

A Moment with Hovr

Capture Content That Converts



Welcome!



**Travelers today
don't just book
rooms - *they*
*book experiences***

**Content is the
key to *engaging*
and *converting*
site visitors**



Just Think...



What's the last travel-related video that made you *look twice* or *intrigued you*? Was it an ad? Social Media?



What was *the first thing* you noticed about the video?



Was there *anything special* about it?



Takeaways

Engage
more
Convert
more

➤ Psychology of Video

How it creates an *emotional connection*

➤ Strategies & Tips

How to *capture great content* and tricks to have it stand out

➤ Best Content Types

What works best to *attract and engage guests* while boosting CTR and conversion

➤ Real World Examples

Examples of current Hovr clients who have had *success* with better content



Why Video Matters

The Digital Landscape



Impact on Hospitality Industry

73% of travelers say video influences their booking decision

Higher Conversion

Websites with video content experience a higher average conversion rate than those without



Psychology Of Video: The Power of Sight, Sound, & Motion

Why video creates an *emotional* connection

Sight



High-quality visuals allow guests to envision themselves there

Sound



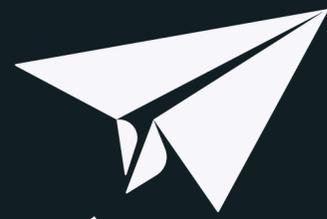
Music, natural sounds and narration can evoke emotions

Motion



Different types of motion create different feelings





Did you know?

The brain processes visuals
60,000 times faster
than text?



Psychology Of Video

Why video creates an *emotional* connection

Guest Visualization

Why it Works

Reduces uncertainty in booking,
triggers emotions, creates FOMO

IO Godfrey Rooftop Chicago

28.28%

CTR

14.46%

Engagement



Types of Video Content That *perform well*

Virtual Room Tours

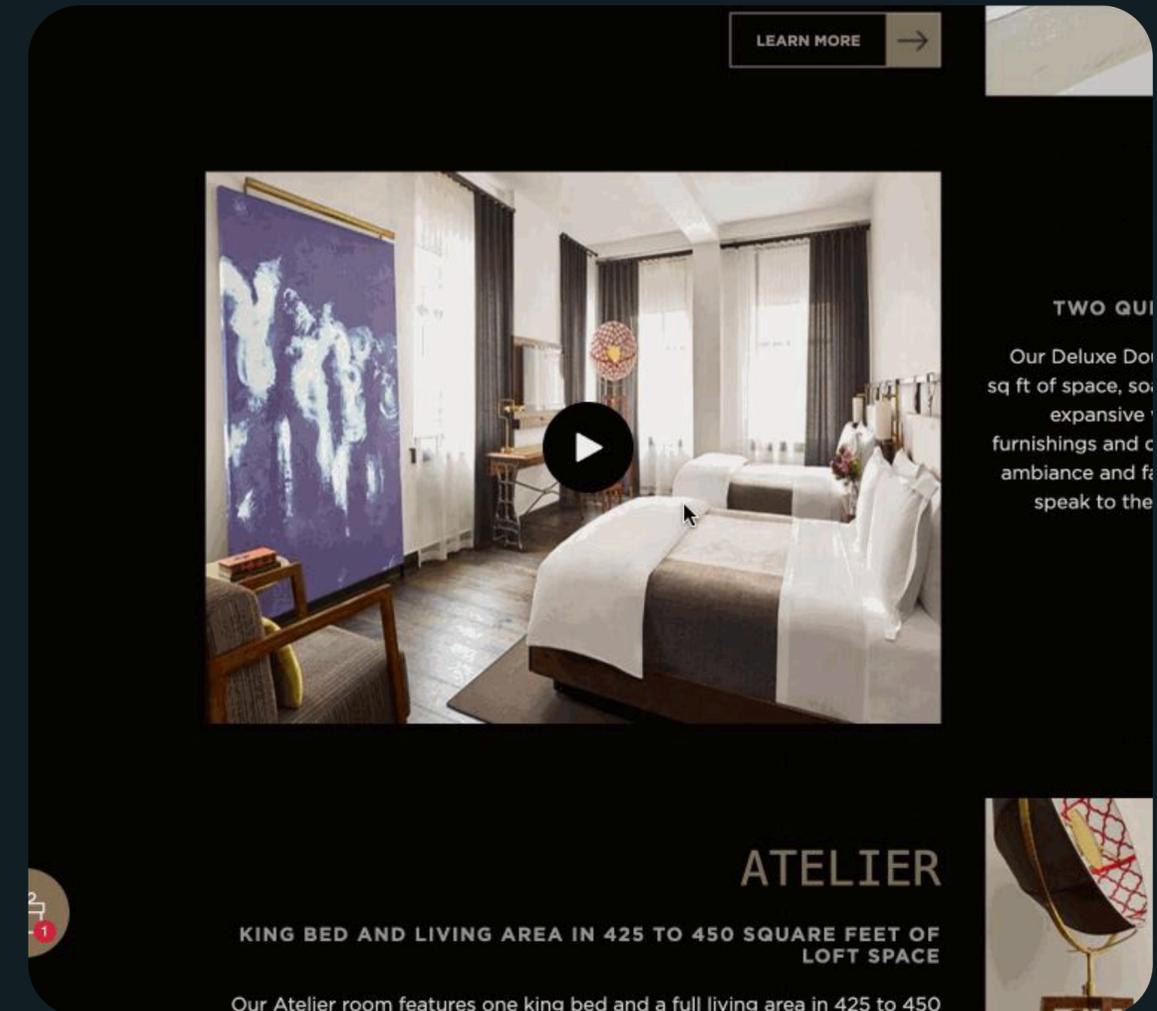
Why it Works

They get a sneak peek into the room type reducing doubt.
Increases confidence when booking.

Refinery Hotel New York

25.47%
CTR

13.59%
Engagement



Types of Video Content That *perform well*

Guest Experience Stories

Why it Works

Showing real content created by guests experiencing the property and amenities gives potential guests further confidence they too will enjoy.

Apple Valley Restaurant Milford

25.58%
CTR

16.67%
Engagement

Shopping options in Apple Valley Village

Mr & Ms Cigar
Cigar shop
108 US-6 BLDG 4, Milford, PA 18337
Call: +1 570-296-5000

Milford Custom Upholstery
Upholstery shop
106 US-6 suite 2, Milford, PA 18337
Visit Website

Cutest Rest Stop in Pennsylv...
1:08 / 6:30
YouTube



Psychology Of Video

Why video creates an *emotional* connection

Behind-the-Scenes

Why it Works

Creating opportunities for guests to view the property in ways they never expected. This can create the WOW factor.

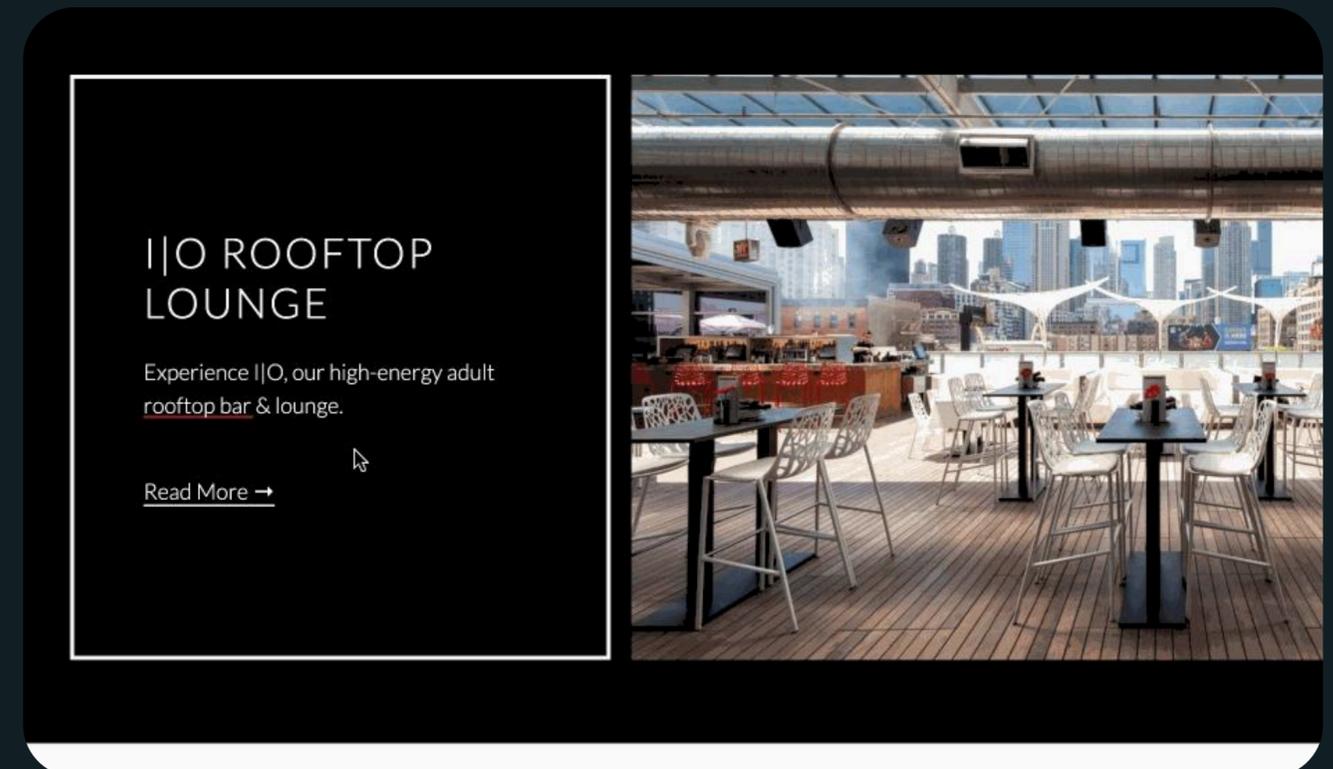
IO Godfrey Hotel Chicago

31.11%

CTR

4.51%

Engagement



Types of Video Content

That *perform well*

Local Destination Highlights

Why it Works

Position the hotel as part of a larger travel experience.

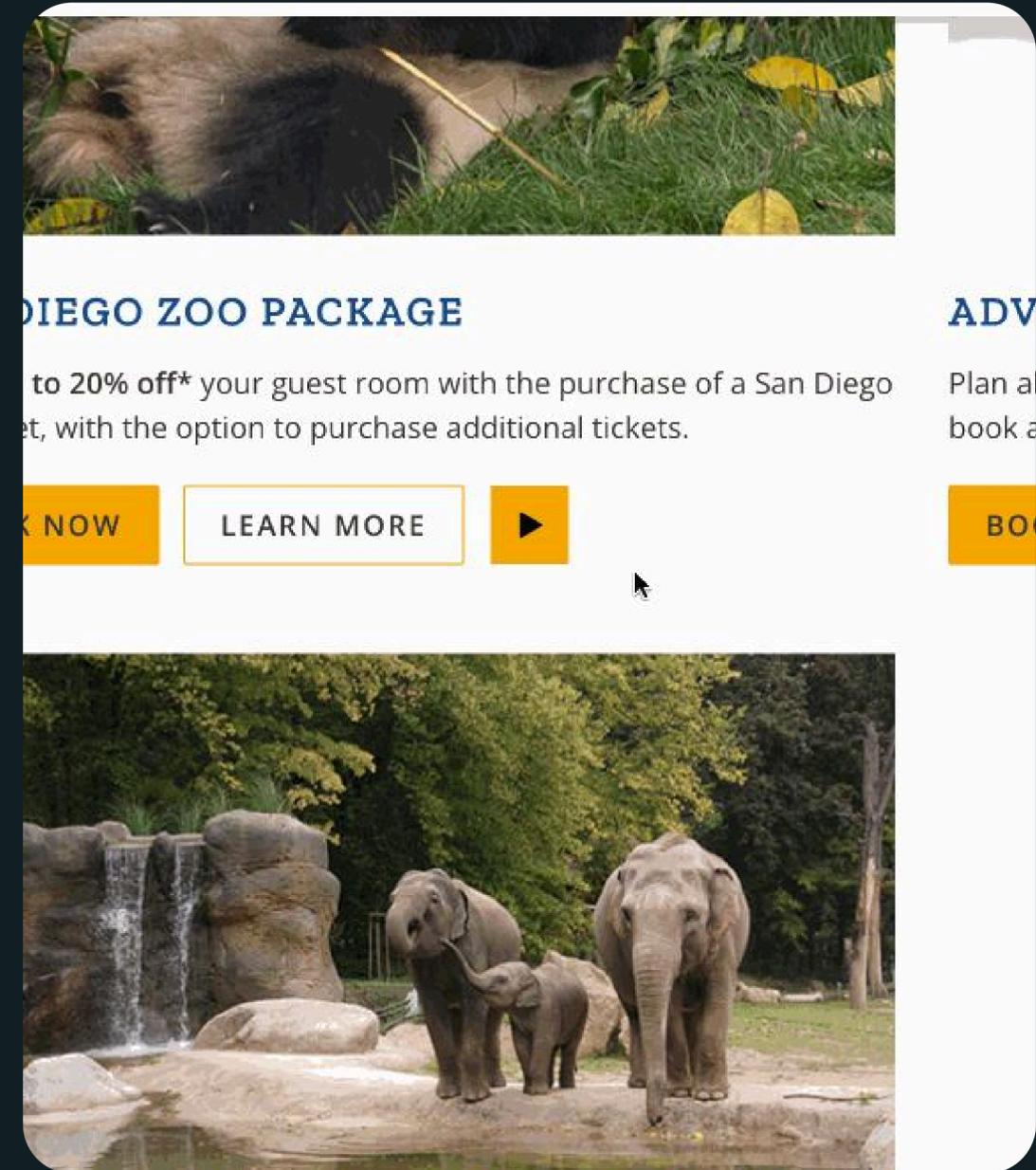
Bahia Hotel San Diego

33.33%

CTR

4.63%

Engagement



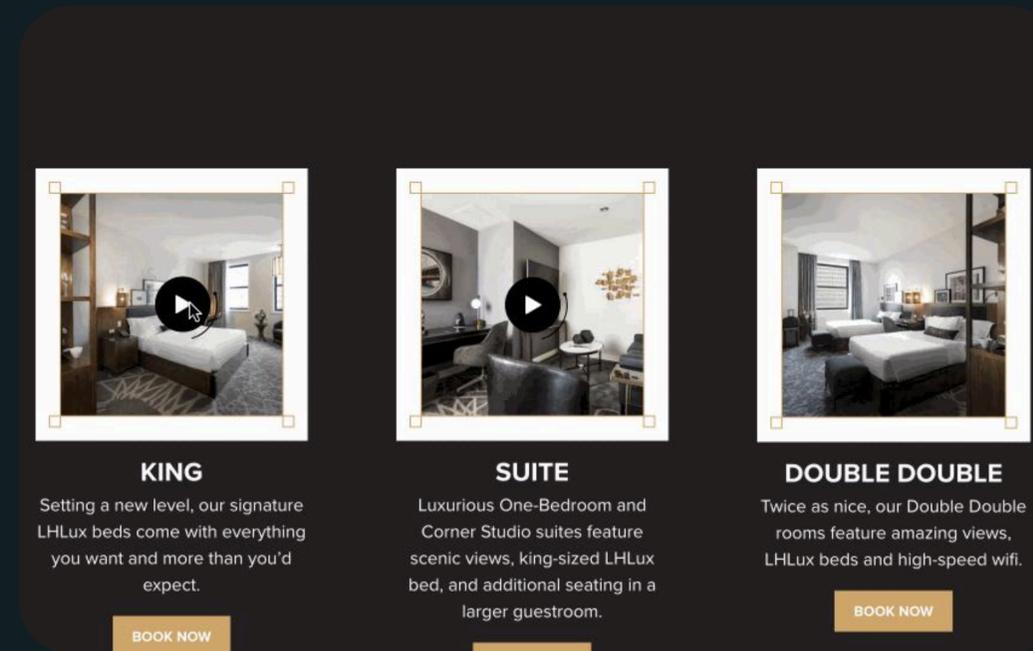
Types of Video Content That *perform well*

*Mix of Authentic and
Produced Content*

Why it Works

Guests don't want all content to be produced and perfect. Authentic content mixed in helps to show all perspectives

London House Chicago



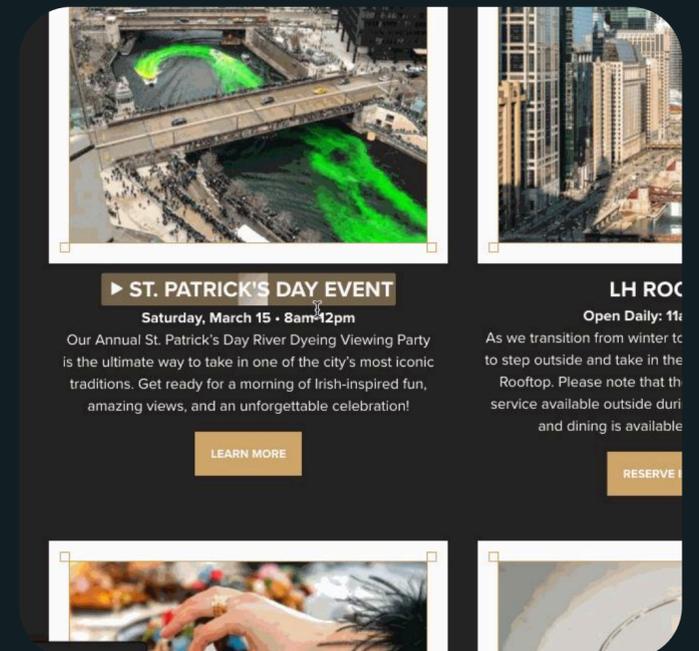
KING
Setting a new level, our signature LHLux beds come with everything you want and more than you'd expect.

SUITE
Luxurious One-Bedroom and Corner Studio suites feature scenic views, king-sized LHLux bed, and additional seating in a larger guestroom.

DOUBLE DOUBLE
Twice as nice, our Double Double rooms feature amazing views, LHLux beds and high-speed wifi.

BOOK NOW

Produced



ST. PATRICK'S DAY EVENT
Saturday, March 15 • 8am-12pm
Our Annual St. Patrick's Day River Dyeing Viewing Party is the ultimate way to take in one of the city's most iconic traditions. Get ready for a morning of Irish-inspired fun, amazing views, and an unforgettable celebration!

LH ROOFTOP
Open Daily: 11a-11p
As we transition from winter to spring, step outside and take in the city from a new perspective. Please note that this service is available outside during the winter months and dining is available.

LEARN MORE

RESERVE

Authentic



Capturing High-Quality Video

Planning

Your Story

What story are you telling? What is your unique identity? Consider your brand, atmosphere and type of experience you offer



Capturing High-Quality Video

Planning

Tailor Video to Your Audience

Are you a luxury resort? A family-oriented hotel? Are large events and business conferences your focus? Specialized wedding ceremonies?

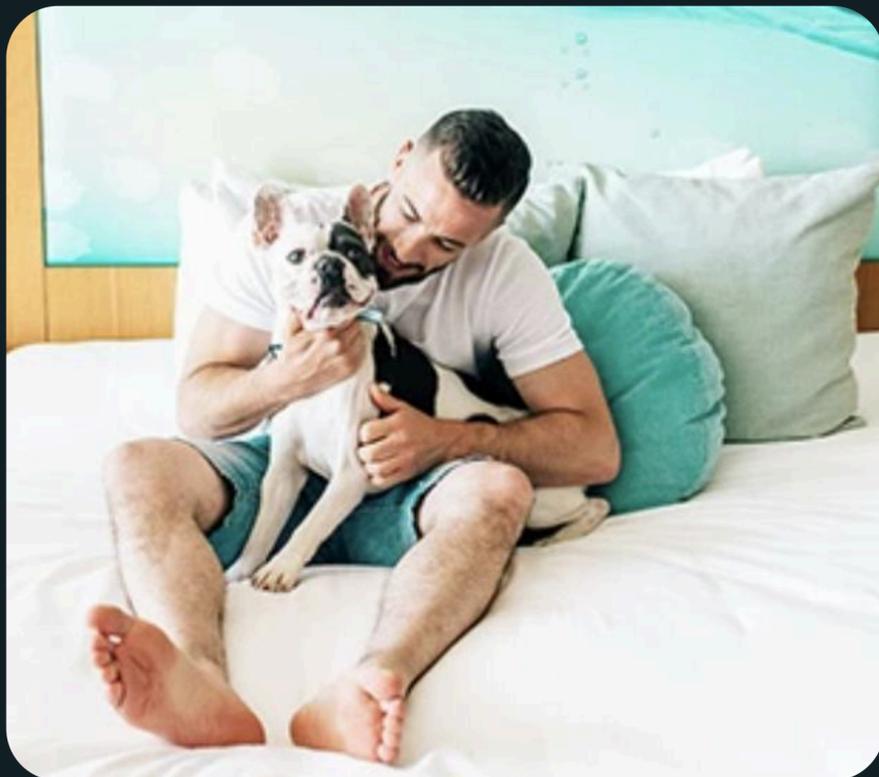


Capturing High-Quality Video

Planning

Highlight what sets you apart!

What do you offer that no one else does? The only rooftop bar in your city? Amazing adventures booked through the hotel? One-of-a-kind events?



Capturing High-Quality Video

Essential Gear



Smartphone

Feature high-resolution cameras, use pro mode, HDR or High Dynamic Range, Cinematic Mode and change video settings to 4K resolution and 60 FPS



Stabilizer

Allows for smooth movement and prevents shakiness



Lighting

Natural light is best, Ring light to provide extra brightness, avoid overhead light



Capturing High-Quality Video

Angles & Composition

Rule of Thirds

Position the subject strategically

Wide shots vs. Close-ups

Wide shots to showcase entire rooms and views and close-ups for amenities and personal touches

Movement

Slow panning, fast transitions and cuts, tracking shots all aim to capture different dynamics and energy



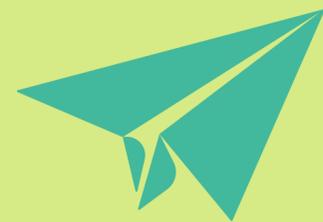
How to Film a Simple Room Tour

- Slowly walk through the door
- Slowly pan the room, show all aspects
- Display scale and space
- Slowly pan the bathroom
- Show any special highlights of the room type



Simple Room Tour Example

Pink Shell



View
Gallery

SANIBEL VIEW KING

Our Fort Myers guest rooms are perfect for couples or business travelers. Every unit is beachfront and features a spacious screened-in lanai with direct views of the Gulf of Mexico. Sanibel View rooms are available with one bathroom and one king bed.

LEARN MORE

2 
Sleeps

1 
King Bed


Studio

BOOK
NOW



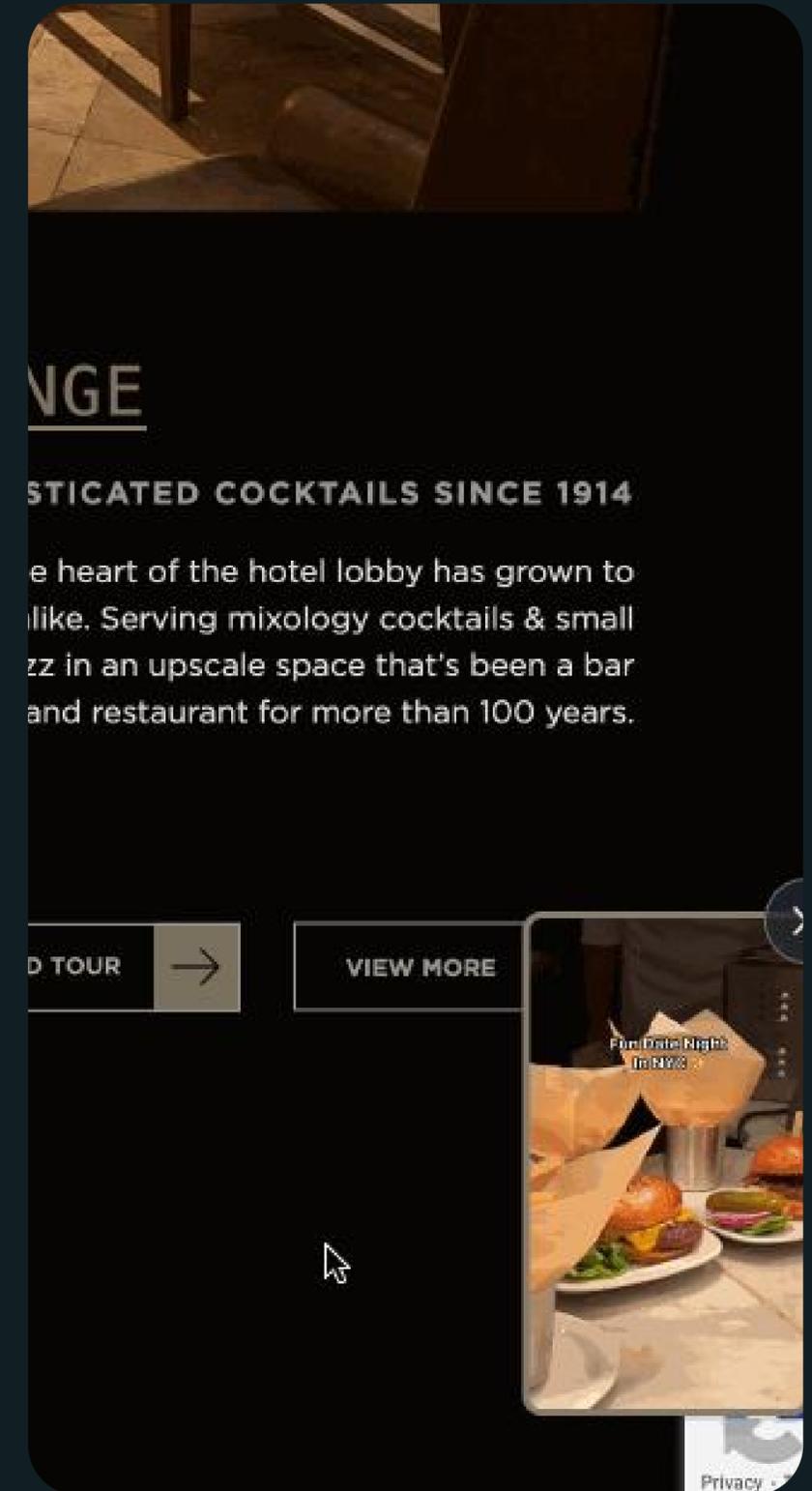
How to Capture the Guest Experience

- Show guests doing the day-to-day things
- Point of view shots
- Use guest submitted content
- Collaborative with influencers
- Authenticity over perfection – real life moments perform better and are more trusted



Guest Experience Example

Refinery NYC



How to Showcase Amenities

- Pools & Spas: smooth and slow movements
- Restaurants & Food: close-up shots of food and drinks
- Event Spaces: walkthroughs or panning of space both decorated and undecorated
- Fitness Area: slow panning of entire space or clips of different parts of the fitness center compiled



Amenities Example

The Jacquard



THE ROOFTOP

Rooftop Cocktail Lounge

KISBEE ON THE ROOF IS CL

Discover the epitome of rooftop of the city

...stigation meets excitement ... Dive into luxury with our newly cur

...ste buds and indulge in culin ... et food offerings, perfectly comple

...e cabanas — available for re ... and sip on signature drinks.

...e mood every Friday, and Sat ... op into a dynamic dance floor. Embr

...g rooftop yoga sessions from ... panoramic views of Denver and the ma

...events, our rooftop promises ... and connection.

Follow us on Instagram @kisbee [#kisbeeontheroof](#)

CHECK OUT

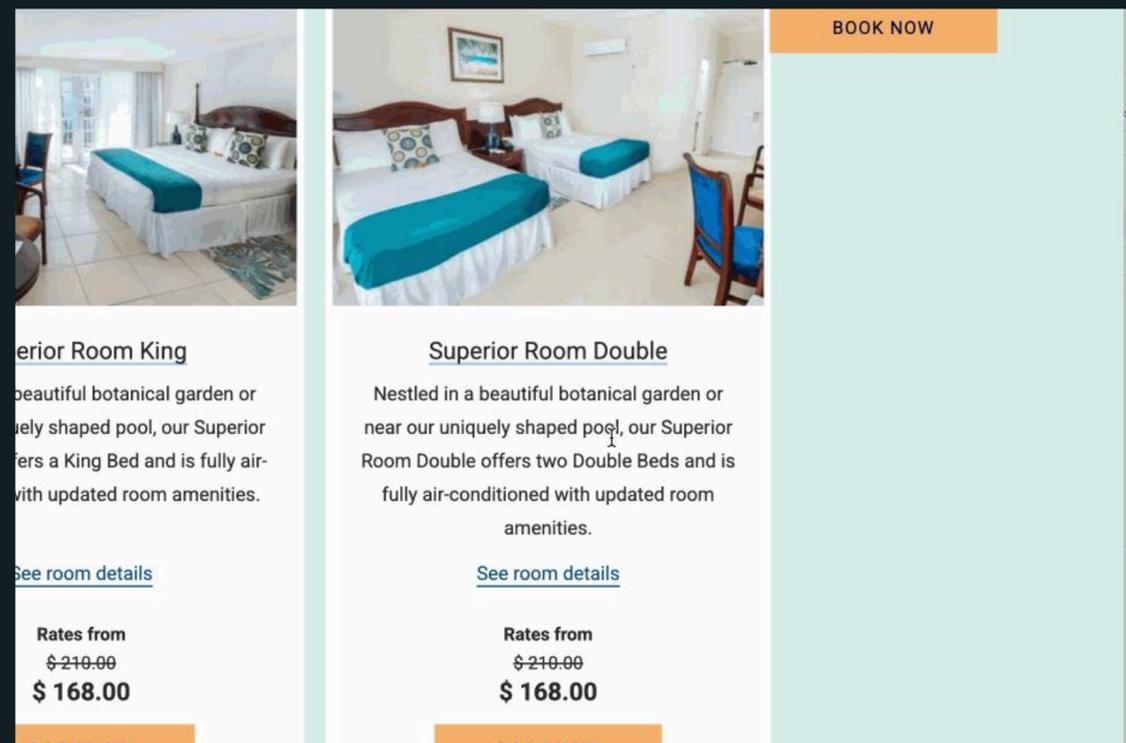
Feb 22 25

CHECK AVAILABILITY

Hovr's Top Shot List

Individual Room Types

Potential guests want to see a sneak peek, adds to their excitement



Superior Room King
Nestled in a beautiful botanical garden or near our uniquely shaped pool, our Superior Room King offers a King Bed and is fully air-conditioned with updated room amenities.
[See room details](#)
Rates from ~~\$210.00~~
\$ 168.00

Superior Room Double
Nestled in a beautiful botanical garden or near our uniquely shaped pool, our Superior Room Double offers two Double Beds and is fully air-conditioned with updated room amenities.
[See room details](#)
Rates from ~~\$210.00~~
\$ 168.00



Amenity Spaces

Guests love to see the amenities you offer and see what awaits them when they stay at your property



Hovr's Top Shot List



Spa Experiences

Wellness and self-care are trending, show the types of experiences guests can enjoy if they book

Restaurants & Food

Dining pages are the second most trafficked page after the homepage for both guests and locals



Content Best Practices



- Show, don't tell
- Focus on being guest-centric
- Focus on quality not quantity



Editing Best Practices

★ ★ ★ Your story, ★ ★ ★
in every frame

- Keep videos between 15-45 seconds
- Start with the action
- Trim out logos
- Mute audio in social media videos
- Add music to match the mood



Repurposing Content

Use content on all platforms

Various pieces of content can be used on social and email

Create multiple clips

Re-trim longer video clips into two or three shorter clips

Turn short clips into a montage

Take short clips and create an overview or montage video



Tips to Get Started Today

Analyze Your Content

Dining



Local Attractions



Room Types



Reviews



Quaint, comfy, upscale fo

My stay at the Partridge Inn w
bathroom had nice decor. It'
recommend.

Pros:

The restaurants had great fo

Amenities



Views



Tips to Get Started Today

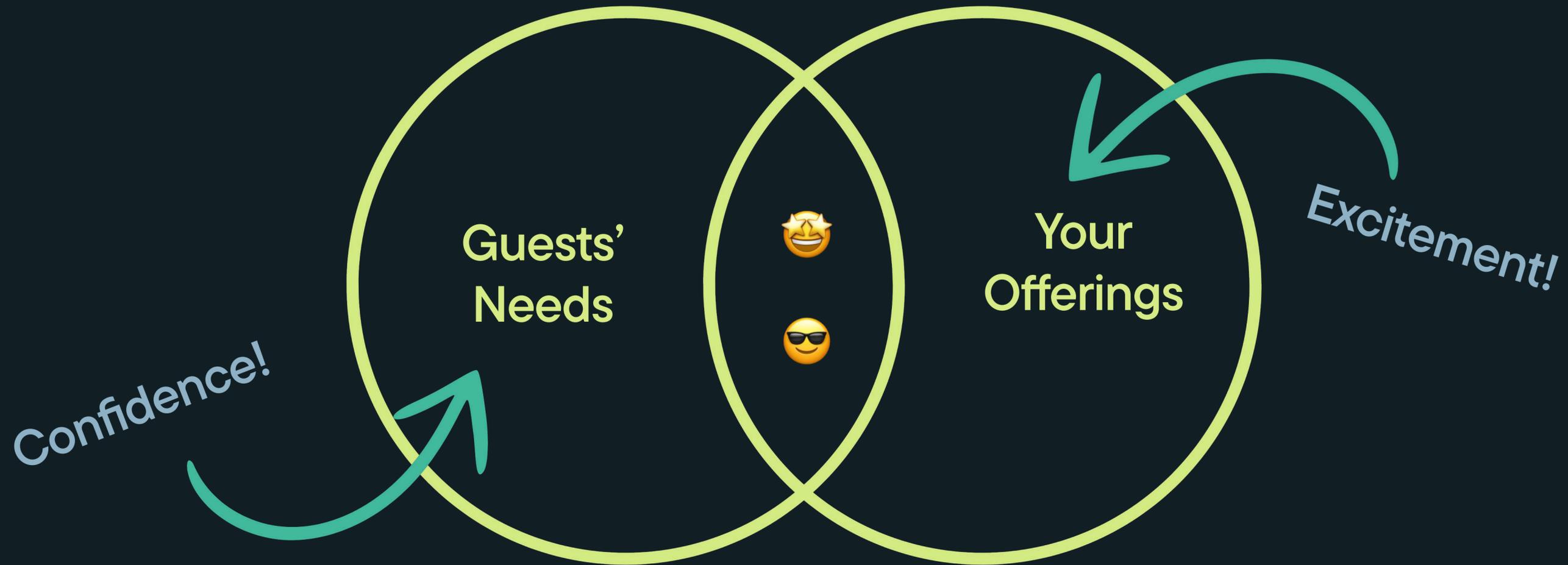
Convene the Team

- What are the moments that matter?
- What amenities are most important to your ideal guest?
- What experiences would you like them to discover?
- What questions do you continually get from guests?
- Where are they getting stuck?



Tips to Get Started Today

Put It All Together



Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey later today.

