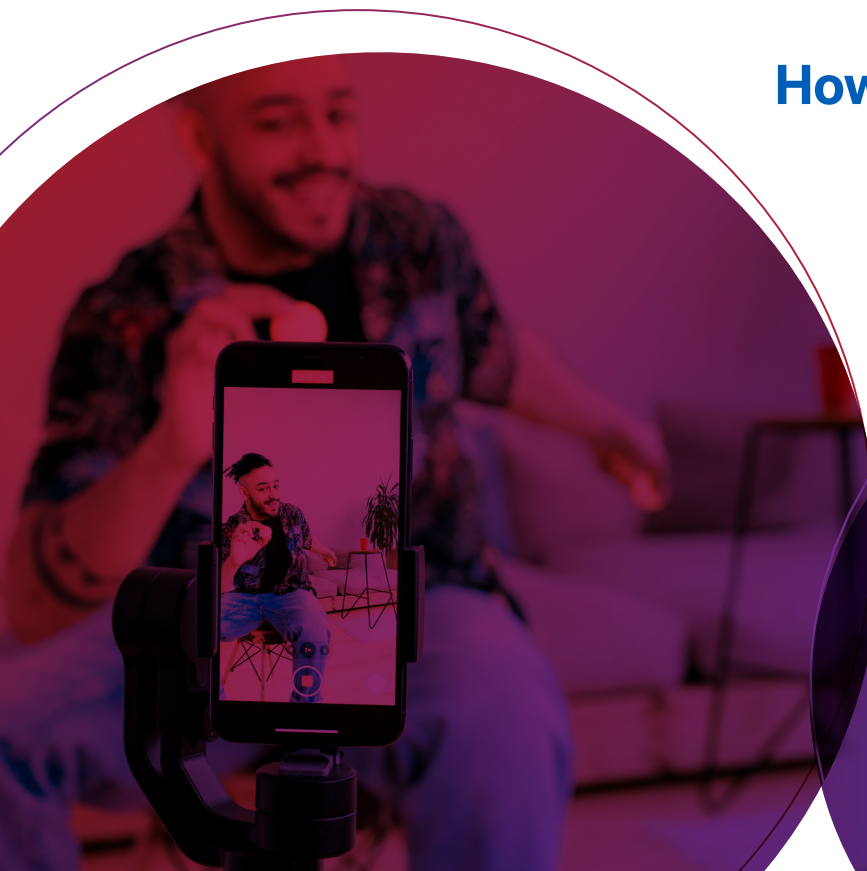




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10 Tips for Hoteliers:

**How to Elevate Video Strategy
with Engaging Content
and Storytelling**



Lights, camera, bookings! In the ever-evolving digital landscape of hospitality, captivating video content has become a game-changer for hotel promotion. Whether it's a heartwarming testimonial from a satisfied family, a thrilling montage of adventure seekers exploring local attractions, or a behind-the-scenes glimpse into a restaurant kitchen, authentic and appealing video content is a way for hoteliers to harness the power of their guests, staff and unique moments to showcase a property.

By following these key tips on capturing videos, hoteliers can learn essential skills and best practices to elevate their visual storytelling and engage potential guests.



10 Tips to explore with us!

How to Film

1. Ensure optimal lighting and stability
2. Match your video format and length to the platform
3. Balance quality and storage and involve your staff

What to Film

4. Showcase genuine experiences
5. Obtain necessary permissions

Storytelling Ideas to Get You Started

6. Showcase the human element
7. Highlight the surrounding beauty
8. Share heartwarming moments
9. Showcase entertainment and your spa offering
10. Capture mouthwatering temptations



How to Film

1. Ensure optimal lighting and stability

Before you start filming, ensure your camera (or even your phone) has a well-charged battery and clean the lens with a microfiber cloth.

Good lighting is key! Your filming location should be well lit, preferably with natural light, avoiding harsh midday sun that can create unattractive shadows. Steer clear of backlighting as it can distract from the focal point and silhouette your subject. For smooth, professional-looking videos, keep your phone steady and level while filming. Use a tripod or hold your camera or phone with both hands close to your body. Check the gridlines in the video display for straight framing.

Avoid using digital zoom while filming, as it reduces video quality. Instead, physically move closer to your video subject if needed.

2. Match your video format and length to the platform

Consider the platform where your video will be published:

Vertical filming (portrait orientation) is best for Instagram Stories and TikTok and horizontal filming (landscape) provides a wider field of view and is preferable for YouTube.

We recommend videos of 30, 15 and 4 seconds in 3 different formats: square, story and CTV to fit various platforms.

3. Balance quality and storage and involve your staff

Common video resolutions are 1080 HD and 4K, selectable in most phone camera settings. Opt for 4K if possible, but ensure you have enough phone storage.

If you are looking for something authentic, consider training your staff to take photos and capture videos as they take part in various guest activities and interact with them. Sometimes staff members can lend a creative hand to your guests or catch a candid moment with their phones. It can be a win-win situation for all.

Set your phone's frame rate to **60 fps** (*frames per second*) if available for steadier footage.

What to Film

4. Showcase genuine experiences

When creating videos for your hotel, authenticity is key to engaging potential guests. Capture genuine moments that reflect the real ambiance of your property. Showcase happy guests and enthusiastic staff members enjoying various activities, allowing viewers to envision themselves as part of the experience.

To maintain authenticity and credibility, focus on elements that contribute to the video's message, while eliminating distractions that may divert viewers' attention. This way, your videos will effectively convey the unique charm and appeal of your hotel.

5. Obtain necessary permissions

When featuring guests whose faces appear in your videos, it's crucial to respect their privacy and rights. Always obtain signed release waivers from individuals shown in the footage. This ensures that you have legal permission to use their likeness in your promotional materials, protecting both your guests and your hotel from potential issues.

By adhering to these guidelines, you can create compelling, authentic video content that resonates with your audience, fosters trust in your brand, and inspires viewers to choose your hotel for their next memorable experience.



Storytelling Ideas to Get You Started

6. Showcase the human element

Emphasizing the human touch adds warmth and hospitality to the guest experience. That's why it's a great idea to highlight hotel staff performing routine duties in visually appealing ways.

Capture staff interactions and their excitement while preparing for the day, conveying their passion for delivering excellent service to guests.

7. Highlight the surrounding beauty

Showcase breathtaking views of local attractions from the hotel, highlighting the convenience of staying at your property to explore the area.

Film guests being enthusiastically greeted by drivers and guides for trips to nearby attractions, underscoring your commitment to providing a seamless travel experience.

Conduct short interviews with the concierge or driver about their favorite attractions. Giving potential guests valuable insights into must-visit places will be engaging.

8. Share heartwarming moments

Film guests being warmly welcomed by staff and enjoying their time using your amenities. Showcase your commitment to providing a comfortable stay for all family members.

To create an emotional connection with viewers, share heartwarming stories from weddings and family parties that took place at your property.

Don't forget about furry friends and promote the hotel as a pet-friendly haven where they are cherished.

9. Showcase entertainment and your spa offering



Focus on bands or musicians performing, immersing viewers in the vibrant atmosphere of live entertainment at your hotel.

Capture joyful moments by filming guests having fun and enjoying the music, portraying the lively and festive spirit of your hotel's events.

Interview the band or musician for introductions, giving them a platform to share their talent and background, adding a personal touch to the event.

Film guests being welcomed to the spa by staff, evoking feelings of relaxation and indulgence in a tranquil environment.

Provide a 360-view of treatment rooms and facilities, allowing potential guests to virtually experience the serene ambiance of your spa.

Ask an esthetician to talk about their favorite treatment or demonstrate one, showcasing your spa's expertise and commitment to wellness.

10. Capture Mouthwatering Temptations

Showcase a delicious-looking breakfast buffet, tantalizing viewers with a taste of the delectable culinary offerings at your hotel.



Interview chefs and dining room staff about their favorite dishes and crowd favorites, adding a personal touch to the dining experience and inspiring viewers to try the culinary delights.

Go behind the scenes in the kitchen and capture staff preparing food, giving viewers an authentic glimpse of the culinary craftsmanship that goes into every dish.

By incorporating these storytelling ideas into your video content, you can engage your audience, showcase your hotel's unique offerings, and ultimately drive increased bookings and guest loyalty.

Contact Amadeus' Media team to enhance your video strategy on platforms like YouTube, TikTok, Instagram, and Snapchat. Choose from three solutions to create short-form video assets tailored to your needs.

Discover more about collaborating with our team and start creating authentic, appealing video narratives that resonate with your audience, improve brand trust, and drive increased bookings.

Elevate your video creative assets with Amadeus

Amadeus is dedicated to empowering hoteliers with top-notch video editing services, ensuring your property shines in the digital landscape. We offer three tailored solutions to enhance your video strategy:

- 1. Asset Mix Editing:** Provide a blend of still images and videos, and we'll skillfully craft them into one captivating video. You'll receive a total of four videos that showcase your hotel's uniqueness.
- 2. Video Editing:** Share your existing videos and let us transform them into engaging content. You'll receive four expertly edited videos that capture the essence of your property.
- 3. One-time Video Resizing:** Choose a custom size and duration for your video, tailored to your specific needs. We'll resize an existing video for you, giving you one video perfectly suited for your platforms.

Connect with your dedicated sales representative today to explore these services further. Embark on a journey to amplify your property's online visibility and achieve unparalleled success in your video strategy.

For further information, visit
amadeus-hospitality.com
or speak to an Amadeus representative today.

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