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Luxury Hotel Marketing Expectations by Contrast Design

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Whenever you look at booking a weekend away in the country or a weekend in London, you want to see videos of the hotels themselves and see the luxury that youâ€™re about to spend your money on. Are you reading this and thinking, my hotel is five star and luxurious but why am I not pulling in the punters? Well, thanks to online sites like trip advisor and Expedia, potential customers expect far more than you would think before they splash their cash on a weekend getaway. People that are looking online for a place to stay, expect a lot from a hotelâ€™s web presence no matter the size of the accommodation or chain. They expect high quality video content. This blog is going to give you a few easy tips at how you can have an online presence without having to break the bank.

Cost

A common misconception on corporate videos is the cost. You are probably like thousands of hoteliers who perhaps donâ€™t see the investment in a video or think it would be too expensive. There are lots of production companies around the country who could produce content at very competitive rates. Contrast Design are a video production company who can help you develop your video and do it at a reasonable price.

Investment

While the temptation is to not spend a lot of money on providing online content for your accommodation, it would be a huge mistake in the long term. In the next few years, the requirement for video content for hotels will increase and become more competitive. If you put a video on your website, it can reach a worldwide audience and thereâ€™s no extra cost after the videoâ€™s been shot. You also get the chance to showcase the benefits and features that make your property special and unique. You can work with producers so they make the exact video that youâ€™re looking for.

Camera Techniques

One of the great things about working with a video production company are the skills you can use to make your corporate video stand out. You can give your guests an insight into â€˜behind the scenesâ€™ a your hotel at food being prepared in the restaurant or the clean grass being cut outside. It gives guests a feeling that theyâ€™re going somewhere thereâ€™s attention to detail and makes it individual. If you have things that make your accommodation one of a kind, then show it off in your video and make it stand out.

If you have a corporate video produced for your hotel, you could see your business increase tremendously. Over the next few years, the demand for video content online will increase, but if you place yourself as a firm contender now, then your business will reap the rewards for years to come.

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