



vloggi

How to increase hotel bookability through video

A Vloggi primer



Video is the new search



All

Maps

Images

Videos

News

More

Settings

Tools

YouTube processes more than 3 billion searches a month, making it second after Google*
65% of people watch videos to plan their next trip
Destination videos dominate searches



*Source: <https://www.mushroomnetworks.com/infographics/youtube---the-2nd-largest-search-engine-infographic/>

Hotels are absent from video search

600h of video is uploaded to YouTube every second, only 1% is hotel-related
Hotel promotional overview films perform poorly in view-through statistics
There has been a 38% shift since 2016 towards hyper-specific video searches

Potential guests want videos about every aspect of their potential stay



Video of every property



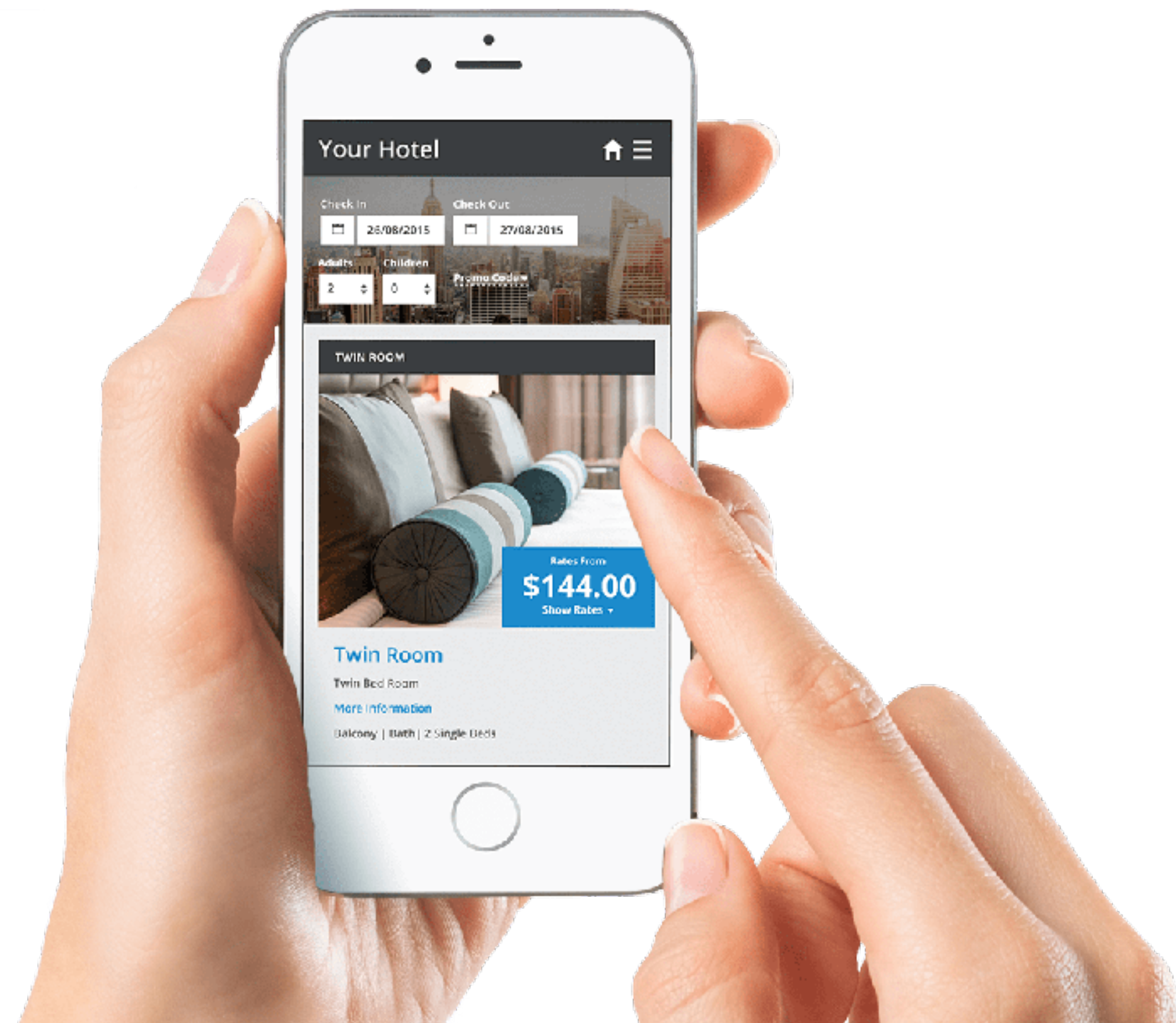
Videos of every room type



Videos of the facilities

How hotels respond to online distribution

Hotels now need widespread distribution across multiple channels
Hotels need to shift from product-centric to customer-centric
Most properties are listed on at least 100 booking sites



Three hacks to increase OTA conversion

The average online hotel booking engine conversion rate stands at below 2%
Hotels have to pay 15-18% commissions on bookings via OTA
23% of interested guests seek out further info of shortlisted properties on their own site

To convert a higher percentage of potential guests, try these three hacks:

- Integrated a highly responsive web booking engine into your own site
- Feature user-generated reviews and respond to negative comments
- Use video content to show guests the specific facilities and rooms

Showcase the things your fans love

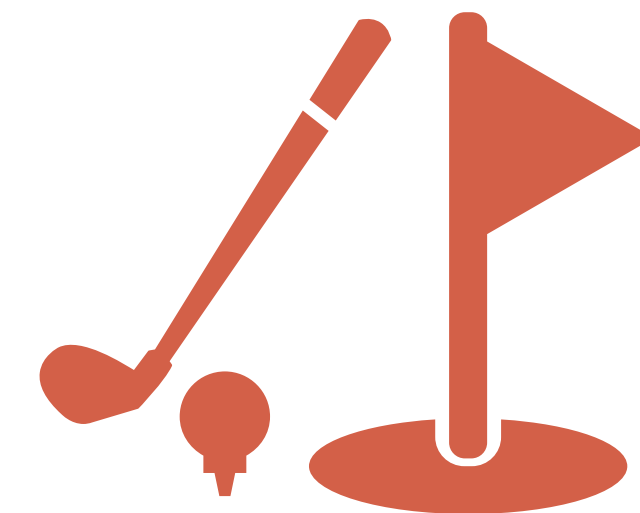
All hotels have rooms, restaurants and pools
Potential guests are searching for videos on hotels' unique differentiators
Ensure that tags and keywords are entered to match specific niches



Disabled access



Signature food and bev



Specific sporting facilities



The problem

Video is expensive and complex



Professional video shoots cost at least \$25,000

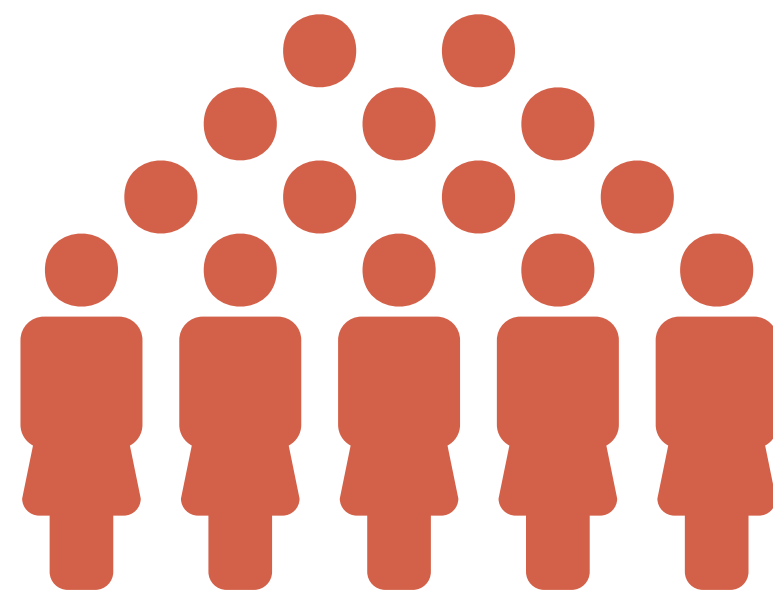
Production can take up to 13 weeks

Result is a generic promotional video

Mass video co-creation by hotel guests

Every hotel guest carries with them a high definition video camera
Use video automation to eliminate the need for editing
Guests' user-generated video content is fantastic organic content for SEO

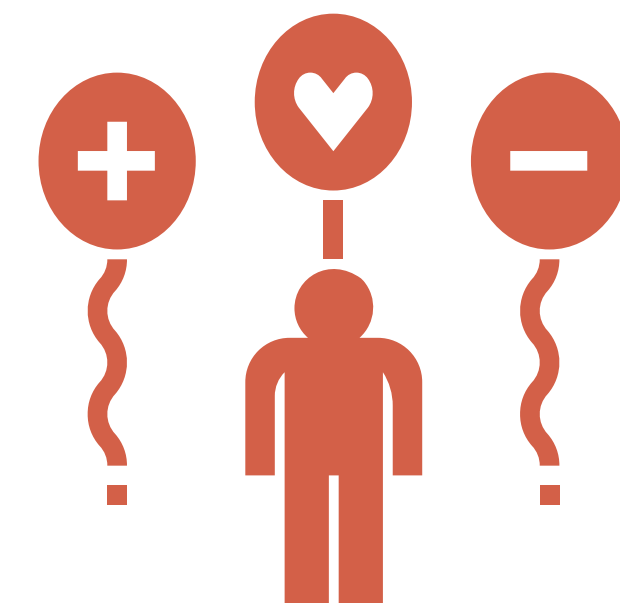
Capture guest experiences on video from many angles



Multiple contributors



Multiple locations



Multiple viewpoints

Guests are looking for social proof

The guest experience starts the moment the traveller starts looking for their ideal hotel
Hotels are selected during the decision-making phase of travel purchase
Photos and videos posted by friends, family or peers are top inspiration

6 Major Types of Social Proof



Use your community of loyalty club members as videographers

Our collaborative video tools make it easy for brand fans to create authentic video stories at scale across many locations



A suite of integrated smart video tools

Our app makes it easy, compelling and lucrative for your fans to contribute video content
Our video crowdsourcing engine makes it easy to manage contributors' video clips
Our video studio makes it easy, quick and affordable to produce finished video

An app for creators

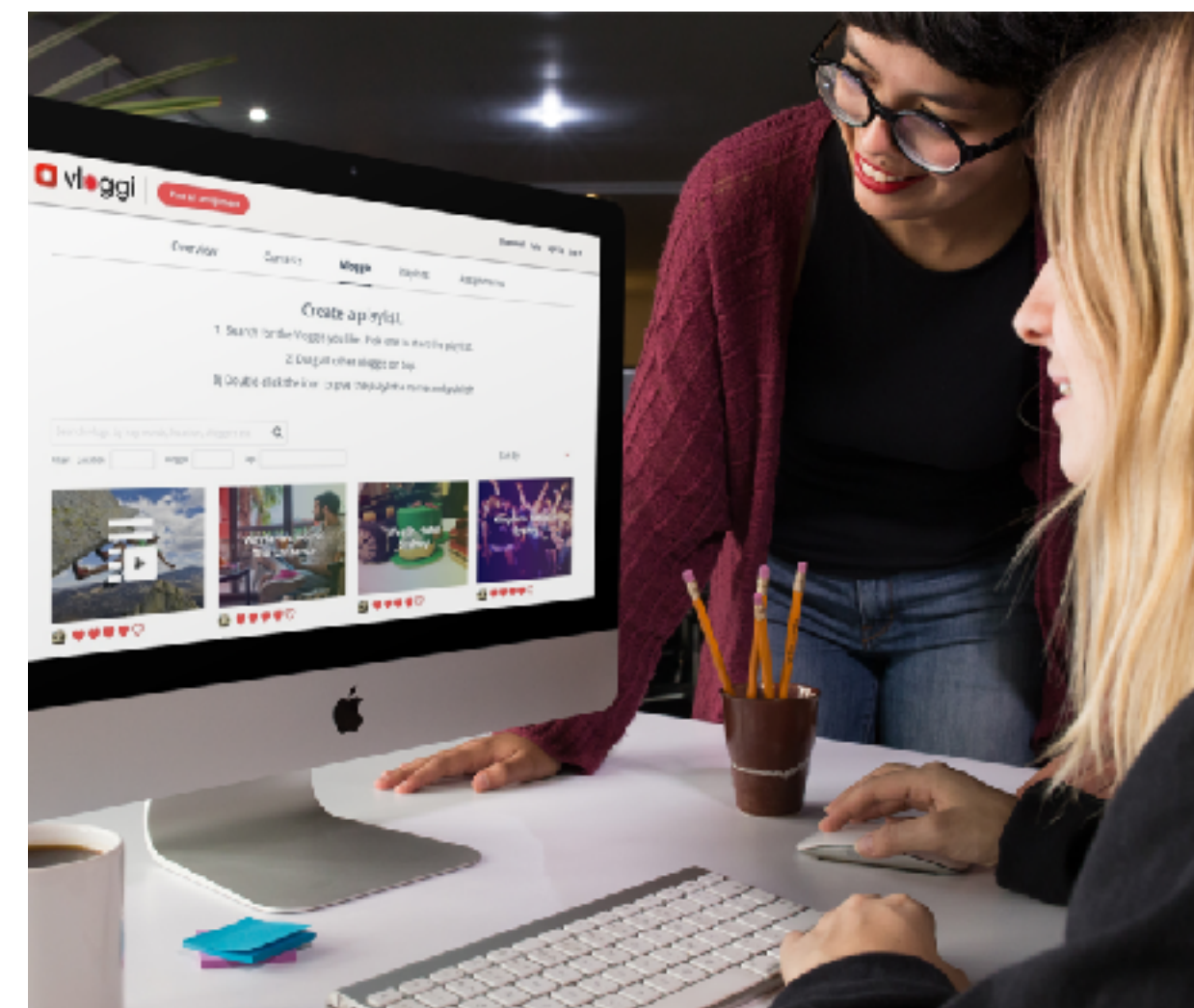
The Vloggi app uses innovative video technology to produce stable and sharp 10-second microvlogs.



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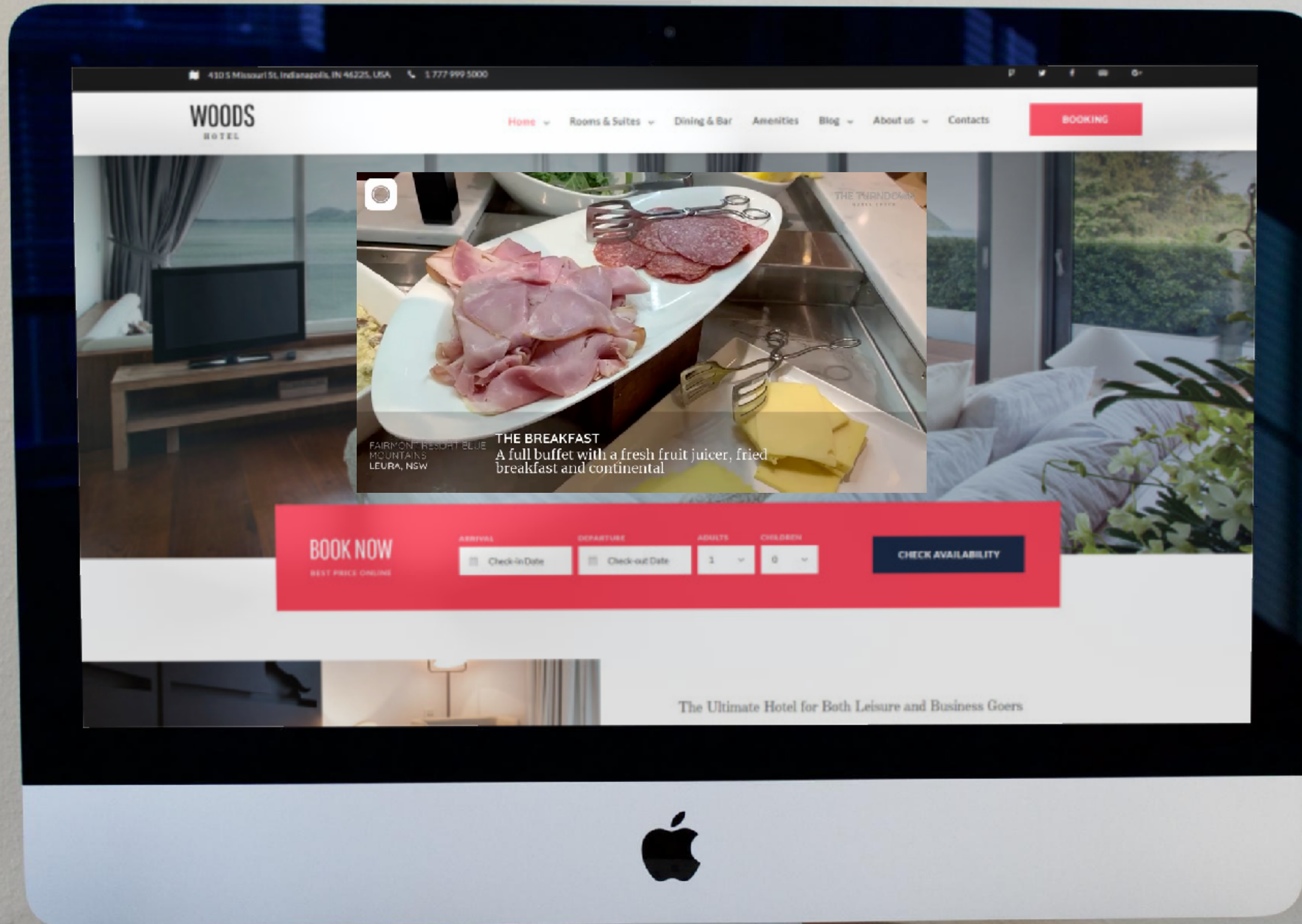
A platform for curators

Our modular video assembly tool aggregates, brands and formats vlogs into longer video stories



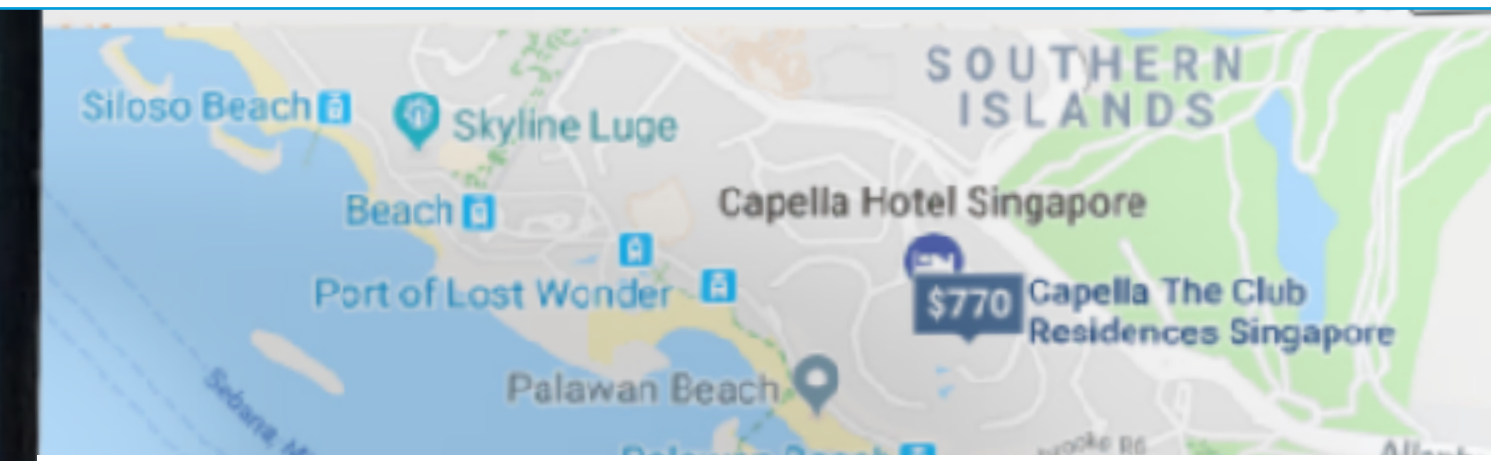
How to use video reviews

Embed video reviews on your booking site



How to use video reviews

Embed mini reviews in booking engines



Capella Resort Sentosa

Hotel Sentosa, Singapore

★★★★☆ (1244) on TripAdvisor

Indulge at the luxurious Capella Resort. This perfect two-night getaway includes upgrades for every element of your stay

Check availability

Book now \$770

How to use video reviews

Create video series for tours and activities



20-second reviews for Facebook

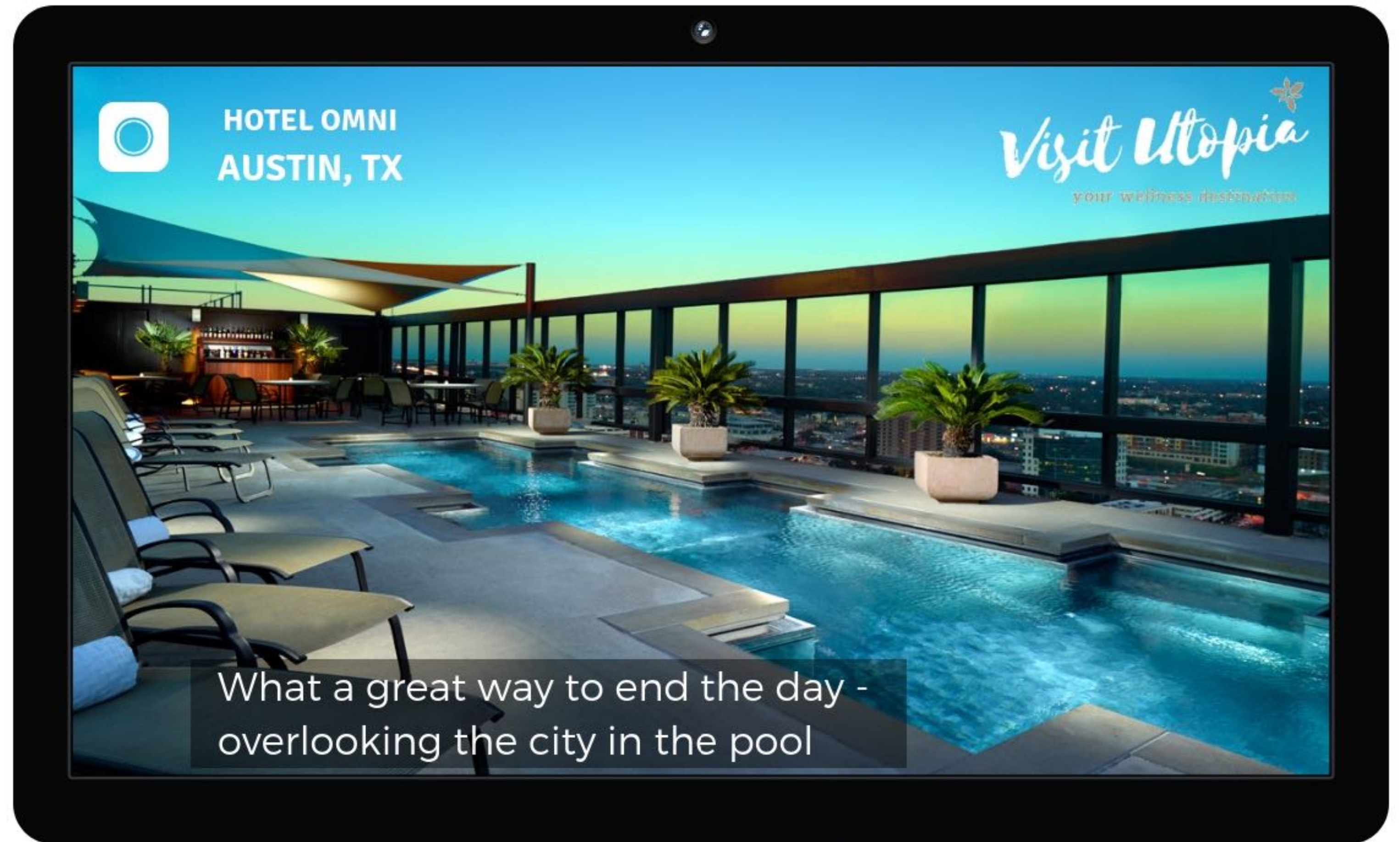
Step 1 - Create a video template

Any team can create a custom video template

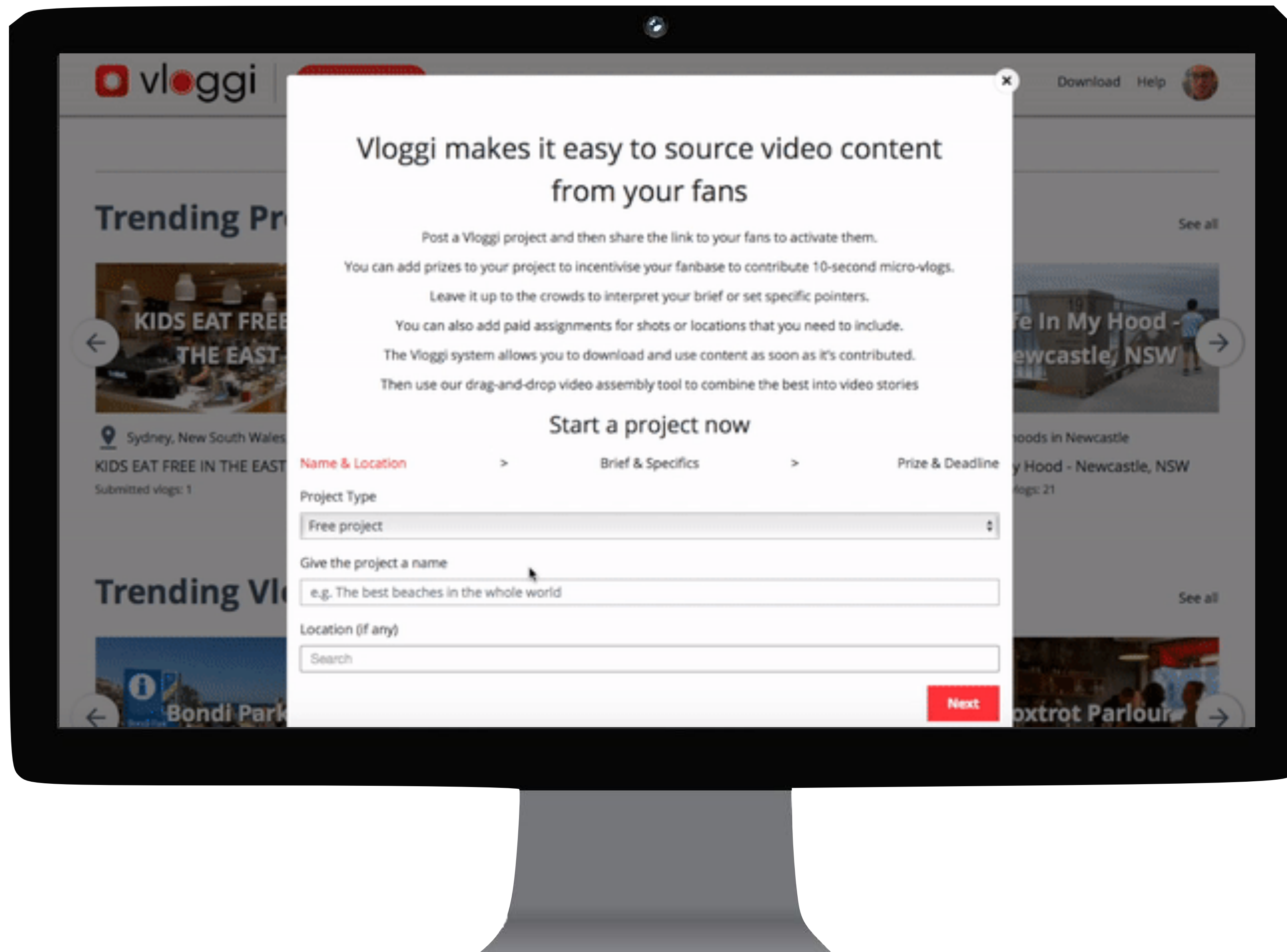
Add a logo as a series watermark

Set your colours, fonts, transitions and intro

You control the look-and-feel of the final videos



Step 2 - Activate your audience



Write a production brief to start crowdsourcing video from your fans, staff, advocates and influencers

Share the project page with your audience and add incentives if needed

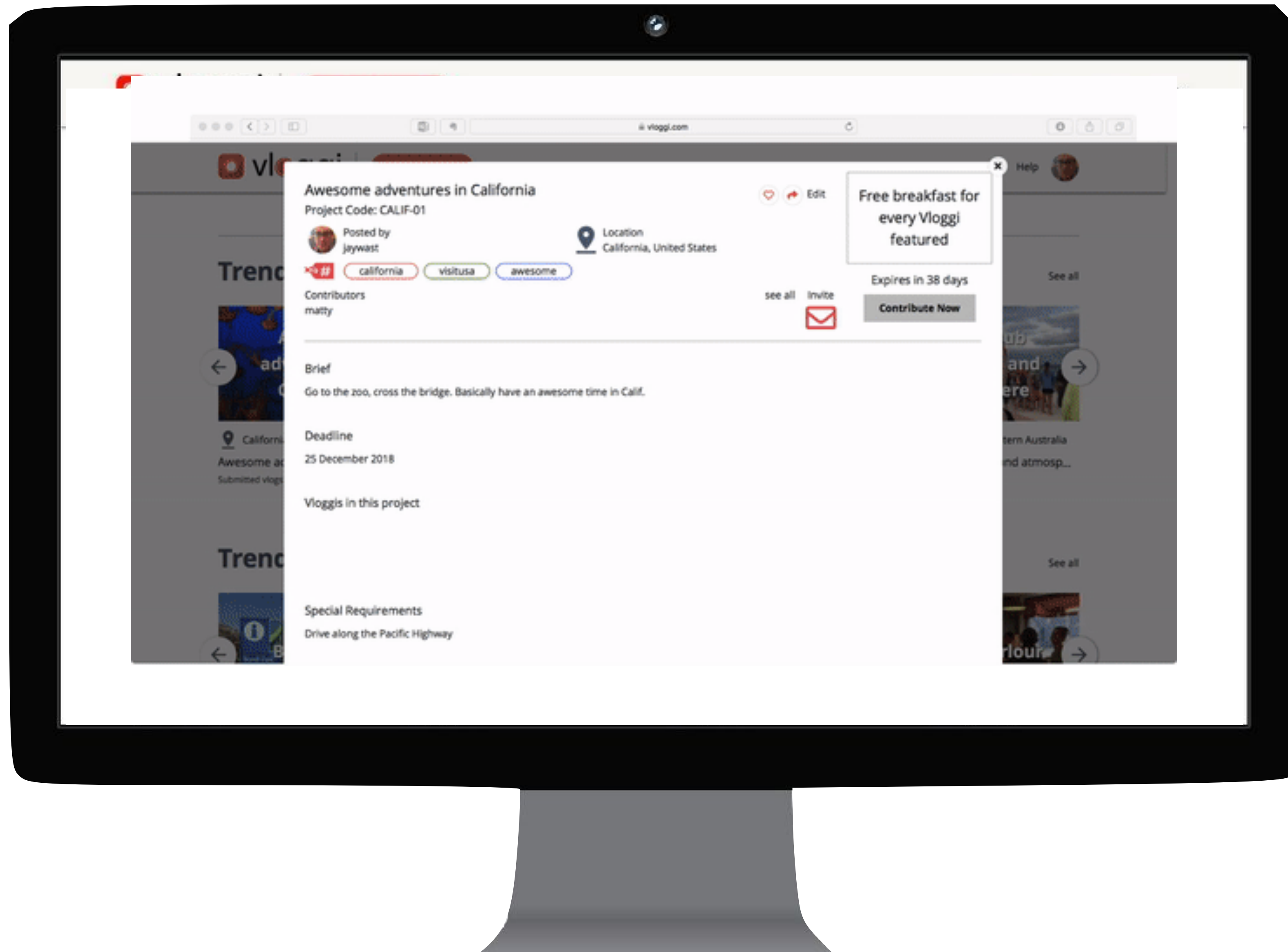
Step 3 - Your network creates video segments



The Vloggi app produces standardised, optimised video segments 10 seconds at a time

- Point and shoot
- Automatic editing
- Video stabilisation
- Auto white balance
- Meta tags at source
- Geolocation
- Push notifications

Step 4 - Watch your project grow in real time



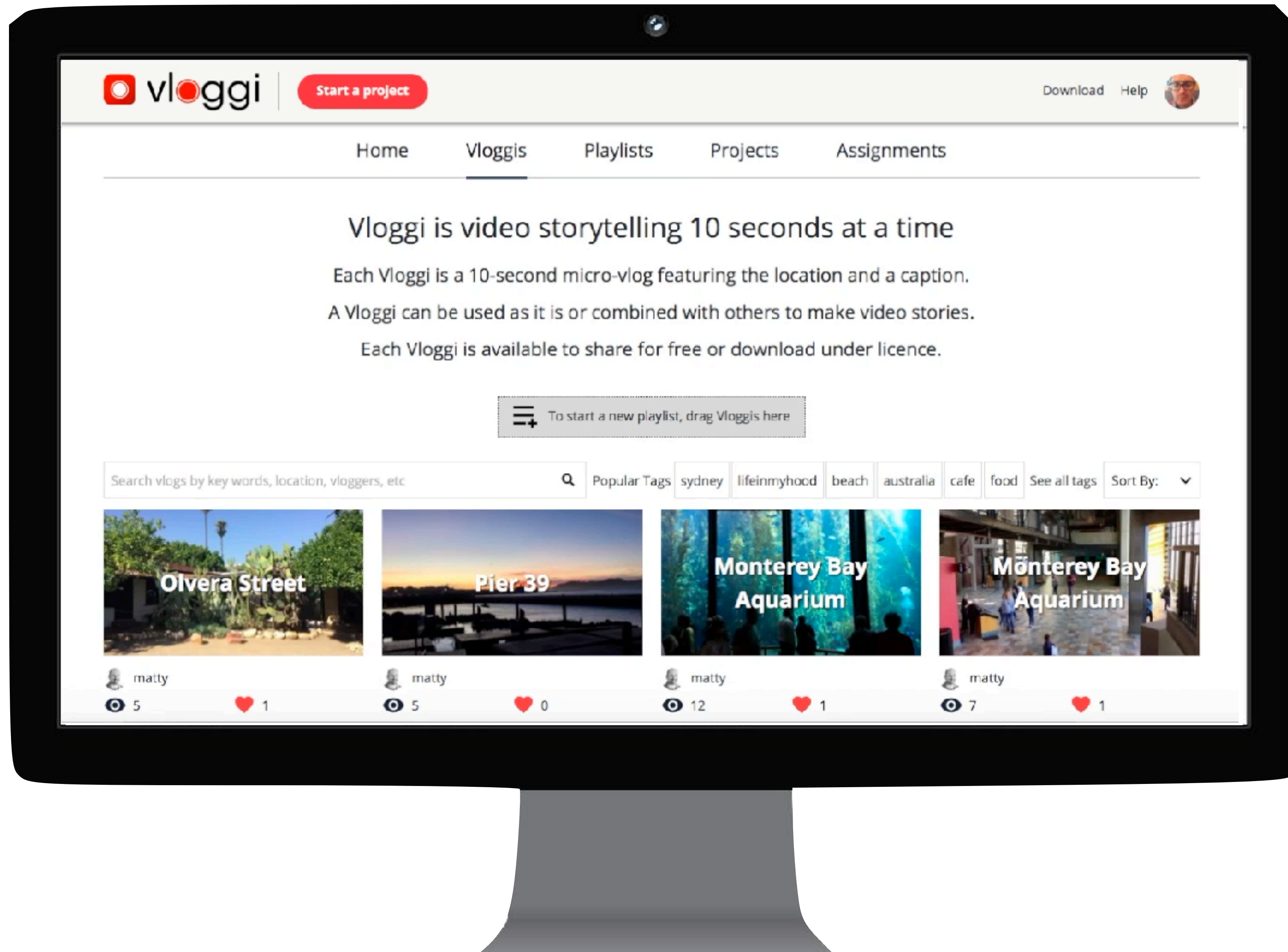
License content from the very first clip

Quickly review hundreds of entries

Sort by crowdsourced quality ratings

Automatic location and content tagging

Step 5 - Drag and drop episode builder



Create an episode of your video series in seconds

Magic Minute™ automatically takes the six best clips into 60-second video montages

Or select the best and apply your saved video theme

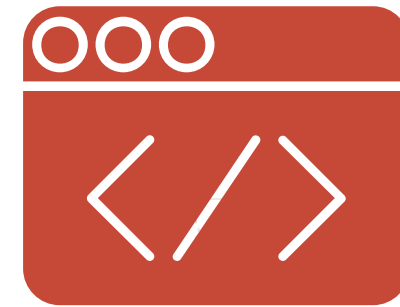
10 minutes per month for US\$79

Software on subscription for use by one organisation
 Pricing tiered to usage and audience size
 Small hotels can make 10 minutes of finished video per month

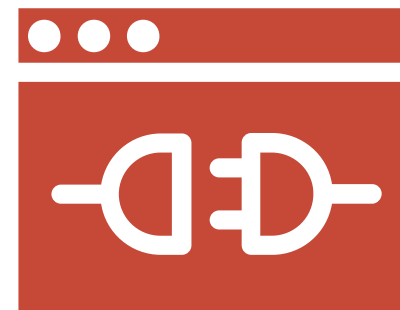
Tier	Casual	Community	Campaign
Cost	Free	US\$71 per month for annual subscription or US\$79/month	US\$115 per month for annual subscription or US\$129/month
Contributors	1-10	11-100	101-500
Finished video	3 min	10 min	Unlimited
Productions	Unlimited	Unlimited	Unlimited
Templates	1	5	Unlimited
Stock video clips	0	5/month	10/month
Set-up fee	0	us\$250	us\$1499



APIs to embed video reviews on travel booking sites



SDKs for native apps to ingest standard videos



API can auto-assemble video review from end customers

Extension to attractions video postcard packages



CONTACTUS

To organise a demo



ADDRESS

Fishburners
Level 1, 11 York St
Sydney NSW 2000



E-MAIL

Justin Wastnage - jw@vloggi.com
Satu Raunola-Spencer - sr@vloggi.com
Alex Bryant - ab@vloggi.com



WEBSITE

vloggi.com