

# 360° / Virtual Reality **Hospitality Marketing**

We create an immersive video experience that allows a Virtual Guest to take a journey throughout your property as if they were actually there!

# Interactive Engagement & Ecommerce

Simply put, there are no comparable marketing or advertising solutions that can create an immersive experience to engage your potential guests as they *research, plan, decide* and *book* their next trip.

## Video Creation – 360° and VR

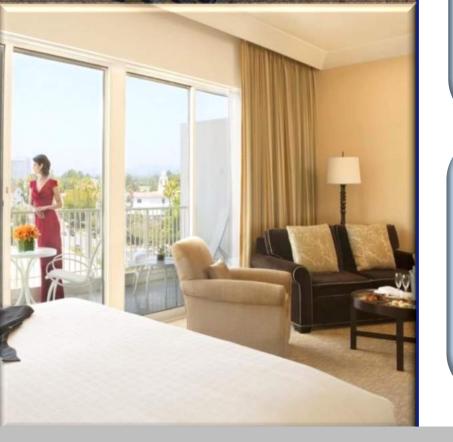
- Ideation, Planning, Collaboration
  - Identify property location scenes
    - Lobby, Restaurants, Lounges, Room Types, Pool, Gym, Spa, Business Center
    - Scene optimization
      - Voice over context and video capture alignment
      - Hotel staff participation

# Video Production – 360° and VR

- Tiered options to accommodate hotel's desires
  - Cost effective package opportunities
  - Custom production
    - Aerial drone and underwater footage
    - Casting, staging, multi camera placements, lighting and sound
- Non intrusive on site production

# Video Interactivity - 360° and VR

- Interactive Components
  - Location Navigation
    - Allowing viewers to navigate to property
    - locations (Lounge, Restaurant, Rooms)
  - Highlight Amenities and Features Integrate picture galleries and video in video to showcase within a location Ecommerce to check rates and book rooms in real time



### Platform Delivery – 360° and VR Mobile, Desktop, Headset

### Video Distribution – 360° and VR

- **Travel Sites**
- Social Media
- Video Distribution Platforms
- Digital 360° ad units
- Video Analytics



#### **Contact: John Henderson**

johnhenderson@nextmediagroup.co

#### Contact: John Mazzacco

johnmazzacco@nextmediagroup.co