

ESSENTIALS OF EXCELLENT HOTEL VIDEOS



VFM Leonardo, Inc.



More and more consumers are watching online video when considering a purchase. It's also one of the most effective online conversion tactics that over 60% of hoteliers are planning to launch this year. **But what makes a great hotel video?**



Authenticity

Consumers are jaded by sales-pitches. That's why authenticity is especially important. Bringing an element of reality into your video helps connect with people on a more personal level and builds trust. One way to do this is by having real hotel staff in your videos. It also makes your video more than just a panning of rooms that looks the same as the hotel down the street.

The Beverly Heritage Hotel has a great, authentic video that features their general manager, restaurant manager and shows guests enjoying their experience. [Watch it now.](#)



Relevance

The best videos are meaningful to those who view them. One generic video may not resonate with everyone so savvy hoteliers create multiple videos that target specific groups of guests (in addition to their general overview video). The most obvious place to begin is with a video for business travelers and one for leisure travelers. The key is to focus on what's important to each group.

You can get ideas from the Best Western City Centre/Centre Ville. They have created segmented videos targeting businesses travelers and families. [Watch them now.](#)



Availability

Travel shoppers are using all kinds of different sites to research hotels. Some even begin their hotel search on sites like YouTube! But your video content shouldn't be limited to video specific sites. It should be available everywhere because you never know where travel shoppers will find you. It could be from a Google search, Facebook, TripAdvisor, Orbitz, and the list goes on and on. Syndicating your video to as many website as possible is critical.

B.F. Saul makes sure their hotel videos are available on as many channels as possible from traditional travel sites to social media sites to landing pages to their hotel lobbies. [Find out more.](#)



“VBrochure gives travel shoppers the option to view our virtual tours and video in full screen so that they can really get a sense of what we offer!”

Stéfanie Beaudin
Marketing and E-Commerce
Best Western City
Centre/Centre-Ville



Length

Online shoppers have short attention spans. So you have to put considerable effort and thought into what story you want to tell and how. Short videos also force you to think creatively and distill your value proposition down to its very essence.

The Casa Dorada Resort & Spa in Los Cabos needs just half a minute to convince travel shoppers that they are “The Perfect Place for The Perfect Moment.” [Check out their video.](#)



Content

Good information is no longer enough. With thousands of sites providing similar services, your online video has to stand out from the competition. Entertainment goes hand-in-hand with engagement. Video must deliver content in a format that interests and excites users. This is why a story is so important and why just walking around the hotel with a video camera is not enough.

Crowne Plaza Tyson’s Corner does an interesting job of contrasting its “Ideation Room” for business meetings with the typical hotel “Bored Room”. Clever story telling gets the point across. [Watch the video.](#)



Shareability

YouTube taught everyone that video is portable and starts conversations between friends. Videos that don’t meet this new expectation limit their own effectiveness. Sharing is an easy action that viewers can take to promote your business. By enabling conversations to spread, you’re giving yourself an easy opportunity to gain viewership. To promote sharing, make sure your video can be embedded, emailed and posted to the different social media sites.

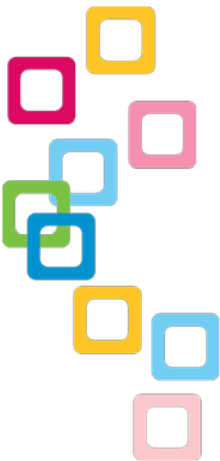
[Take a look](#) at how the Broadmoor in Colorado Springs has distributed its videos on the social networking site Facebook.



Also ensure your video is being syndicated to both traditional travel web site and social and video sharing sites. To book a vacation online, the average person spends 29 days doing 12 searches and visits 22 different travel sites.* Syndicating your video to as many website as possible is critical to your success.

“VBrochure is an excellent way to present all of our videos and photos in an organized manner to ensure that travel shoppers can view them without a hitch on third-party travel sites.”

Story Kirshman
Marketing Manager
The BRO^ADMOOR Hotel



Video need not be expensive.

These days, you can produce persuasive video in a way that both matches your objectives your budget. Hotel video production ranges from tens of thousands of dollars for a high end premium production to mere hundreds for an enticing photo slide show.

Find out which hotels in your area are using video!



*Study by Google, 2009

