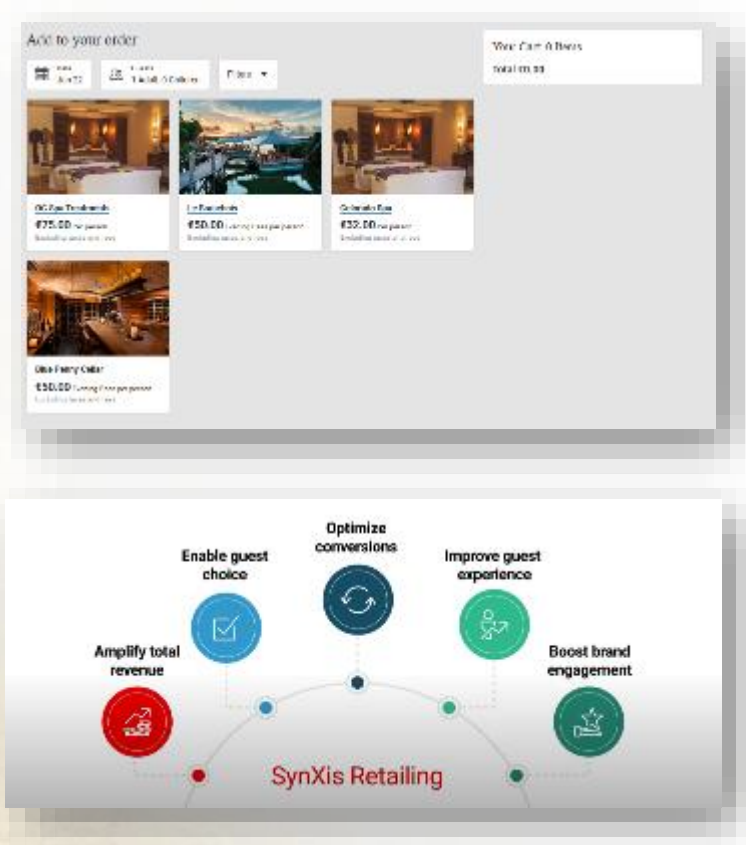


A "GDS master chain code" refers to a single, overarching code used to identify a large hotel group across all Global Distribution Systems (GDS), while a "standard chain code" is a specific, individual code assigned to a particular hotel brand within that group, allowing for more detailed searches and filtering within the GDS platform



SynXis® Retailing

Go Beyond booking rooms with a comprehensive retail management platform designed to enable choice and accelerate revenue. Consumers expect smooth, personalized experiences when they shop — and booking a hotel stay is no exception. SynXis® Retailing gives hotels the opportunity to seamlessly sell, with or without a room.



I PREFERSM

HOTEL REWARDS



5M+
I PREFER
MEMBERS

500K
MEMBER
STAYS

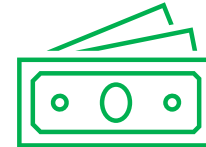
\$480M
REVENUE
DELIVERY



600+ PROPERTIES
75+ COUNTRIES



33% CROSS-BRAND
STAY REVENUE



\$958 USD AVERAGE
MEMBER STAY VALUE



40 MEMBERS'
CHOICE
WINNER
PROPERTIES

4 DISTINCTIVE HOTEL COLLECTIONS

HISTORIC HOTELS
of AMERICA
National Trust for Historic Preservation



*Preferred*SM
HOTELS & RESORTS

BEYOND
GREENTM

The world's largest guest loyalty program for unique, one-of-a-kind hotel experiences

Membership Tiers & Benefits

5 Standard Offerings

- Homemade treats from pastry chef
 - Fruit tray with sparkling water
 - Access to recreational equipment
 - Reserved beach chairs or cabanas
-
- Specialty/Welcome cocktail
 - Comp. minibar item
 - Comp. dessert with dinner

**Based upon hotel availability*

I Prefer Member Tiers and Benefits		Silver 0 - 24,999 Points	Gold 25,000 - 49,999 Points	Titanium 50,000+ Points
Points Bonus*			20%	50%
Access to Exclusive Member Rates		●	●	●
Early Check-in, Late Check-out**		●	●	●
Enhanced Room Upgrades**		●	●	●
Complimentary In-room or Enhanced Internet Access		●	●	●
Welcome Amenity***			●	●
Food and Beverage Voucher***				●
Digital Anniversary Gift				●
Access to Special Offers and Experiences				●

*Silver Tier Members 10 points per US\$1 spent; Gold Tier Members earn 12 points per US\$1 spent; Titanium Tier Members earn 15 points per US\$1 spent.
 Based on availability *Varies by property



Enrollment Tactics

**for TOTAL CONNECTIVITY SOLUTION Partners*

Website Enrollments

Drive awareness and enrollments by placing the *I Prefer* logo on the footer of your website.

Link the *I Prefer* logo to a custom enrollment link (provided by *I Prefer*)

JOIN I PREFER HOTEL REWARDS

Registration is free and takes only a few minutes. You'll receive a confirmation email with your account details. You'll also receive a \$100 bonus when you activate your account.

First Name	Last Name
Email Address	Country
Password	Confirm Password
Passwords must be at least 8 characters, contain at least one uppercase letter, one lowercase letter, and one number.	
Promo Code (optional)	Referral Code (optional)
☐ I agree to the Terms and Conditions of the program and privacy policy. ☐ I would like to receive emails with news and offers from I Prefer Hotel Rewards.	
JOIN & GET \$100	
Already a Member? Sign In	

*Required field

QR Codes

Use with enrollment collateral, in-room placement, and guestroom TV monitors.

Custom QR Code provided by *I Prefer*



Profectus

With daily guest interaction, sell the *I Prefer* program and extend an invitation into the program.

Capture the guest's information and submit in Profectus

Need access? Email
loyalty@iprefer.com



Virtual Guestroom TV Slide



EXPLORE THE WORLD WITH *I PREFER* HOTEL REWARDS

I Prefer Hotel Rewards offers Members travel rewards and benefits at hundreds of distinctive and independent luxury hotels, resorts, residences, and lodges around the globe.



POINTS EARNED ON
ELIGIBLE STAYS



EARLY CHECK-IN
& LATE CHECK-OUT*



EXCLUSIVE RATES
& OFFERS



COMPLIMENTARY
Wi-Fi



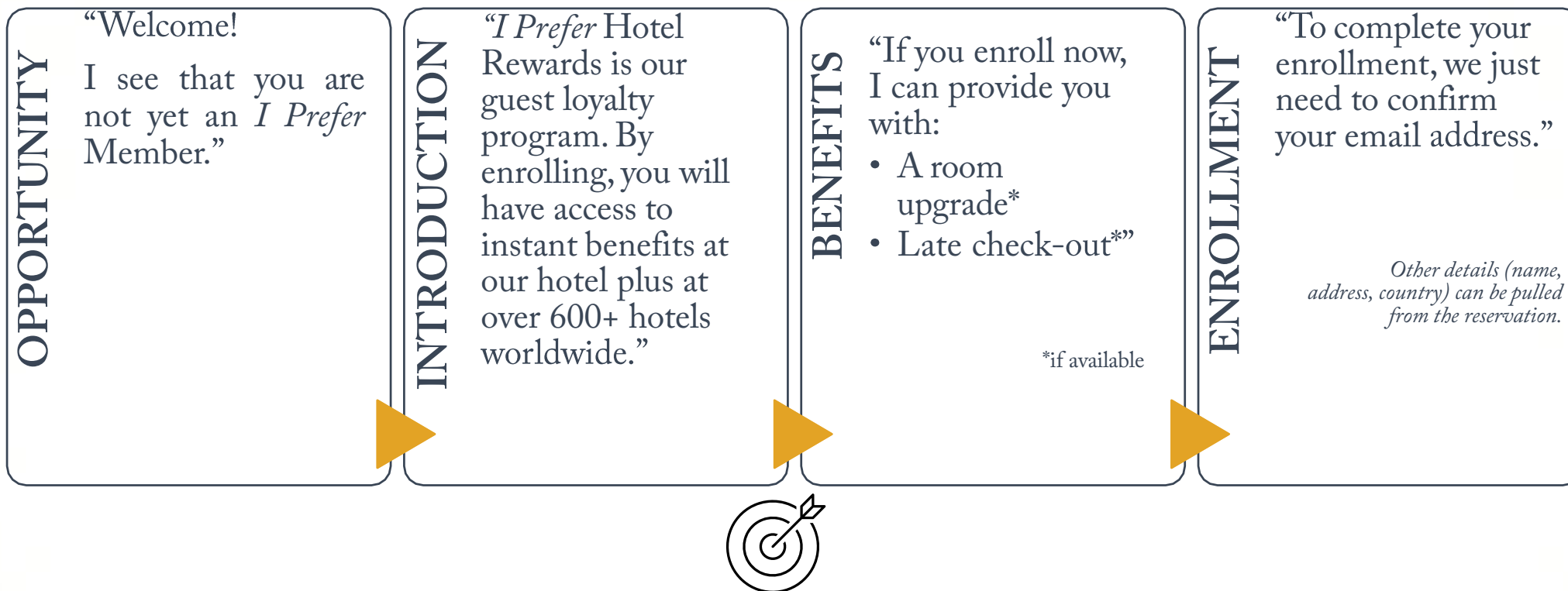
ENHANCED
ROOM UPGRADES*

*Based on Availability

ENROLL TODAY



Crafting your *I Prefer* Enrollment Pitch



*Leverage *I Prefer* to shift OTA bookings to direct!*



Base Earning

- 5 Points per \$1 USD on consumed group rooms revenue
- Freedom within the Framework:
Hotels can award above & beyond with Food & Beverage, AV, Meeting Room Rental

Max Earning

- 500,000 points (\$100,000 USD)
- Planners can split points

Selling Technique

- Proactively sell vs using as a Closing tool
- Client Accepts Points OR Client Declines Points

HISTORIC HOTELS
of AMERICA
Member Since 2010

I PREFER
HOTEL REWARDS

I PREFER PLANNER

REWARD YOURSELF. YOU EARNED IT.
EARN UP TO 500,000 I PREFER POINTS PER EVENT

Earn points with the *I Prefer Planner* Program when you book 10 or more guest rooms for your next meeting or event at participating hotels.

Choose from over 600 one-of-a-kind properties around the world to create memorable events for your clients and rewarding experiences for yourself.



EARN

- Earn up to 500,000 I Prefer points per event* (5 points per US\$)
- Receive benefits** with every eligible stay, including free Wi-Fi, early check-in, and late check-out



REDEEM

- Enjoy Reward Nights at participating I Prefer hotels and resorts around the world
- Access I Prefer Reward Certificates to apply toward future stays

* Eligible programs booked through a Preferred Travel Group's Global Sales Offices are eligible for point awarding. For programs booked directly with a participating hotel, please check with the hotel's Sales Team to confirm if points will be awarded.
** Based on availability and may vary by property.



MEMBERSHIP IS EASY

For more information or to enroll in *I Prefer Planner*, visit iPrefer.com/meeting-planners or contact your Preferred Travel Group representative.



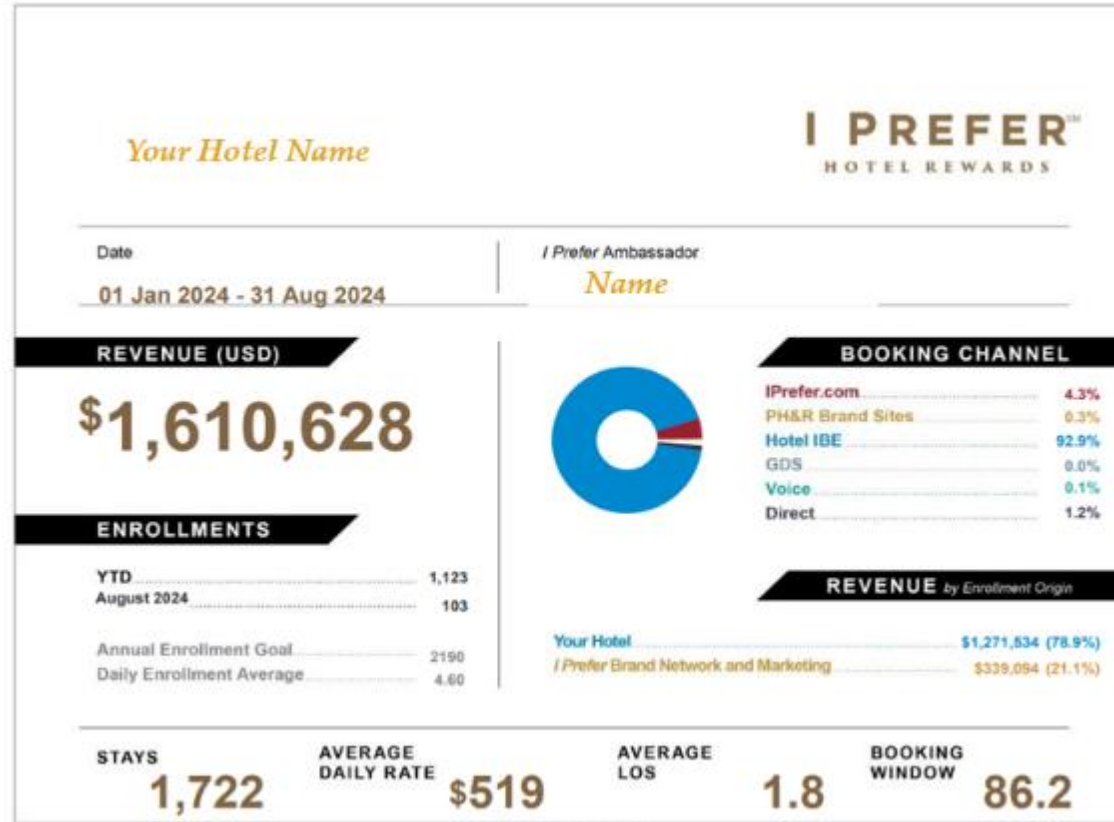
SCAN TO ENROLL

2

Total *I Prefer*
Revenue YTD

6

All enrollment channels:
Profectus (hotel-based)
YourHotel.com(s)



5

Member Stats

1

Send updates to:
loyalty@iprefer.com

3

Distribution of *I Prefer*
Booking Channels

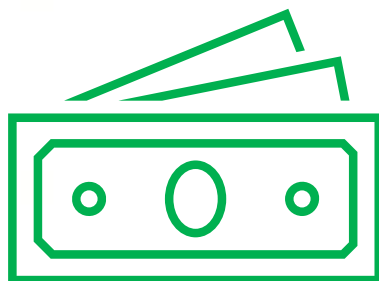
4

Cross-brand revenue



TAP TO ENROLL!

**for TOTAL CONNECTIVITY SOLUTION Partners*



New Opportunity!



SynXis CRS Technical Support Services

Resources:

Sabre Customer Care

Sabre Hospitality University



SynXis CRS Technical Support Services

- **Sabre Hospitality University (SHU)**
 - An ongoing resource (user guides, training, refreshers, system upgrade release training, etc.). Be sure that new hotel staff complete training, as turnover occurs. Single sign-on to SHU from the SynXis CR.
- **Online Help Feature:** In the upper right-hand corner of every screen, click Help button for help on that screen.
- **Level 1 Support – SynXis Customer Care Department (CCD)**
(Need to know HOW to accomplish standard tasks, or report system performance issues?)

24/7 First Level Technical Support:

Sabre Customer Support Portal (includes live chat):

<http://www.sabrehospitality.com/contact/customer-login>

CCD by Email: shscustomer@sabre.com (acknowledged within 24 hours)

CCD by Phone: (Always use telephone for CRITICAL issues for immediate assistance)

United States: +1 877 367 2269

Full list of regional contact numbers:

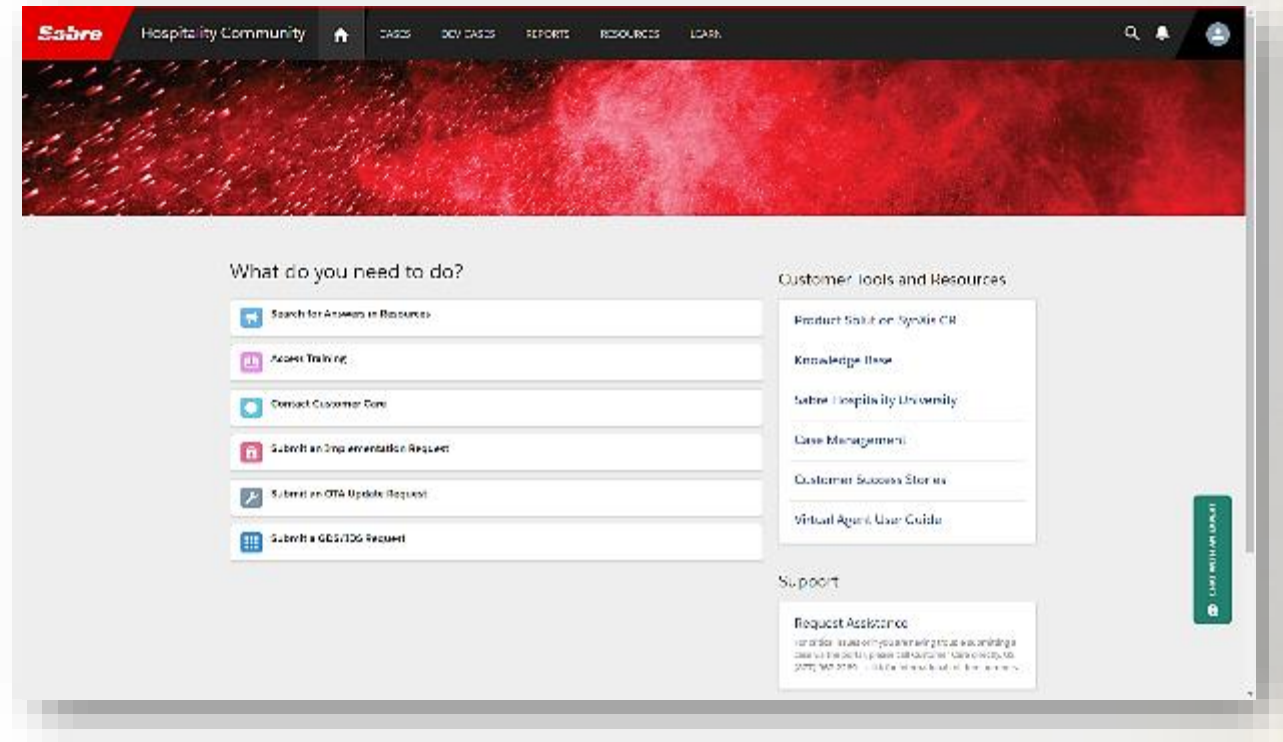
<https://www.sabrehospitality.com/contact/contact-care/regional-customer-care/>

- **Level 2 Support - HROD** (Escalations, Consultation, Strategic Advice, Best Practices)
 - Hotel Revenue Optimization Second Level Support: Revenue and distribution, strategy, positioning, pricing, consulting, etc. Consult your HROD for specific application questions and specific programs or procedures.



Sabre Support Services Portal

- SynXis CR Access
- Knowledge Base for CR “how to” details
- Sabre Hospitality University (SHU) for CR training
- Customer Care for logging cases



<https://sabrehospitality-community.force.com/CustomerCommunity/s/>



SynXis CRS Technical Support Services

- Always call **CCD** for reporting revenue-impacting, critical items. Email and online case form submissions will be initially reviewed within 24 hours. When **CALLING**, a ticket is opened immediately.
- Use the Sabre Customer Support Portal for less critical items. Complete all required fields and get a ticket number as soon as submitted.
- When submitting an email to shscustomercare@sabre.com, always include:
 - Hotel name AND your SynXis Hotel ID
 - List the application affected (CRS Control Center, Booking Engine, Voice Agent, PMS/RMS Integration, Direct Connect, or GDS)
 - Give specific and concise description of issue and the exact steps to take to recreate it
 - Include screenshots whenever possible
 - Copy in your Revenue Optimization Director/Manager



Hotel Revenue Optimization & Distribution ~ Support, Certification, & Training



rm certification

All Hotel Revenue Optimization & Distribution Directors are certified in 4 key areas.



Technical

Sabre Hospitality University, CRS Expert, IBE Specialist



Academic

Industry –Accreditation Certified Revenue Management Executive, by HSMAI



Application

Reporting, Analytics, Strategic Consulting Skills



Products & Services

A-Z Distribution Platform Product Knowledge



Membership Overview



Membership Benefits Overview

Primary Benefits

HistoricHotels.org and HistoricHotelsWorldwide.com

Reach more than 3 million visitors per year with a curated, image and video rich, custom profile

Historic Hotels of America Directory (print, digital, apps)

Estimated annual readership: 6.4 million

Bronze wall plaque and license to use membership logo and marks

Showcasing Historic Hotels of America and the National Trust for Historic Preservation

Historic Hotels Annual Conference

The only global conference for historic hoteliers

Historic Hotels Awards of Excellence

Partnership with the National Trust for Historic Preservation, its affiliates, and its historic sites

More than 1 million donors, members, and supporters

Employee Rate Program

Reach more than 47,000 employees of historic hotels and historic sites monthly

Media Coverage

Create and Curate Content for national and international audience

Reach is 1.3 billion media impressions annually, with over 100 million impressions internationally

Member portal

A tool kit for building revenue through the Historic Hotels programs

Membership Benefits Overview

Marketing, Communications, and Public Relations

HistoricHotels.org and HistoricHotelsWorldwide.com

Promote special offers, exclusive deals, packages to 3 million+ visitors per year

The Concierge, monthly members-only newsletter

News, highlights, and notice of revenue-building opportunities from Historic Hotels of America and Historic Hotels Worldwide

Leverage History and Stories

Opportunities (USA Today 10Best Readers' Choice Best Historic Hotel, Top 25 Historic Hotels Lists – Most Haunted Hotels, press and social media exposure)

Marketing Partnerships, partial list

Opportunities - Peter Greenberg *Hotels With A Past*, AmericanAncestors.org, White House Historical Association, Share The Experience – National Park Foundation

Discover and Explore, monthly consumer newsletter

Featuring historic hotel specials, offers, and fun facts reaching 300,000+ heritage and cultural households

National Trust for Historic Preservation Multi-Channel Marketing

Brand and individual hotels included in digital marketing, print, social media, and newsletter campaigns

Preservation magazine, reach over 1.3 million annually

Print and digital editorial and advertising opportunities

Digital Visibility Menu

Individual hotel and integrated thematic campaigns

National and Regional Client & Media Events

Reach more than 500 global decision makers and top-tier media focusing on heritage, cultural, historic travel

Recreation.gov (determined by eligibility)

Complimentary If Eligible

Next Steps

In order to best take advantage of your membership, Historic Hotels of America recommends that you complete the following next steps:

- ☐ Look at your profile on *HistoricHotels.org* to ensure it is up-to-date
- ☐ Buy a Social Media Takeover for 2025
- ☐ Send us updated information on hotel special promotions and packages
- ☐ Share national media coverage and submit content for a Top 25 Historic Hotels list
- ☐ Pick up a Grandin Hood Publishers brochure
- ☐ Review *The Concierge* newsletter and share with team members
- ☐ Buy a Historic Hotels of America flag or order another Historic Hotels of America plaque
- ☐ Visit the tradeshow to meet with our Exhibitors and Sponsors
- ☐ Donate a package for Mount Vernon George Washington's Birthday Auction
- ☐ Load the National Trust for Historic Preservation and Historic Hotels Employee rates program
- ☐ Make sure that your rates are loaded for 2025
- ☐ Share the Annual Conference on social media using #HistoricHotels2024





THANK YOU!

