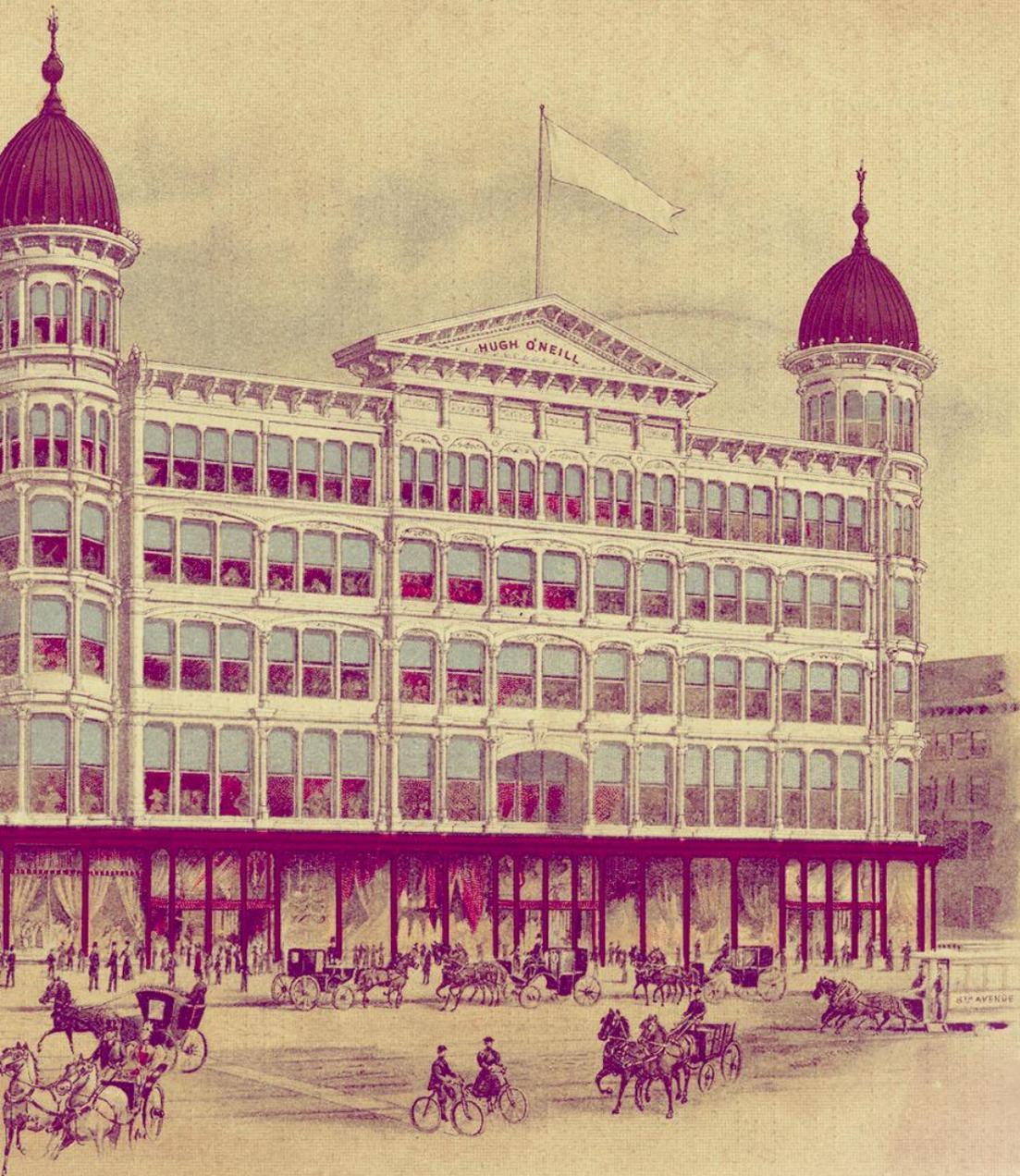




# Attracting More Guests Through the Power of Visual Storytelling

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



# Attracting More Guests Through the Power of Visual Storytelling

*November 20, 2013*

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## HISTORIC HOTELS *of* AMERICA

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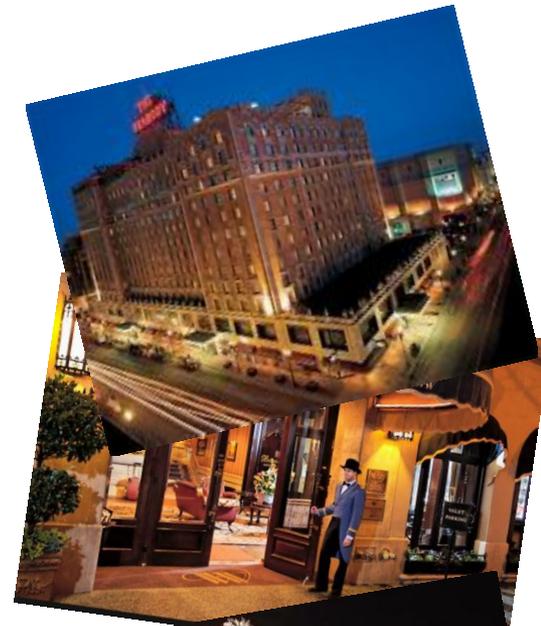
NATIONAL TRUST FOR HISTORIC PRESERVATION®

# 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



~~Content~~

Story

# A good story

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



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



# Visual storytelling



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<p><b>Sublime Sunsets</b></p>  <p>28 pins</p>     <p>Unfollow</p>	<p><b>Caribbean Cocktails</b></p>  <p>23 pins</p>     <p>Unfollow</p>	<p><b>Dive In!</b></p>  <p>31 pins</p>     <p>Unfollow</p>	<p><b>Wine Lovers Rejoice</b></p>  <p>15 pins</p>     <p>Unfollow</p>	<p><b>Golf Lovers Unite</b></p>  <p>16 pins</p>     <p>Unfollow</p>
<p><b>World's Best Sandcastles</b></p>  <p>27 pins</p>     <p>Unfollow</p>	<p><b>Proposal spots - the most r...</b></p>  <p>54 pins</p>     <p>Unfollow</p>	<p><b>London Love</b></p>  <p>82 pins</p>     <p>Unfollow</p>	<p><b>Food Glorious Food!</b></p>  <p>42 pins</p>     <p>Unfollow</p>	<p><b>Our Favourite Sayings...</b></p>  <p>71 pins</p>     <p>Unfollow</p>

# 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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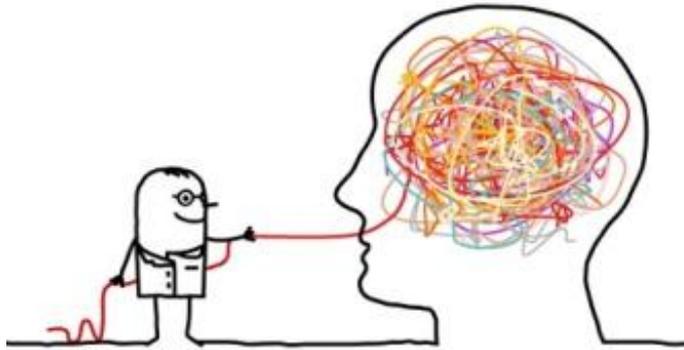
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*A Century of Hospitality™*

# 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 2<sup>nd</sup> most

popular category,

**restaurants**



VFM Leonardo

media consumption is

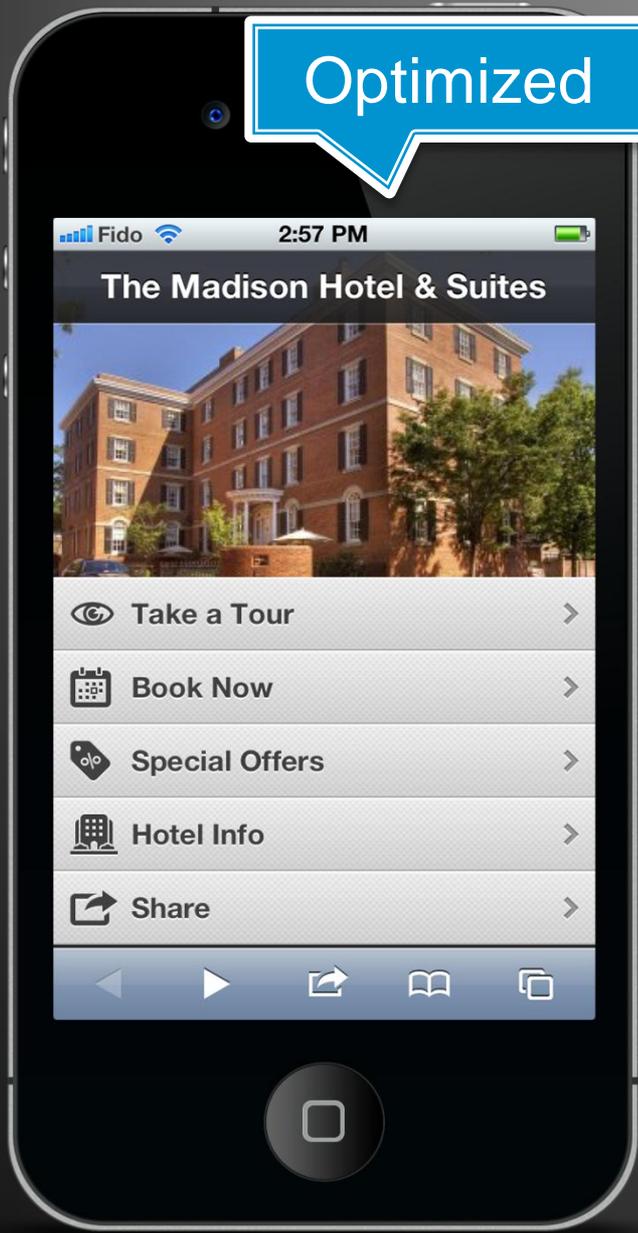
**30%**

**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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Social Hour at Sheraton Norfolk Waterside Hotel

# There's a story here somewhere

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# OTAs are killing it with video

Best

YouTube COMEDY WEEK

ad ▾ ▶ Play Greg Oates 0

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9 **Expedia: Find Your Future**  
by Expedia

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by Expedia

2:04 / 3:20

**Find Your Understanding: Expedia Find Yours**

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1:01

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by Expedia  
9,119 views



# Learn it, Love it & USE IT!



# Twitter is for Millennials



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21 TWEETS   8 FOLLOWING   656,994 FOLLOWERS

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 **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](http://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](http://pic.twitter.com/SuRfQlw8d)  
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Joined: April 6, 2013



**Warren Buffett** ✓  
@WarrenBuffett

Chairman and CEO of Berkshire Hathaway  
Omaha, NE · [berkshirehathaway.com](http://berkshirehathaway.com)

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 **Warren Buffett** @WarrenBuffett 2 May  
Read my new essay on why women are key to America's prosperity: [cnnmon.ie/18eXfik](http://cnnmon.ie/18eXfik).  
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 **Warren Buffett** @WarrenBuffett 2 May  
Warren is in the house.  
[Details](#)

Joined: May 2, 2013

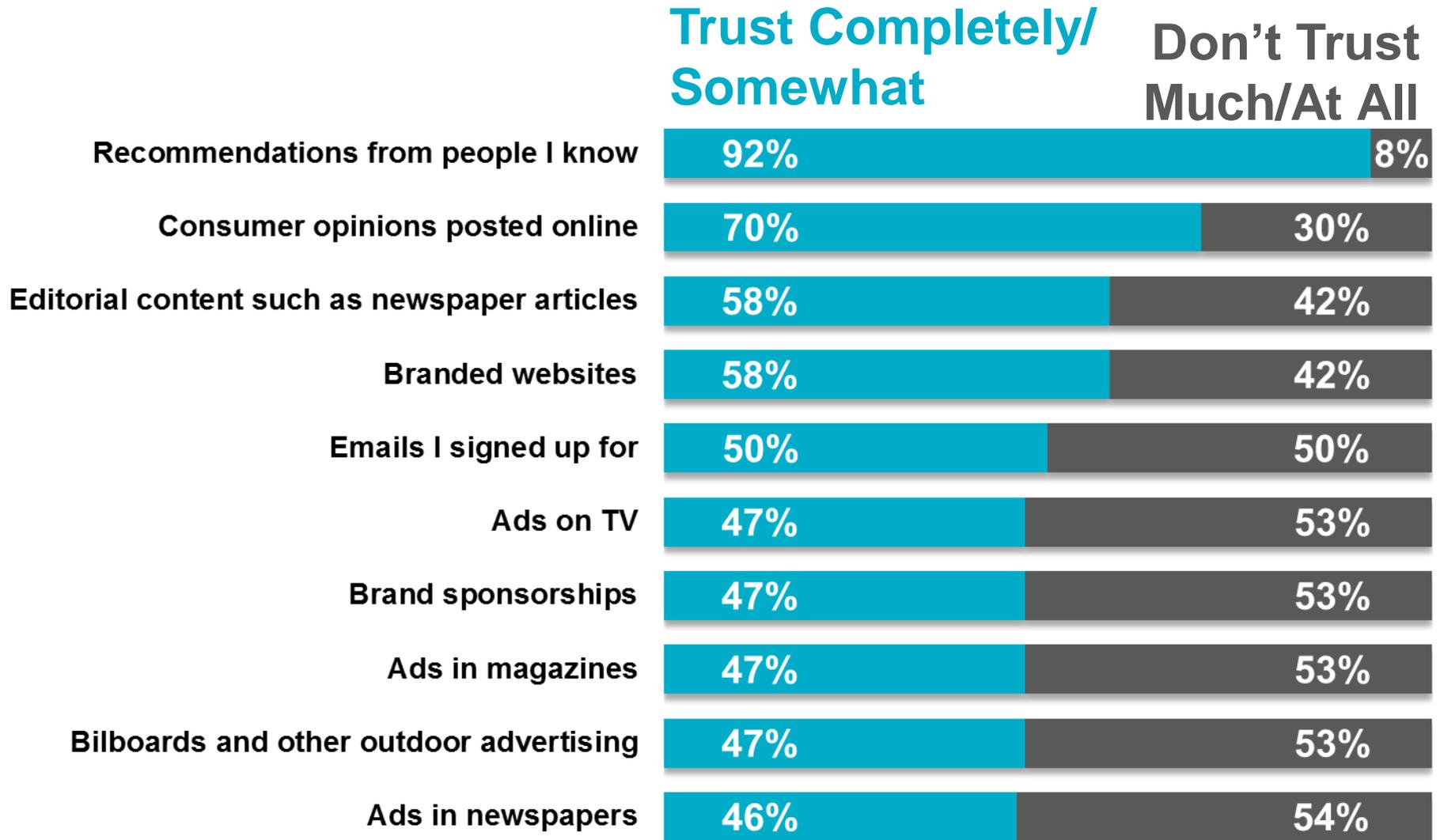
**63%**



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

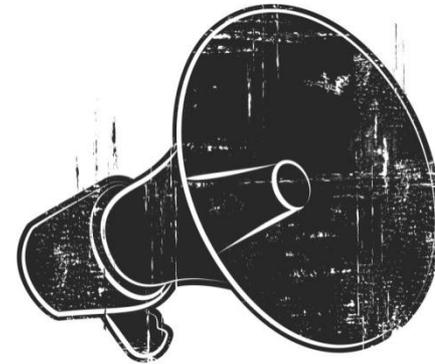
Red Rocket Media

# Who do you trust?



# Bring your story to market

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





A dense collage of travel-related logos and brand names, including:

- American Airlines Vacations, ACTIVE INTERNATIONAL, APPLE VACATIONS, bing Visual Search, bing Travel, book.com, Capital One, Carlson Wagonlit Travel, cheapOair.com, CARPOVIA
- amaDEUS, aRes travel, American Airlines, BlackHillsVacations.com, BANKS SADLER, Cheapflights, CheapTickets, CONFERMA
- Aol Travel, ALADDIN TRAVEL & MEETING PLANNERS, AMERICAN EXPRESS, away.com, Billian IT Solutions, bahamas, cvent, CARRY ON, cheapostay, Concur click. done.™
- EASYTOBOOK.COM, Expedia.com, EscapeTravel, Citysearch, CTG, CONTACT
- EGENCIA, ESCAPE TRAVEL, FEEDROOMS, FLIGHT CENTRE, Google, agta, Galileo, iiwinc
- facebook, hotels.com, Frommer's, FlightEngine.com, Google Hotel finder, GetThere, The GoTravelSites, GOLDMEDAL, FlightBridge
- htl, Hotels.com, hipmunk, jetblue AIRWAYS, KUONI, Lanyon, Juniper
- Hotel Planner, Hotwire, HOGG ROBINSON GROUP, KAYAK, lastminute.com, LONDON & PARTNERS
- mundi, HOTEL SCAN, Interstrand, LOS ANGELES, MyrtleBeachHotels.com, MEETINGSBOOKER.COM
- HOTELENGINE, NETFLIGHTS.COM, nujtravel, NYC, Orbitz, Pleasant Holidays, OneWed, ORBITZ FOR BUSINESS
- octopus travel, RatesToGo.com, Orbitz, Passport One, ACTIVE starCITE, OneTravel.com, SERKO, SiteVista
- Rocketmiles, Room key, rooms.com, Pezarus, Rapid City, SideStep, SIGNATURE TRAVEL NETWORK, SkyLink, Sabre, Travel Network, SWITCHFLY
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- Travel Coupon Guide, travelocity, TravelPod, Travelport, travelocity business, tripadvisor, USAHOTELGUIDE.com, Worldspan
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**The story's just begun...!**

