

Online Video  
Marketing:  
*The New Frontier*

**GMC Video**  
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## Video Marketing – Rapidly Becoming a Must for Lodgings and Resorts

If you do not already make abundant use of video on your hotel or resort website, you soon will be. The hospitality industry is leading the way in effective use of video for online marketing. Video has been reported

to increase conversion rates by up to 85 percent – and it's no wonder. Think about your own experience with booking a hotel room. Like most people, you want to see what the property really looks like – the rooms, the amenities, the surrounding neighborhood. There is no better way to show that than through a well-produced video.

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According to industry sources, bookings are 67 percent more likely when a video tour is offered. A professional looking video can separate you from your competition and give your customers confidence that the hotel they will be visiting is exactly as it appears on the website.

Most recently, YouTube videos have opened up an entirely new frontier for hotel marketing, satisfying an absolute requirement today that you be omnipresent on social media. Use your own YouTube TV channel to display informative, entertaining videos about your property – videos that will bring attention to your property from literally around the world. Use your YouTubes as highly effective links to build your online link popularity and social media presence.

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### Getaway Media Corp Video Production

Once you recognize the importance of video promotion on your website, the next important decision is how to produce professional videos that are sure to showcase your property in the best way possible. The answer is to use someone experienced in producing video for hotels and resorts – someone like the Getaway Media Corp Video Production Unit.



Capturing the essence of hotels and resorts on quality video is a highly specialized service -- not the sort of thing you call up your local wedding photographer to shoot – and GMC Video has two decades of experience producing broadcast-quality video for the hospitality industry. Led by Producer-Director Richard Montague, the GMC Video team has produced more than 100 segments of television travel programming that have been broadcast on multiple television stations and re-purposed for promotional use by hotels, transportation companies, tourist attractions and other tourist-related businesses. The unit specializes in travel-related subjects and has

shot a variety of resort properties including Salish Lodge, Inn at Spanish Head, Resort at the Mountain, Whistler Resort, Skitchine Lodge, Rosario Resort, Semiahmoo Resort, Harrison Hot Springs, Oak Bay Beach Hotel and dozens of other properties. Our production unit also has been tapped by American Airlines to feature such exotic locations as Innsbruck, Austria, and by the Washington State Ski Industries Association to shoot and profile all of the downhill ski areas in Washington state. In addition, the GMC team has shot exciting transportation related videos such as the Rocky Mountaineer train in Western Canada and helicopter tours into the B.C. mountain wilderness.

In every segment, GMC Video takes special care to convey the ambience or special feel of the client property. Rooms and facilities are bathed in professional lighting while scripts are carefully written to maintain

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*"Video links have a  
41 percent higher click-through  
rate than plain text."*

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viewer interest and communicate the property's appeal. A professional voice-over and compelling music complete the presentation.

The GMC team's newest offerings include highly optimized, affordable YouTube videos designed to increase website visitors while showcasing the property's unique amenities. These specially crafted

YouTubes have a professional look and feel and can be re-edited to produce more comprehensive video presentations for your website or for conversion to DVD.

### **How GMC Video Can Help You**

The first step in our video production process is a free phone consultation in which we will outline the many ways in which we can use video to increase your website traffic and conversions. We offer a variety of products, from YouTube videos to Testimonials to Property Overviews. All will be shot in a rich, high-definition format and then edited for maximum viewer interest and retention.

Once we determine the best ways to serve you, we'll then give you an affordable no-obligation proposal. We will look at your particular situation and find ways to maximize efficiency so that we can provide these services to you in the most cost-effective manner possible. We think you'll find our pricing will be a pleasant surprise and much more affordable than you ever thought a professional video shoot could be.

*For more information, or to request your no-obligation quote,  
please call 888-255-7735 or email [info@getawaymediacorp.com](mailto:info@getawaymediacorp.com).*