



# Hotelisode (*ho • tel • i • sode*):

1. ***noun:*** A lively 2-minute online travel show dedicated to your hotel.
2. ***noun:*** A dynamic sales, marketing and publicity tool that allows potential guests to experience the sights, sounds, and life of your hotel.
3. ***noun:*** A powerful medium that communicates your brand to your hotel's website visitors.

OM  BASE  
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## Checking in?

When do potential guests form their first impression of a hotel? When they arrive in the dramatic lobby? While checking in with the well-trained staff? Or once they've settled in to their perfectly appointed room? Not in today's web savvy marketplace.

The first view most prospective guests have of a hotel is a photograph or "virtual tour" (panning a still photo) on the hotel's website. Even when done well, they are, by definition, static. The photos – devoid of movement, sound and life – are limited in how much of the experience of the hotel they can communicate. It can make a potential guest check out before they ever check in.

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*"Once an online consumer is interested in a specific destination or holiday, they use the Internet to research and buy."* - Mike Teasdale, planning director, Harvest Digital

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## What's missing from this (hotel) picture? LIFE

When potential guests are comparing properties online, photos definitely help narrow the field. But how do you get the edge so they can click and book with confidence? By bringing your hotel to life using the most powerful medium that exists.

Our hotel video shows – or "hotelisodes" – are entertaining shows filmed with a charismatic host or casted "guest(s)" that showcase a specific property. The hotelisode is filmed on location and exudes the energy of the best travel shows by dynamically immersing viewers in the sights, sounds and heartbeat of the destination. The hotelisode airs on the hotel's website. It can also be used for countless other promotional purposes as well as distributed as a DVD. Most importantly, a hotelisode powerfully communicates your brand to website visitors.



By watching the hotelisode online, potential guests vicariously join our charming host or "guest" as he/she explores the property, splashes in the pool, kicks back in the room, mingles at the

bar and savors the delights in the restaurant. The hotelisode doesn't look or feel like a commercial selling something – in fact, it smacks of the entertaining programs between commercials!

By providing a visceral feeling of the hotel, the show cuts through the marketing clutter and competition to establish a digital relationship with the customer. They're experiencing the vibe – and can confidently choose this property above all others.

*“Those that depend on getting the edge through pricing alone are in danger of losing competitive advantage. Competition is only a mouse click away.”* – Hotel Interactive, May 2007

## What's in a hotelisode? LIFE



- **Engaging Host or “Guest(s)”** – Every hotelisode has a host or a person casted as a hotel guest (or guests, such as a couple). They are chosen for their ability to showcase the hotel’s brand and the casting decision is made in collaboration with the property’s marketing team. Whether charming, hip, fun-loving or reserved, the host is the online “face” of the hotel group. For a family resort, we may even use a family to act as

hosts/guests so viewers can experience the property through the eyes of children and adults.

- **Dynamic Content** – Every hotelisode will be expertly crafted to thoroughly showcase the hotel’s best features, amenities and activities as the host/guest experiences them. A quick spotlight on the hotel’s nearby attractions also leads potential guests to choose this property over the competition.

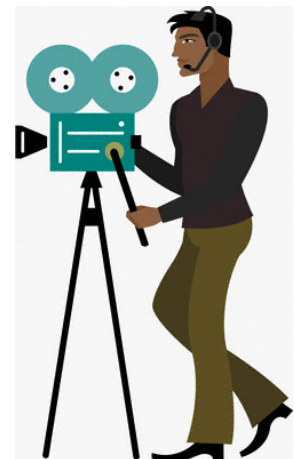


- **Inspired Writing** – A hotelisode soars above a silent “moving picture” or video tour. It’s a scripted travel show that our writers and producers of hundreds of hours of TV travel shows write with style and wit.



- **Professional Production** – From the gorgeous high definition footage shot by our expert crew to the exacting standards in post-production, each hotelisode is created to the highest broadcast quality.

- **Pitch-perfect Music** – Our music supervisor and sound engineer has worked on over 1000 television shows. Cut to a lively, lounge, soulful, or romantic soundtrack, depending upon the hotel, he will infuse the show with just the right tone to communicate the hotel’s essence.





## How do hotelisodes boost the bottom line?

• **Persuasive Sales, Marketing & PR tool** – A hotelisode is a promotional and communication champion for sales, marketing and PR. As both a streaming video show on the hotel’s website and in DVD format, the hotelisode can be used to attract:

- Magazine and newspaper editors
- Television coverage
- Conference groups
- Wedding and party planners
- Travel agents



• **Powerful Branding** – By communicating the “see for yourself” life of a particular property through the hotelisode, the hotel controls the medium, the message, the timing, the vibe and the brand.

• **Increased Web-based sales** – Having a lively hotelisode for website visitors to watch and enjoy can increase the hotel website’s “stickiness” (how long and how often visitors engage at the site). RevPAR increases every time a visitor to the hotel’s website is swayed by the hotelisode to click through and reserve a room.

*According to eMarketer, online consumer travel sales hit \$79 billion in 2006 and will grow at a 17 percent annual rate before reaching \$146 billion in 2010.*

### Why now?

It’s now a video-Ipod, broadband, YouTube, PayPal wireless kind of connected world. As people increasingly turn to their computers and wireless devices for video content, the hospitality industry must talk to potential customers in the engaging language they expect and demand. The frontrunners in video content will garner a larger share of the burgeoning \$79-\$146 billion spent each year by consumers in online travel sales.



### Why Om Base Productions?

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PRODUCTIONS**

We’ve produced more than 100 travel shows in 25 different countries for broadcast television with great network response. We have an exceptional production team with thousands of hours of combined TV and film experience and own our state-of-the-art high-definition camera packages and post-production facilities. We’re committed to putting our creativity, passion and expertise into each hotelisode to showcase your properties in the most captivating light.