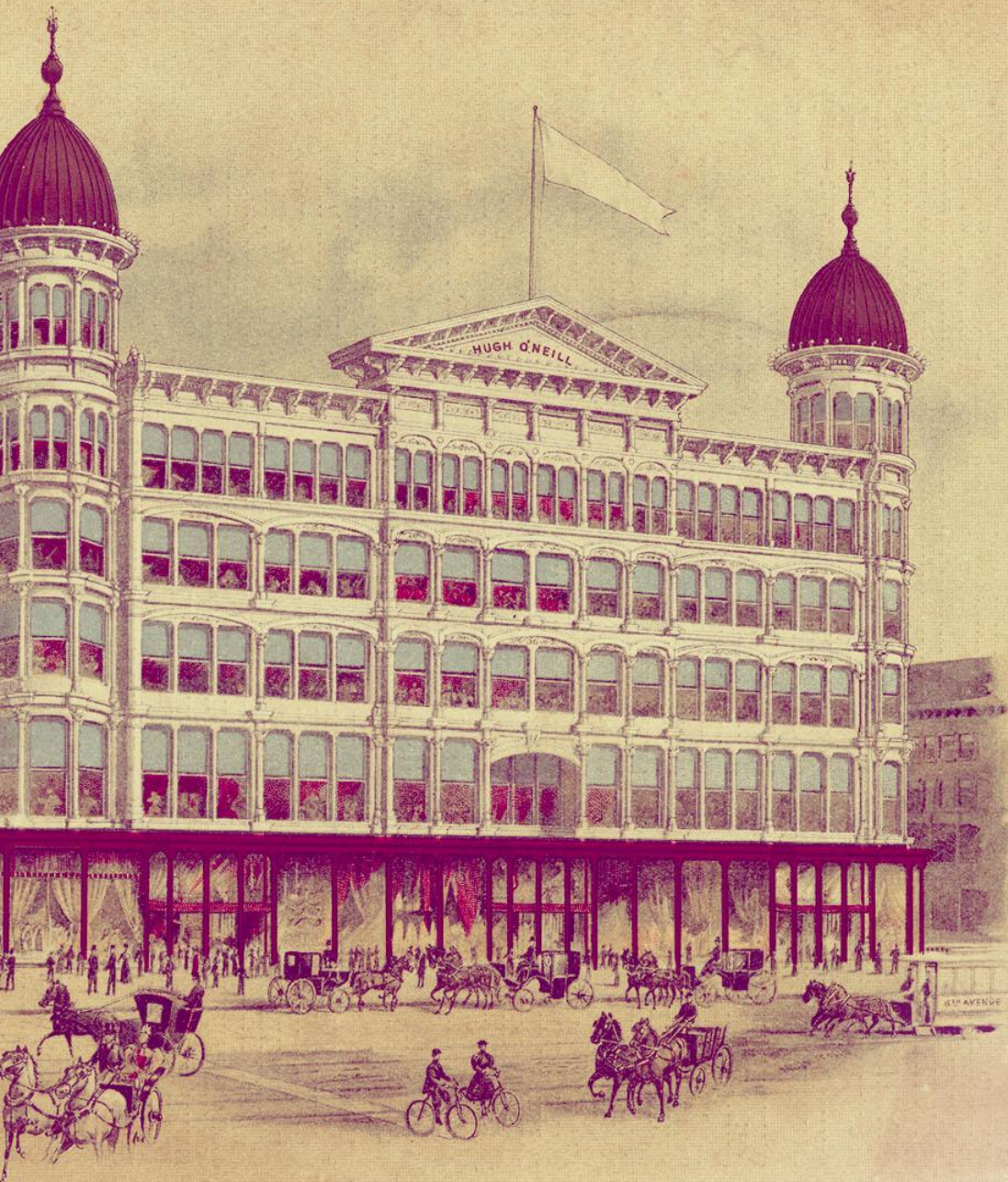




Attracting More Guests Through the Power of Visual Storytelling

*Darlene Rondeau, VP, Best Practices,
Online Merchandising, VFM Leonardo*



Attracting More Guests Through the Power of Visual Storytelling

November 20, 2013

HISTORIC HOTELS *of* AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

Storytelling = More \$\$



The Moral of today's story?

- ▶ Understand what storytelling is, and why it matters to hotel marketers
- ▶ Tell stories on yourhotel.com + social + mobile
- ▶ Yes, visual storytelling impacts the booking
- ▶ Bringing your story to market





**What is
Storytelling?**

Evolution of storytelling



New storytelling platforms



facebook



twitter

Google+



priceline.com
no one deals like we do

foursquare



OpenTable.com

airbnb

You Tube

Pinterest

~~Content~~

✓
Story

A good story

- ▶ Grabs attention
- ▶ Inspires action
- ▶ Is shared
- ▶ Is remembered



“You'll Never Believe What They did for me!”



Visual storytelling



Abercrombie & Kent Villas and Chalets

Luxurious villas and exquisite ski chalets from Abercrombie & Kent, leading the world in luxury travel since 1962.

www.akvillas.com ·

Pinterest

Sublime Sunsets



28 pins



Unfollow

Caribbean Cocktails



23 pins



Unfollow

Dive In!



31 pins



Unfollow

Wine Lovers Rejoice



15 pins



Unfollow

Golf Lovers Unite



16 pins



Unfollow

World's Best Sandcastles



27 pins



Unfollow

Proposal spots - the most r...



54 pins



Unfollow

London Love



82 pins



Unfollow

Food Glorious Food!



42 pins



Unfollow

Our Favourite Sayings...

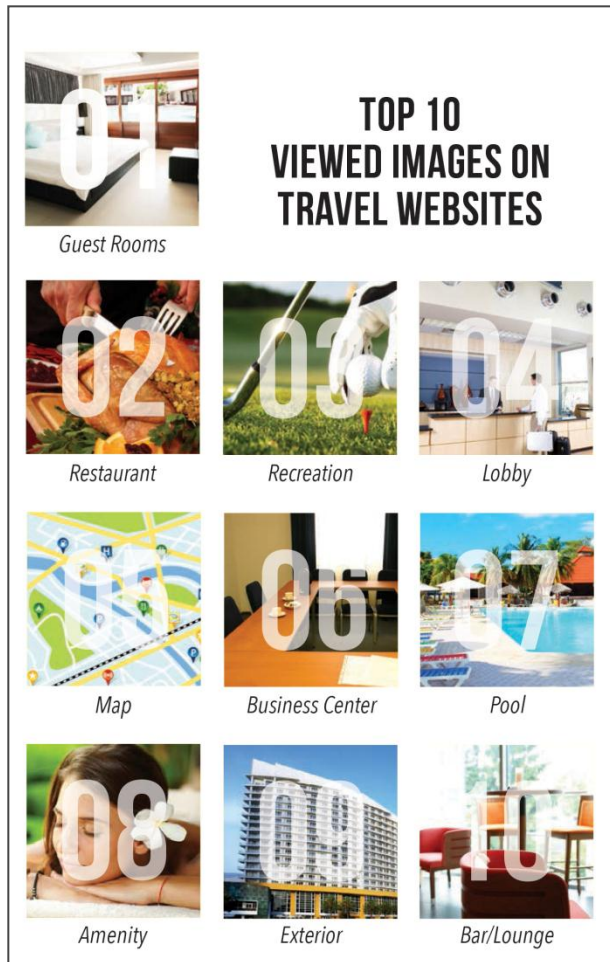


71 pins



Unfollow

Visual storytelling tips



- ▶ Combine photos, videos, virtual tours
- ▶ Produce professional and “social imagery”
- ▶ Encourage guests to share
- ▶ Make it “Snackable”
- ▶ Optimize with keywords, hashtags, location, descriptions

Sell the story. Sell the hotel.



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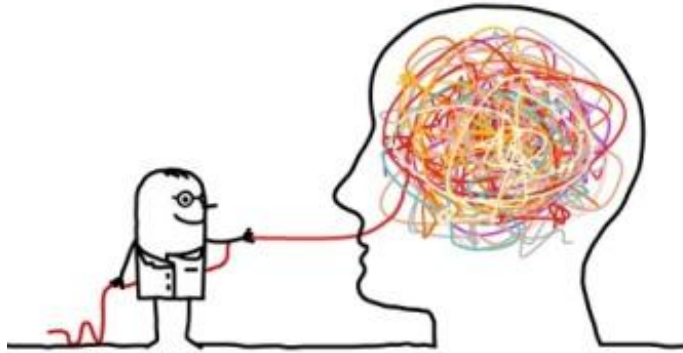
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A Century of Hospitality™



Storytelling by the numbers...



You **Tube**™

60,000x

86%



view **10+ images**

VFM Leonardo, 2013



Top 10

Viewed Images on Travel Websites

1. Guest Rooms

2. Restaurant

3. Recreation

4. Lobby

5. Map

6. Business Center

7. Pool

8. Amenity

9. Exterior

10. Bar/ Lounge

guest rooms are viewed
2x
more than
the 2nd most
popular category,
restaurants



VFM Leonardo

media consumption is

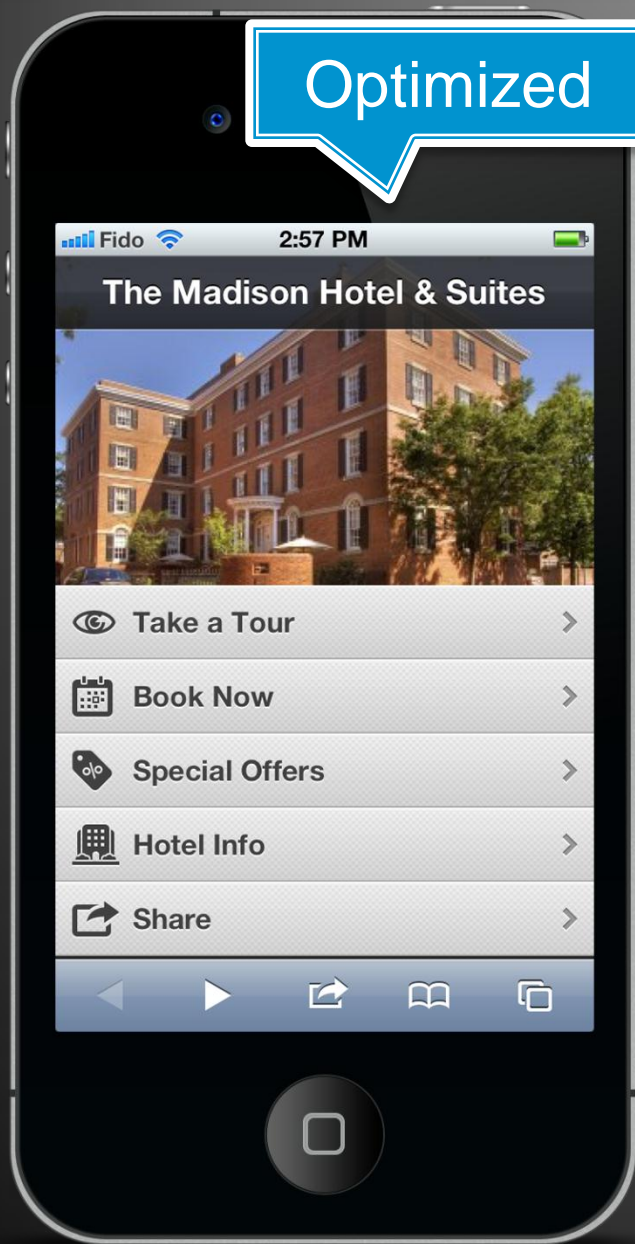
30%

**higher on smartphone
than desktop**

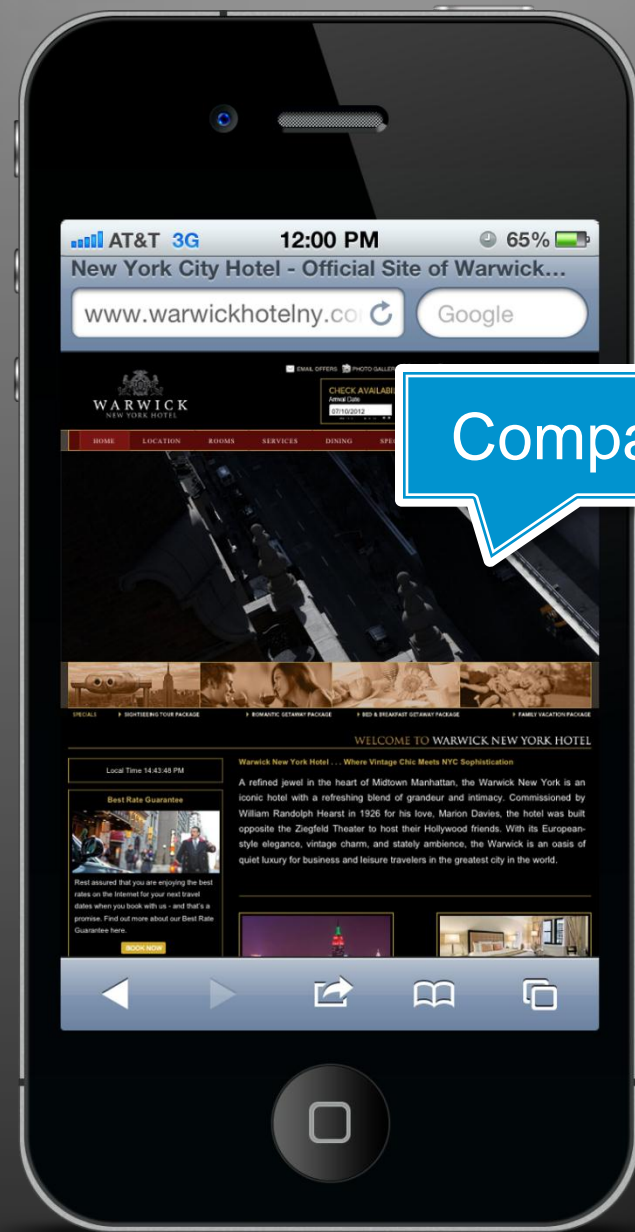
VFM Leonardo, 2013




Optimized



Compatible



Mobile= Smartphones + Tablets

photos on
facebook. generate
53% 
more likes
than the average post

Hubspot

From SEO to booking

- ▶ **Search engine optimization and search engine marketing** will get customers to your front door, but what will make them choose you?



Dull pictures hurt your image



The Broadmoor gets it

THE
BROADMOOR
COLORADO SPRINGS

EXPLORE & PLAN

MEETINGS & EVENTS

RESERVATIONS



I love this, but missed opportunity?

Good

Sheraton Norfolk Waterside Hotel

777 Waterside Drive · Norfolk, VA 23510 · United States

★★★★☆ 3.8 / 5 [Read All \(200\)](#) | [Write Review](#)

Phone: 1-800-325-3535 · Hotel Reservations: 888-627-8042

[Parking Information](#) · [What to do in Norfolk](#) · [Per Diem Norfolk Hotel Rates](#) · [Norfolk Weddings](#) · Local Time: 9:50 AM · Weather: [Overcast, 72 °F](#)

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wines rated 90+

Join us for Sheraton Social Hour to compare wines rated 90+ by Wine Spectator and other premium pours from our Sheraton Selects™ menu.



Check In
05/21/2013 

Check Out
05/22/2013 

Room(s)
1 

Adults Per Room
1 

[Book Now >](#)

Social Hour at Sheraton Norfolk Waterside Hotel

There's a story here somewhere

Better



OTAs are killing it with video

Best

The image shows a YouTube video player interface. At the top, the YouTube logo and 'COMEDY WEEK' are visible. A search bar is present. The video title is 'Find Your Understanding: Expedia Find Yours' by Expedia. The video is currently playing at 2:04 / 3:20. The video content shows two women in white dresses dancing. To the right of the video player is a playlist with 10 items, including 'Find Your Understanding: Expedia Find Yours', 'Expedia Find Yours Anthem', 'Expedia: Find Your Story', 'Expedia: Find Your Happy Place', 'Expedia: Find Your Future', and 'Expedia: Find Your Curiosity'. Below the video player, the video title 'Find Your Understanding: Expedia Find Yours' is repeated, along with the Expedia channel name, 111 videos, and 2,526,632 views. There are also buttons for 'Like', 'About', 'Share', and 'Add to'.

YouTube COMEDY WEEK

ad ▾ ▶ Play Greg Oates 0

Expedia Find Yours by Expedia

5/23

Find Your Understanding: Expedia Find Yours by Expedia

6 Expedia Find Yours Anthem by Expedia

7 Expedia: Find Your Story by Expedia

8 Expedia: Find Your Happy Place by Expedia

9 Expedia: Find Your Future by Expedia

10 Expedia: Find Your Curiosity by Expedia

2:04 / 3:20

Find Your Understanding: Expedia Find Yours

Expedia · 111 videos

2,526,632

✓ Subscribed

10,061 262

Like About Share Add to

Expedia Find Yours Anthem by Expedia 237,912 views

Expedia Find Yours NFFTY Contest: Find Your Goodbye by Expedia 11K views



Your video doesn't have to be
a Hollywood production...



Learn it, Love it & USE IT!



Twitter is for Millennials



Twitter profile of Bill Clinton (@billclinton). The header image shows a portrait of Bill Clinton and a woman carrying a child on her back. The bio reads: "Founder, Clinton Foundation and 42nd President of the United States. Follow @ClintonFdn for more about my work around the world. New York, NY · clintonfoundation.org". The profile statistics show 21 tweets, 8 following, and 656,994 followers. The "Follow" button is highlighted. The "Followed by" section lists Jennifer M. Wood, AP, Roomr and 36 others. Two recent tweets are visible: one from May 16 about chatting with Gabriel García Márquez, and another from May 14 about the Clinton Foundation's work in Peru.

Bill Clinton @billclinton

Founder, Clinton Foundation and 42nd President of the United States.
Follow @ClintonFdn for more about my work around the world.
New York, NY · clintonfoundation.org

21 TWEETS 8 FOLLOWING 656,994 FOLLOWERS

Followed by Jennifer M. Wood, AP, Roomr and 36 others.

Bill Clinton @billclinton 16 May
Any afternoon chatting with Gabriel García Márquez about life, literature, and family is a good afternoon. pic.twitter.com/WKfeeApoBK
Details

Bill Clinton @billclinton 14 May
Proud that @ClintonFdn work in Peru will help women entrepreneurs increase their incomes & support their families. pic.twitter.com/SuRfQlw8d
Details

Joined: April 6, 2013



Twitter profile of Warren Buffett (@WarrenBuffett). The header image shows a portrait of Warren Buffett and a cityscape with a river. The bio reads: "Chairman and CEO of Berkshire Hathaway Omaha, NE · berkshirehathaway.com". The profile statistics show 2 tweets, 0 following, and 443,514 followers. The "Follow" button is highlighted. The "Followed by" section lists Melanie Brandman, Whitney Dailey, Social Media Travel and 14 others. Two recent tweets are visible: one from May 2 about a new essay on women's prosperity, and another from May 2 about being in the house.

Warren Buffett @WarrenBuffett

Chairman and CEO of Berkshire Hathaway
Omaha, NE · berkshirehathaway.com

2 TWEETS 0 FOLLOWING 443,514 FOLLOWERS

Followed by Melanie Brandman, Whitney Dailey, Social Media Travel and 14 others.

Warren Buffett @WarrenBuffett 2 May
Read my new essay on why women are key to America's prosperity: cnnmon.ie/18eXfik.
Details

Warren Buffett @WarrenBuffett 2 May
Warren is in the house.
Details

Joined: May 2, 2013

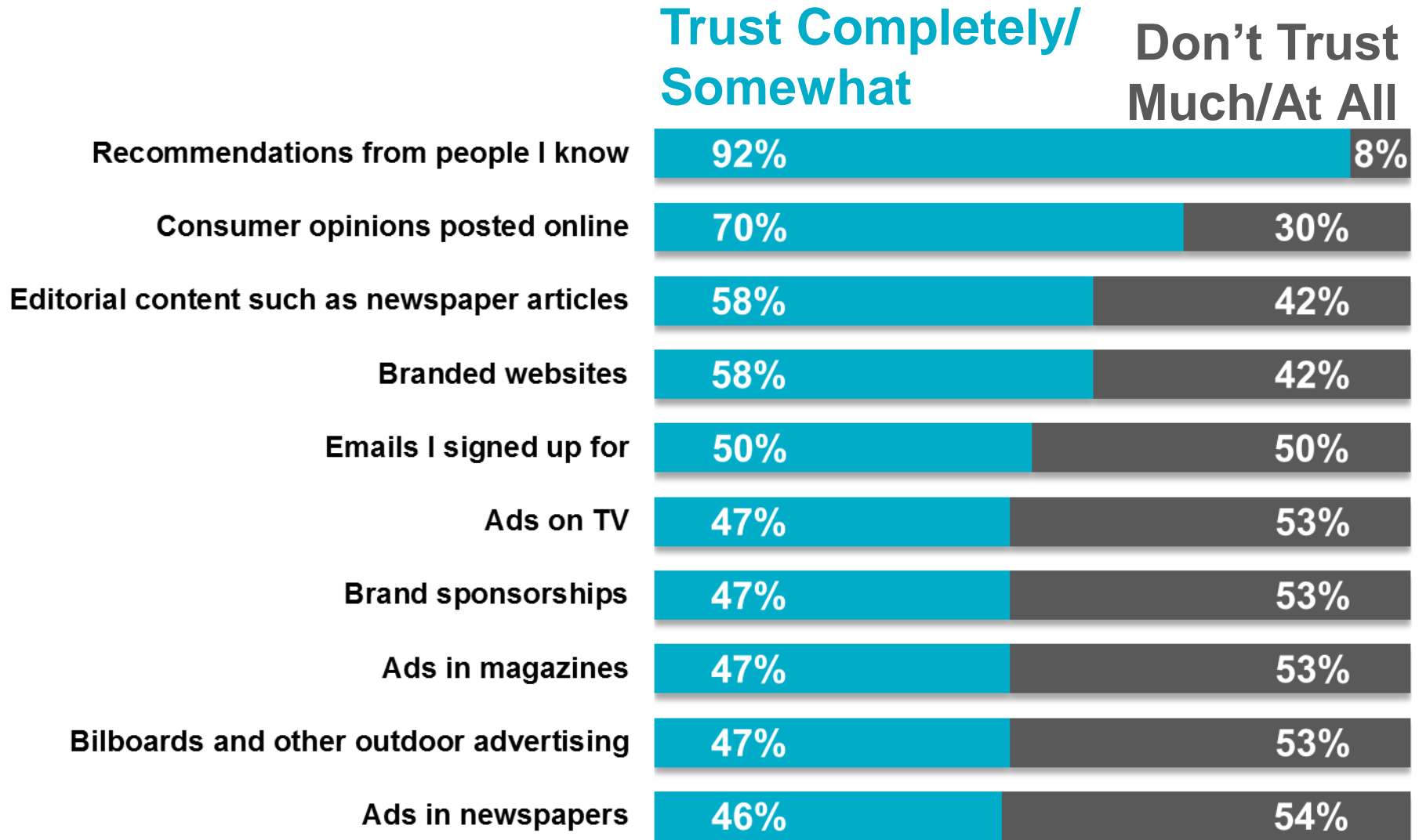
63%



of travel shoppers are
**influenced by others'
testimonials**

Red Rocket Media

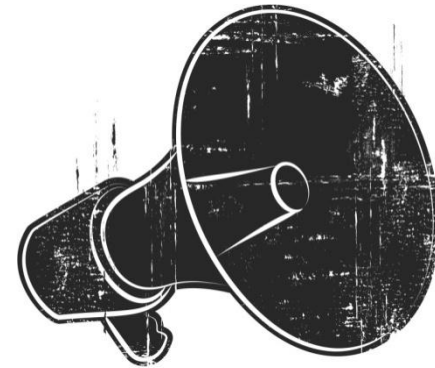
Who do you trust?



Source: Nielsen Global Trust in Advertising Survey 2012

Bring your story to market

- ▶ Source
- ▶ Curate
- ▶ Publish
- ▶ Amplify





The story's just begun...!

