

A Moment with Hovr

Creating Scroll-Stopping Content that Converts

Welcome!



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

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

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

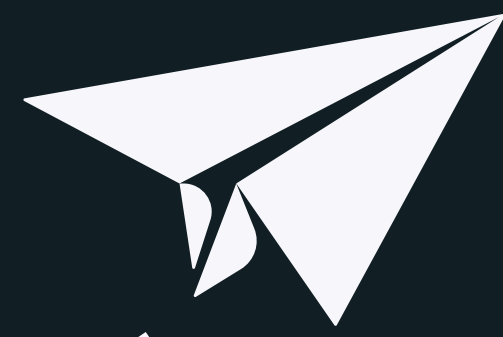


Impact on Hospitality Industry

71% of travelers say video influences their booking decision - nearly 3x more than static imagery

Higher Conversion

Landing pages with video convert up to 86% better than pages without video content



Did you know?

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

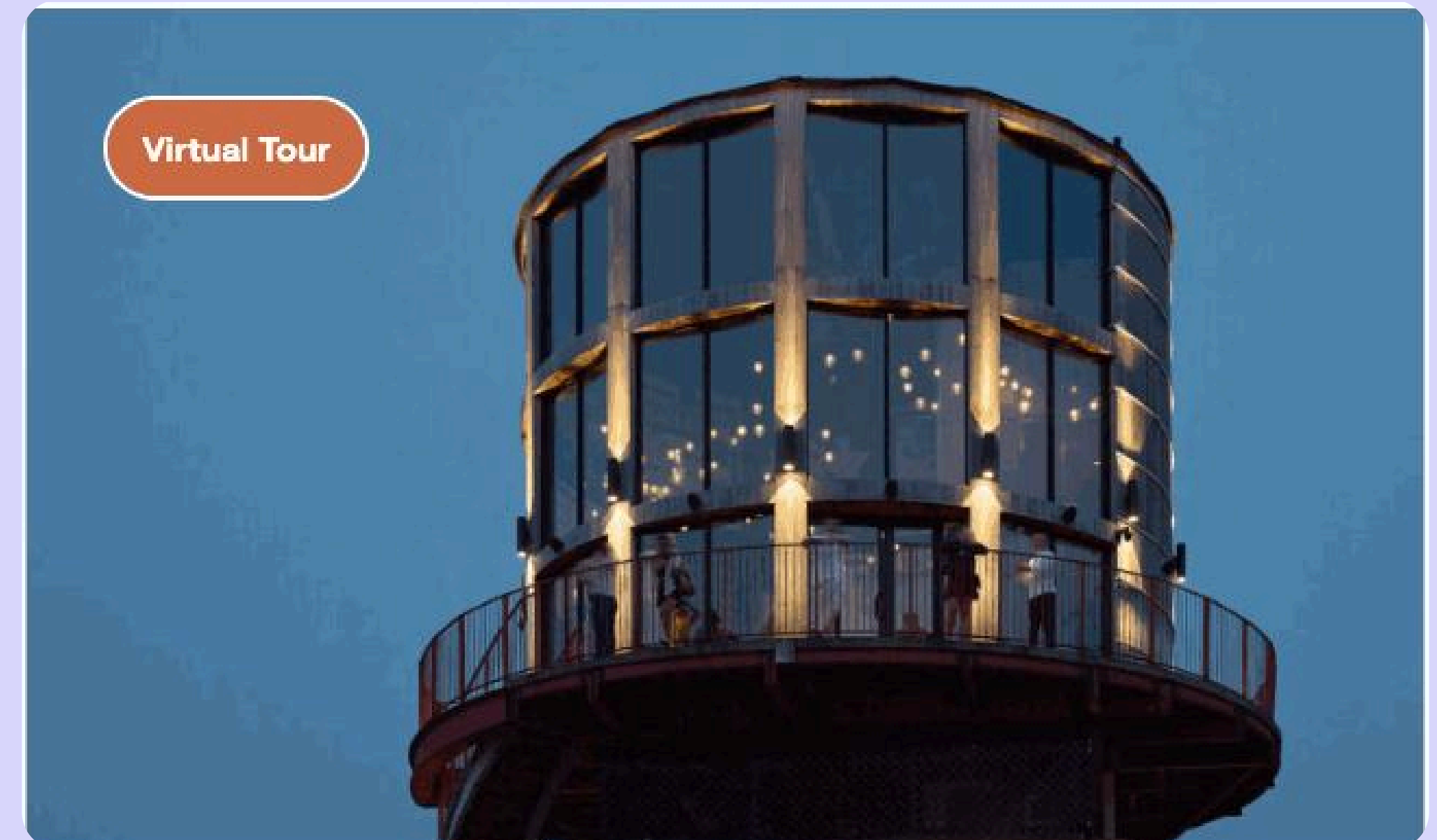
Psychology of Video

Why video creates an *emotional* connection

The Power of Video

Video creates an emotional connection because it stimulates multiple senses at once, tells relatable stories, and uses human cues (faces, voices, music) that our brains are wired to respond to

- Guest are able to visualize themselves at the property
- Multi-sensory impact
- Storytelling and relatability
- Human presence and empathy
- Emotional cues and behavior



Arlo Hotel - Williamsburg

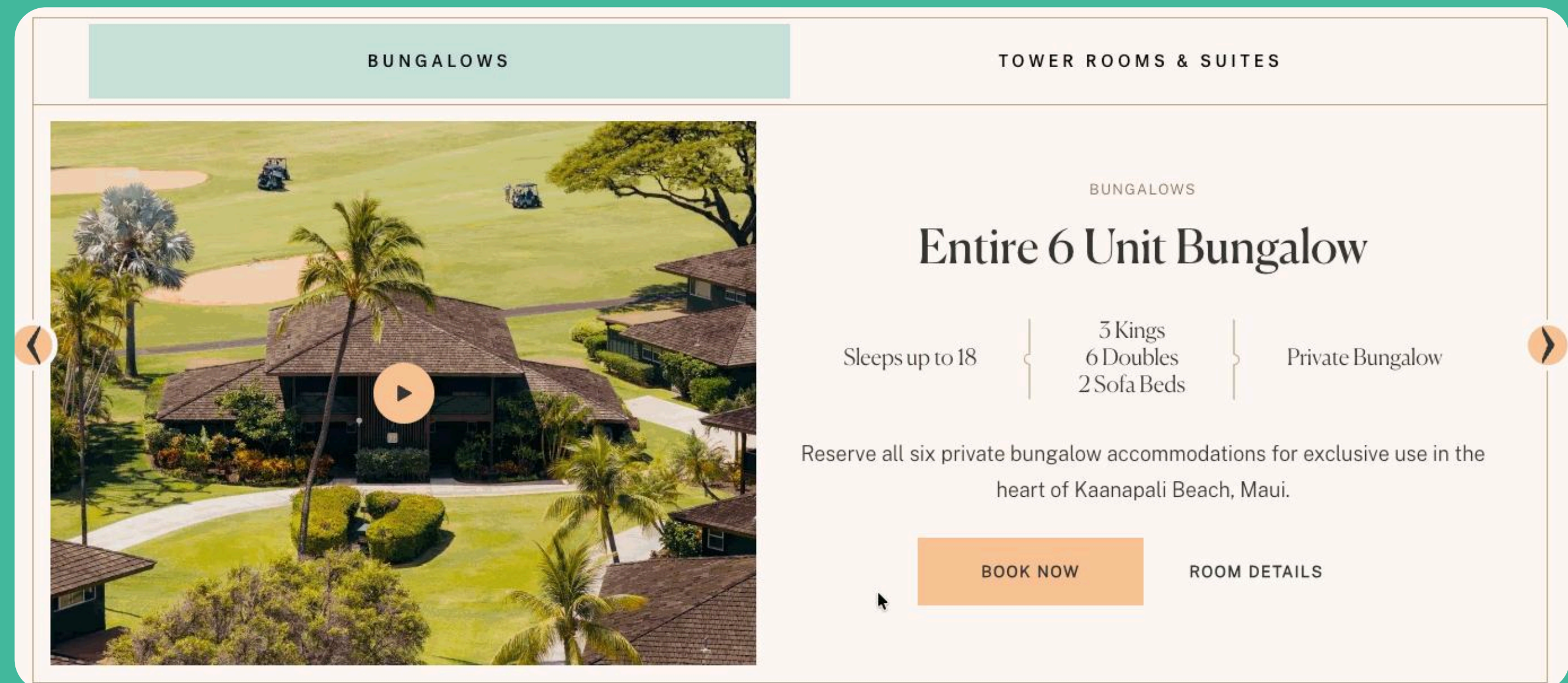
Types of Video Content

Video content that *inspires action*

The Most Effective Content

Today's most engaging video content focuses on authenticity, experience-driven storytelling, and helping guests emotionally connect with both the property and destination.

- Virtual room tours
- Guest experience stories
- Behind-the-scenes
- Local destination highlights
- A balanced mix of authentic and user generated content



The screenshot shows a website interface for a hotel. At the top, there are two tabs: "BUNGALOWS" (selected) and "TOWER ROOMS & SUITES". Below the tabs is a video player showing an aerial view of a large, modern bungalow complex with a golf course in the background. A play button is overlaid on the video. To the right of the video, the text "BUNGALOWS" is displayed above the title "Entire 6 Unit Bungalow". Below the title, the following details are listed: "Sleeps up to 18", "5 Kings", "6 Doubles", "2 Sofa Beds", and "Private Bungalow". A description reads: "Reserve all six private bungalow accommodations for exclusive use in the heart of Kaanapali Beach, Maui." At the bottom, there are two buttons: "BOOK NOW" and "ROOM DETAILS".

Royal Lahaina

Capturing High Quality Video

Planning Stage

Your Story

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



The Meritage Resort



Monarch Casino



Chateau on the Lake

Client Spotlight

WorldSprings

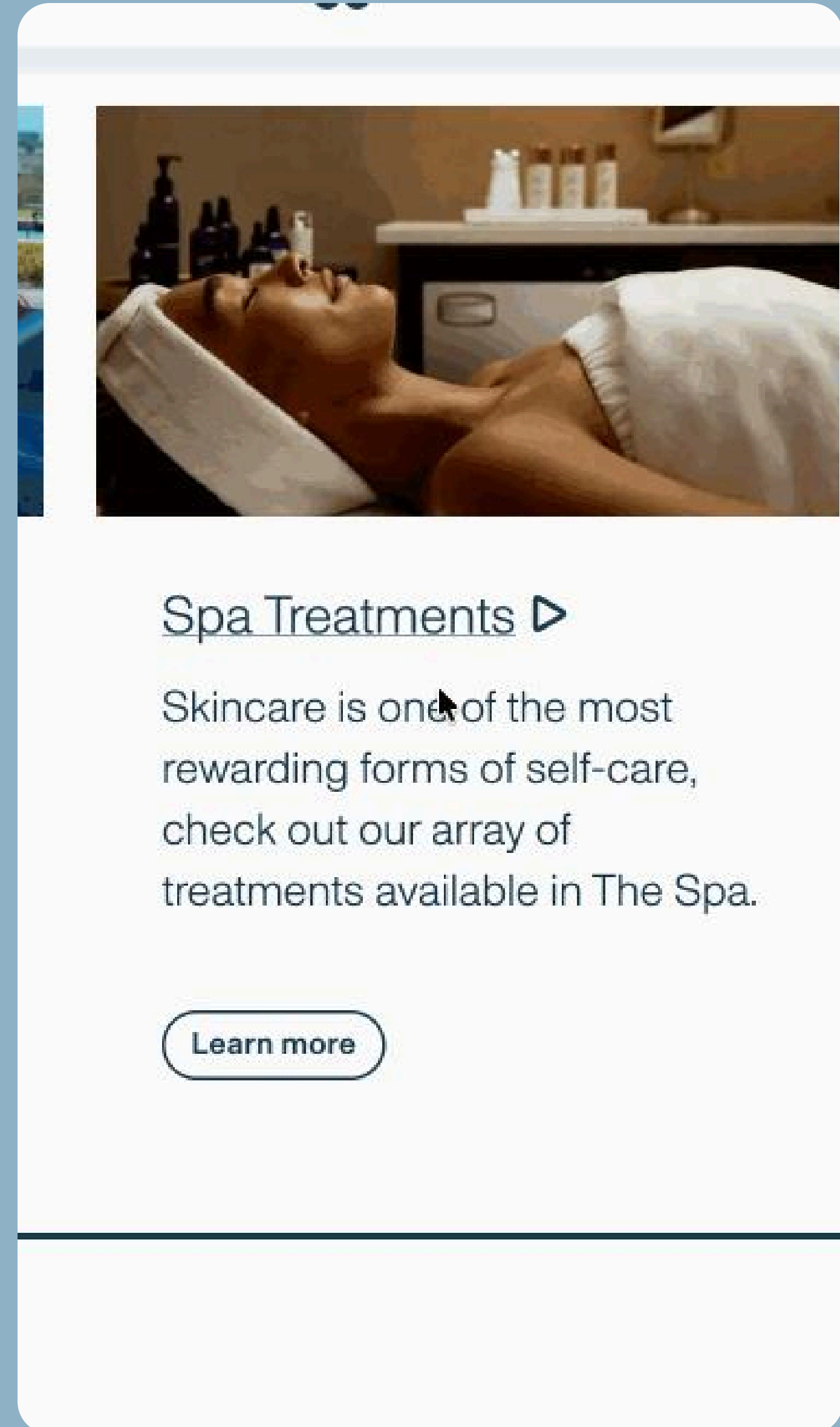
10.32% **52.16%**

Engagement Rate *Click Through Rate*

Offers guests an unforgettable spa experience. Guests can enjoy access to 40+ mineral hot springs, Finnish saunas, cold plunges, our Magnesium soaking pools, and more.

How Hovr Assists:

- Enhances the existing text by visually calling out the spa treatments, instantly drawing the visitor's attention to this key detail
- It maximizes the content, helping guests quickly understand the experience while encouraging deeper engagement through visual discovery



Capturing High Quality Video

Planning Stage

*Tailor Video to
Your Audience*

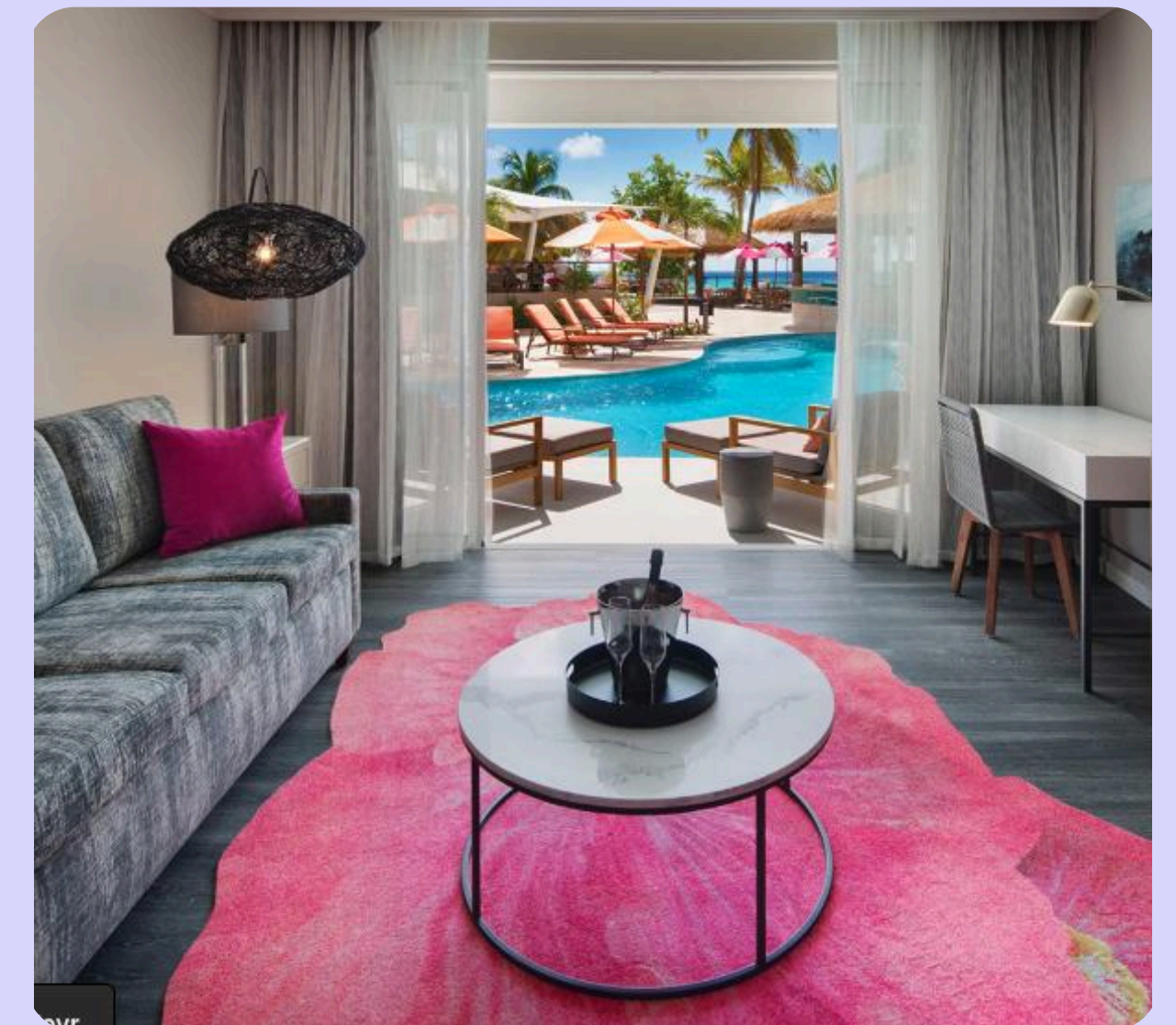
Are you a luxury resort? A family-oriented hotel? Are large events and business conferences your focus? Specialized wedding ceremonies?



Ko'a Kea Resort



Compass Cove



O2 Beach Club

Client Spotlight

TradeWinds Resort



14.35% 38.52%

Engagement Rate Click Through Rate

Offers guests upscale dining through signature restaurants

How Hovr Assists:

- Utilizes existing native conversion buttons to add an anchor Moment that highlights the different dining experiences
- Stays consistent by placing an anchor next to each of the dining experiences' buttons
- This allows guests to compare actual dining experiences next to each other



ISLAND GRAND

Palm Court Italian

RESERVATIONS

LEARN MORE



RUMFISH BEACH

RumFish Grill

RESERVATIONS

LEARN MORE

Capturing High Quality Video

Planning Stage

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?



Paséa Hotel



Mount Rainier



Southall Farm & Inn

Client Spotlight

Windsong Resort



45.44% **24.7%**

Engagement Rate *Click Through Rate*

Offers a coveted setting on Turks and Caicos' highly acclaimed Grace Bay beach, and is set directly in front of a snorkeling reef just 20 yards offshore

How Hovr Assists:

- Turns a static image of the beach into a fully immerse experience where guests can see exactly how close the resort is situated to the beach
- Shows rather than tells what the gorgeous beach looks like from overhead as well as from the guest's views



Capturing High Quality Video

The *essential gear* you need

Essential Gear

Having the right gear turns “good enough” footage into content that feels trustworthy and professional to your audience. When the video looks polished, people are more likely to keep watching, absorb your message, and take action.



Capturing High Quality Video

Use *angles and composition* for balanced content

The Rule of Thirds

Place key elements along a grid to create more aesthetic and professional content

THE RULE OF THIRDS

Position key elements along the grid lines or at the intersections to create a more balanced and engaging photo.

CENTERED (LESS DYNAMIC)



Placing your subject in the center can make the photo feel static and plain.

RULE OF THIRDS (MORE DYNAMIC)



GRID LINES

Use the lines to place horizons or elements.

INTERSECTION POINTS

Place key subjects at the intersections for a stronger composition.



Placing your subject on a grid line or intersection creates a more balanced and engaging composition.

Capturing High Quality Video

Use *angles and composition* for balanced content

*Wide Shots vs
Close Ups*

A balance of wide and close shots makes videos engaging and dynamic

WIDE SHOT vs. CLOSE-UP

Using both perspectives helps to tell a complete visual story.



WIDE SHOT – SETS THE SCENE



Establishes the location and atmosphere.
Gives viewers context and helps set the mood of the experience.



CLOSE-UP – SHOWS DETAIL AND EMOTION



Highlights the details and emotions.
Creates a personal connection and draws viewers into the experience.

Capturing High Quality Video

Use *angles and composition* for balanced content

Movement

Use movement to create smooth, professional content that immerses the viewer

CAMERA MOVEMENT MATTERS

Smooth, stable shots make your videos look professional and keep viewers engaged.



1. SHAKY MOVEMENT



Jerky and distracting.
Shaky footage can be uncomfortable to watch and looks unprofessional.



2. STABLE MOVEMENT



Steady and reliable.
A tripod or stable surface keeps your shot steady and easy to watch.



3. SMOOTH MOVEMENT



Smooth and cinematic.
Controlled movement adds flow, storytelling, and a professional touch.

Hovr How To

Room Tour

How to Film a Simple Room Tour

A step-by-step walkthrough of how to film a room walkthrough to help showcase your rooms to site visitors

- 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 specific room type
- Illustrate extra amenities
- Highlight the view if there is one



The image shows a screenshot of a hotel listing for a room type named "SANIBEL VIEW KING". The listing includes a "View Gallery" button, a description of the room, and icons for "2 Sleeps", "1 King Bed", and "Studio". A "BOOK NOW" button is also visible.

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 units are available with one bathroom and one king bed.

LEARN MORE

2 Sleeps 1 King Bed Studio **BOOK NOW**

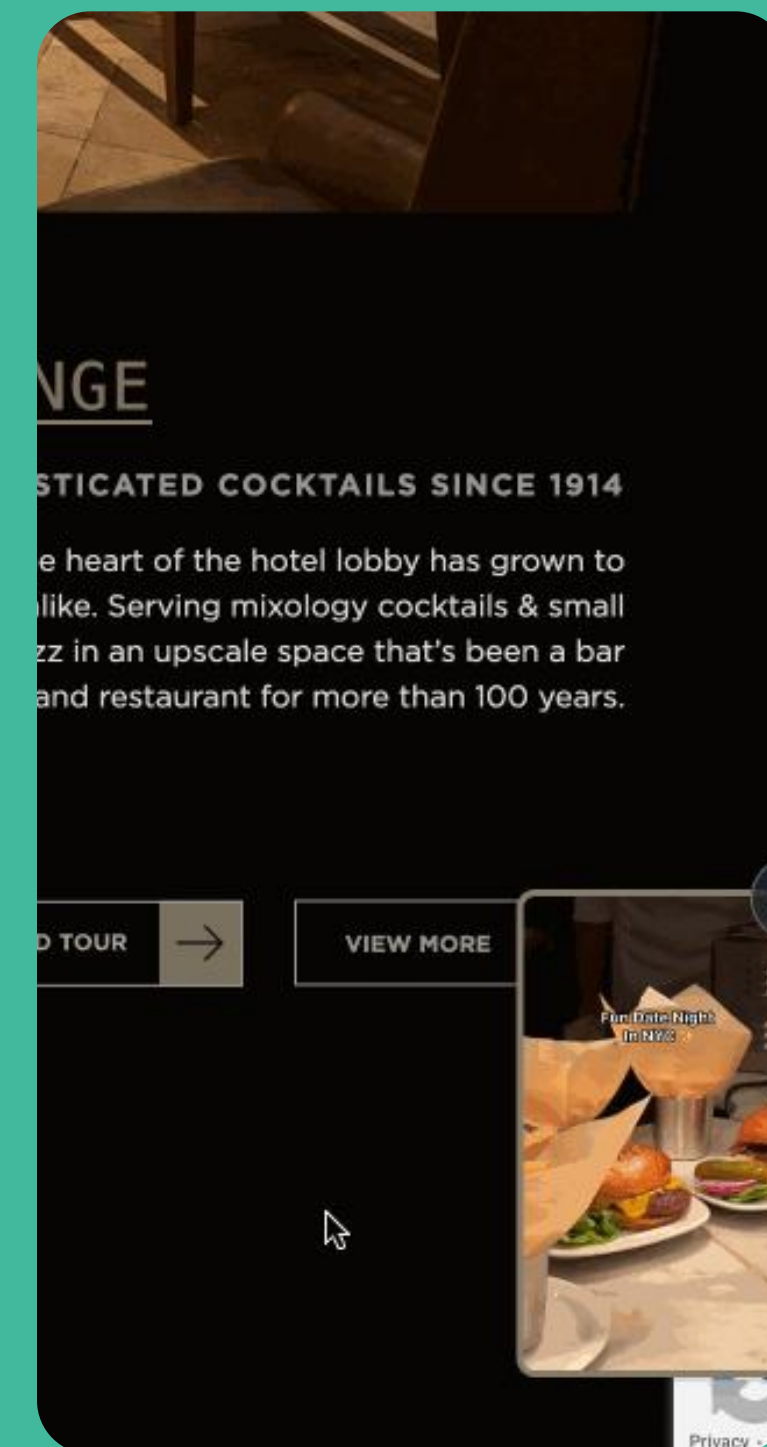
Hovr How To

Guest Experiences

How to Capture the Guest Experience

A step-by-step walkthrough of how to film content that resembles the guest experience you want to share

- 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



How To

Showcase Amenities

How to Highlight Your Amenities

A step-by-step walkthrough of how to film content to showcase your amenities and extras

- 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



Best Practices for Content

Show, Don't Tell

Show the best imagery from your property that you are able

Focus on Guest-Centric

Keep your guest in mind while shooting content. If you were a guest, what would you want to see? What would interest you?

Focus on Quality

While capturing content pay attention to the lighting, resolution and timing of your video. Remember a few good and thought out clips of video content are fantastic!

Create Focused Content

Create content that points to one specific next step so your content is doing focused work in the guest journey

Best Practices for Editing Content

Be Mindful of Time

Keep videos between 15-45 seconds to maximize engagement

Trim Out Logos

Do not start or end a video with a logo – trim to remove

Start with Action

Feature the action shot immediately to capture guest attention

Mute or Add Audio

Audio can really change the feeling of your video. In some use cases, having music match the content can further engage your audience whereas at other times it may be beneficial to mute the audio

Best Practices for Repurposing Content

Cross Utilize Content

The content you create can also be used on social platforms, email marketing campaigns, YouTube and Google Business

Create an Overview

Take short clips and piece together to create an overview or montage video

Create Multiple Clips

Re-trim longer video clips into two or three shorter focused clips or take shorter clips and create a montage video

Use on Multiple Pages

Try using a few of your strongest pieces of content on multiple landing pages

Hovr's Top Shot List

Individual Room Types

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

Superior Room King
beautiful botanical garden or uniquely shaped pool, our Superior Room 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



Tips to Start Creating Content that Converts

- Analyze Your Current Content on Site for Any Gaps
- Talk To Your Front-Line Teams
- Identify What Matters Most to Your Guests
- Identify Any Guest Pain Points
- Meet with Your Account Manager

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 shortly.

