

ONLINE VIDEO FOR DESTINATIONS

Destinations Brought To Life

Online video gives travel, leisure, and recreation companies an engaging way to highlight destinations and service offerings. With consumers are spending more time than ever viewing online video — according to comscore, online viewers watch an average of 3.4 hours of video per month — companies have a powerful opportunity to *grow their customer base and drive more transaction revenue.*

WEBVIDEOS AS POWERFUL BRAND VEHICLES

- Create video campaigns to connect with consumers and develop awareness of brand attributes. More than three-quarters of the total US Internet audience (75.7%) views online video
- Provide compelling content for viral messages and consumer sharing. 57% of online video viewers share links to the video they find online with others.
- Communicate with existing customers.
- Present a coherent corporate identity and philosophy. 65% of daily internet users consume video content online.

KEY ONLINE VIDEO METRICS

- Showcase destinations through video tours
- Turn a static online presence into an engaging multimedia experience
- Reach a broader customer base through viral sharing
- Repurpose TV advertising online
- Reach a broader customer base through viral sharing
- Sponsor internet based broadcast for product placement opportunity

WORKING WITH PERSISTENCE

- Quality: Production to showcase your content in the best possible light
- Affordable: Competitive production service prices
- Speed-to-Market: Get your content online and to viewers in a timely manner
- Innovative: Keep up with the latest trends in online video

