

Content Matters

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Summary

- Why exploit video now and who's doing it
- Types and styles of video out there
- Affect on conversion
- High street agencies
- The future ?

trailstream

- Dedicated travel content company
- Most prolific creator of video in the travel industry
- Each year film over 1,000 hotels
- Busiest time we'll play over 1 million videos in a month
- Supply tour operators, agents, hotels and broadcasters



Why exploit video now ?

- Increasing interest for video
 - 10% Annual growth in unique viewers watching video *
 - 29.6 million unique viewers aged 15 and over *
 - 4 billion videos viewed in UK in January *
 - Over 54m played from BBC web sites *
 - 300% increase in our own videos played year on year
- General acceptance now that compelling content drives conversion
- Simply the next stage in the evolution of holiday web sites

* Source comScore Video Matrix Service January 2009

Who's doing it ?

- Vertically integrated tour operators
- Other tour operators
- Online travel agents
- Meta search sites
- 6 of the top 10 most visible web sites for holidays now have video



Key decisions....

- Style of video
 - User generated, 'tv' style, inspiration
- Impact of music and voiceover
- Duration
 - How is the content going to be viewed
- Integration with web site


Styles of video - User generated

YouTube Broadcast Yourself™
UK | English

(0) trailstream [Account](#) [QuickList \(0\)](#) [Help](#) [Sign Out](#)

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Tenerife, Costa Adeje, Playa del Duque, Fanabe, Almaciga



0:11 / 4:45

Rate: ★★★★★ 11 ratings **Views:** 11,932

[Share](#) [Favourite](#) [Playlists](#) [Flag](#)

[Send Video](#) [Facebook](#) [Bebo](#) [more share options](#)

Commentary **Statistics & Data**

Video Responses: 0 Text Comments: 5

▶ **Video Responses (0)** [Post a Video Response](#)

▼ **Text Comments (5)** [Post a Text Comment](#)

Show: [Help](#)

mediastan
07 January 2008
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Tenerife, Costa Adeje, Playa del Duque, Playa de Fanabe, Almaciga, Tenerifa, Anaga, Tejde, Bahia del Duque, Canarias, Wyspy Kanaryjskie.

URL: <http://www.youtube.com/watch?v=H6QvJJs>

Embed: `<object width="480" height="295"><param`

▶ **More From: mediastan**

▼ **Playlist (53)** [Stop Autoplaying](#) [Play Next](#)
Tenerife Randomize

36		Tenerife, Costa Ade...	4:45
37		marymar playa de te...	1:11
38		the quanches/canary...	6:51
39		CAPODANNO 2007 / 20...	1:19
40		Tenerife Islas cana...	2:58

▶ **Related Videos**

	Costa Adeje 8,555 views luislosaga
	Playa de Las Americas - Tenerife 22,954 views anapatopes
	Playa Fañabe... 4,775 views jacast39

Styles of video - TV Style

The screenshot displays the First Choice website interface. At the top, there is a navigation bar with links for Home, Sun holidays, Ski holidays, Last-minute deals, Flights, and Holiday destinations. A search bar is also present. The main content area features a listing for Club Del Sol Apartments in Puerto Pollensa, Majorca, with a 4-star rating. Below the listing, there are four accommodation options: Self Catering (from £493), Bed and Breakfast, Meals as described, and Half Board (from £689). A video player window is overlaid on the page, showing a scene of a swimming pool with people swimming and sunbathing. The video player has a 'Stopped' status at the bottom. To the right of the video player, there are four 'Show flight options' buttons and a 'More on this page' section with links for Accommodation, Facilities, Activities, All inclusive, and Local info. At the bottom right, there is an 'Accommodation video' section with a 'Play video' button.

Styles of video - Inspirational

Destinations | Type of holiday | Special offers | Brochures | Your quote/booking | Flying | Why Kuoni

KUONI *No one knows the planet like us*

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Call 01306 747002

[Home](#) > [Destinations](#) > [Africa & Indian Ocean holidays](#) > [Maldives holidays](#) > [Image and video gallery](#)

Maldives

- ▶ [Guide to Maldives](#)
- ▶ [Search Maldives holidays](#)
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Maldives holidays videos

[Photo gallery](#) | [Video gallery](#)



You can stop, rewind & forward-wind by using your controls above.

showing: **Introduction**

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Quicklinks

[Maldives holidays](#) | [Thailand holidays](#) | [Egypt holidays](#) | [Dubai holidays](#) | [Switzerland holidays](#) | [Kenya holidays](#)



 **trailstream**
content on demand

Music and voiceover

The screenshot displays the Balkan Holidays website interface. At the top, navigation links include "Balkan Holidays Home", "Special Discounts", and "Last Minute Deals". The main banner features the "Balkan Holidays Summer '09" logo and a scenic view of a resort. A left-hand navigation menu lists categories such as "Amazing Choice", "Summer 09 Home", "Beach Holidays", "Lakes & Mountains", "Flight Only", "Hotel Only", "Country Tours", "Spice of Life", "Two Centres", "Holiday Info", "Deals & Discounts", "How to Book", "Holiday Information", "Booking Conditions", "Insurance", "Brochure Request", and "Currency Converter".

A video player is embedded in the center, showing a building with the URL "http://www.balkanholidays.co.uk - Balka...". The video content shows a large resort building with a person walking in the foreground. Below the video player, a list of amenities is provided: "Sky Sport • Pool bars • Beach bar nearby • Outdoor and indoor swimming pool • Jacuzzi • Massage & hydromassage • Sauna • Steam bath • Fitness centre • Juice bar • Spa centre • Shop • Billiard room • Internet room • Beauty salon".

To the right of the video player, a "Need help?" link is visible. Below it, a section titled "Sunny Beach" features a gallery of images showing a resort with a large pool and a parking lot. A "Watch Video" button is located below the gallery.

Music and voiceover..

0871 423 8410

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ABTA ABTA No. V0531 COSMOS HOLIDAYS plc

holidays flights hotels & apartments villas lapland distant dreams tours & cruises deals extras

http://holidays.monarch.co.uk - Hotel Victoria Palace in Sunny Beach < Luxury Holiday in Black - Microso...

Close Window

Hotel Victoria Palace Sunny Beach, Bulgaria

© trailstream Ltd 2008

photos video

Facilities

- Swimming pool
- Sunbeds and parasols
- Internet café

Meals and Drinks

- Buffet-style restaurant
- Themed à la carte restaurant
- Lounge bar
- Pool bar
- Snack bar

For Children

- Separate swimming pool
- FREE cots

Key facts

- On the beach
- Main resort area: 50 metres
- 545 rooms
- 4 lifts
- Child age: 2-12 years
- Telephone no: 00 359 554 25490
- Map reference: Off H3
- Official rating: 5 star

Facts

- Some facilities and activities may incur a local

The stylish Victoria Palace Hotel overlooks a fine stretch of golden sands and offers comfortable accommodation in spacious, well-furnished bedrooms and has a pleasant relaxed atmosphere. The

Don't hide it

At a glance

You searched for:
 Departing: 3 Jun 2009
 Duration: 7 nights
 From: London Gatwick
 To: Paphos Airport

Passengers:
 2 Adults

[Change Search](#)

Too many results?

Filter by star rating
 4 Star or higher

Filter by board basis
 Any


Filter by resorts/areas
[All Resorts in Cyprus](#)
[Avia Napa](#)
[Larnaca](#)
[Limassol](#)
[Mountain Retreats](#)
[Omodhos](#)
[Paphos](#)
[Paralimni](#)
[Pevia \(near Paphos\)](#)
[Polis and Latchi](#)
[Protaras](#)

Other options
[Start a new search](#)

My Shortlist

Use the "Add to short list" links where ever you see a hotel you fancy and we'll remember it for you!

http://www.olympicholidays.com - Holidays in Elia Latchi Holiday Village. in Polis and Latchi, - Micr...



Room Types
[Studios](#)
[One Bedroom Apartments](#)
[Maisonette](#)

Facilities
 Children's facilities
 Half Board
 HalfBoard/FullBoard

Special Features
[Wedding Offers](#)
[Reduced Child Price](#)
[Child Stays Free](#)

Special Bonuses:

Summer Special Bonuses (for stays between April and October)

- **FREE** wine in room upon arrival
- **FREE** cake & sparkling wine for birthdays & anniversaries
- **FREE** use of gym, tennis & squash court (daytime)
- **FREE** use of kindergarten (supervised 10:00 - 12:00 & 15:00-17:00)
- **SINGLE PARENTS:** First Child (2-16yrs) stays **FREE** on Half Board with adult occupying single room
- **SAVE 40.00** per child per week when parents reserve separate room for their children
- **WEDDING COUPLES & HONEYMOONERS** receive **FREE** sparkling wine, flowers, fruit in room upon arrival, a candlelit dinner and a 10% discount on drinks.

[Format this page for printing](#) [Close Window](#) - You are on Server: CMS2

8 Next

Per Person: **£450**

Price: £899

nted By: £110

Discounts May Apply.
[next page.](#)

on:
 board

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 fer

s and Duties

[Select and Book](#)

Per Person
 Included

[Show alternative rooms/units](#) (you can change room type after selecting this accommodation).

From	To	Date	Depart	Arrive	Airline/Flight No.	
London Gatwick	Paphos Airport	03-Jun-2009	09:30	15:45	Monarch Airlines MON3468	Wi
Paphos Airport	London Gatwick	10-Jun-2009	17:15	20:15	Monarch Airlines MON3469	Wi

[Show alternative flights](#)

Aulida Hotel

Make it visible

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Your holiday search engine

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online bookings made today*

9103
ATOL
PROTECTED

Home Destinations **Holiday Search** Flight Search City Breaks Skiing Car Hire Links

Refine your search ✈️ + 🏠 **Holiday details**

Holiday to
Tenerife

From
Any North West

When
11/02/2009
Up to 7 days later

Duration
7 Nights

Rooms required
1 room

Room occupants
Adults Under 18s
Room 1 2 0

More options Search

Your last searches
11 Feb, 7nts
10 Feb, 7nts

Holiday search tools
Cheap flights
Advanced search
I know the hotel name
I know when I want to go
I know my budget

LAS VEGAS << Back

Resort Puerto de la Cruz **Board** Half Board
Region Tenerife **Date** 18 February
From Manchester **Return Date** 25 February
Duration 7 Nights **Star Rating** ★★ ★

BOOK BY PHONE
0800 408 5603 £441 Book
Your reference DLH-40442217

Email this to a friend

video

Hotel Catalonia Las Vegas

Flight Code
7206
7706

Antic Ocean, If
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Affect on behaviour

- Number of things happen when you add video to a site
- Customers are drawn to those holidays that have video
- Holidays with video and viewed around twice those without

The screenshot displays the Directline Holidays website interface. At the top, there's a navigation bar with links for Home, Destinations, Holiday Search, Flights, Hotels, Citybreaks, Skiing, Car Hire, and Links. A search bar is present, and a 'SAVE UP TO £100 OFF' badge is visible. The main content area shows search results for Tenerife, with filters for Flight only, Hotel only, and Holiday. The results list several holiday packages, each with a video thumbnail, a description, and pricing information. The packages include Oro Blanco G, Sunwing Rst Fanabe, Sand Club, Laquna Park II, Los Alisios, and Parque De La Paz. The prices range from £338 to £364 per person.

Affect on behaviour

- Customers who view video create more revenue per visit than those who don't
- Uplift is around 100%
- Part through increase in conversion
- Part through increase in average booking value



The screenshot shows the 'directlineholidays' website interface. The top navigation bar includes 'Home', 'Destinations', 'Holiday Search', 'Flights', 'Hotels', 'Citybreaks', 'Skiing', 'Car Hire', and 'Links'. A search bar is present with the text 'Refine your search'. The left sidebar contains search filters: 'Flight only', 'Hotel only', and 'Holiday' (selected); 'To' (Tenerife); 'From' (Any London); 'When' (02/04/2009); 'Duration' (+/- 1 day); 'Rooms required' (1 room); and 'Room occupants' (Adults: 1, Under 18s: 0). The main content area displays details for 'Oro Blanco G' resort, including its location (Playa de las Americas, Tenerife), dates (London Gatwick to 10 April), duration (7 Nights), and star rating (3 stars). A price of £485 is shown. A video player is visible on the left side of the resort details. A call to action states 'This can only be booked over the phone. Please call for a full quote' with the phone number 0800 408 5604 and reference number DLH-43136665.



What about the high street..

- Over 5,000 high street travel agents still active
- Over 65% of longhaul holidays are still sold through the high street
- Customers can get all this rich media home
- How does the high street compare ?
- Mystery shopper: Thomson, Thomas Cook, First Choice, Co-op
 - Struggled to find relevant content
 - Tried to access video over internet
 - Wouldn't play and impacted other users

In-store media server..

- trailstream.tv utilises an in-store media server
- Single small server can store over 20,000 minutes of video
- Server uses net-top-box technology
- HD videos downloaded overnight ready for immediate playback on existing desktop PCs



Future..

- Today video is just another media type
- ‘TV Travel Shop’ model on broadcast TV is difficult model to make work:
 - Small audience
 - Difficult to target relevant offers
 - High content acquisition costs
 - High content delivery costs
- Consider an interactive TV Travel Shop delivered over the internet

Internet changes everything...

- Small audience
 - Massive audience on-line
- Difficult to target relevant offers
 - Let customer interact to choose relevant offers
- High content acquisition costs
 - Simply licence the content
- High content delivery costs
 - 20 minutes of streaming costs a few pence

trailstream - summary

- From nice to have to must have
- Keep in mind content will go out of date - it's not a one off spend
- If you're going to do it do it well
 - Creation
 - Integration
 - Delivery
- This isn't just for the web, high street needs to adopt

