



# MAKE YOUR HOTEL 72%\* MORE ATTRACTIVE

Include a bespoke video  
on [virginholidays.co.uk](http://virginholidays.co.uk)

[WATCH A SAMPLE VIDEO](#)



Dear **\_CUSTOMERNAME\_**

Here's something new and exciting for your business.  
An opportunity to attract more customers – by turning your hotel into a video star.

### Why video?

Research shows that an online video can have a big, positive effect on potential customers.

A high quality video will complement your existing still images and text, giving prospective customers a better feeling for your hotel - a sense of what it's like to be there. And it will help them see you as part of our "Rockstar" holiday experience. So they'll be more likely to choose you.

That's why we'd like to help you make a video about your hotel. People will see your hotel's video on:

- >> [virginholidays.co.uk](http://virginholidays.co.uk)
- >> social media websites
- >> touch screens in our dedicated retail stores
- >> TVs in our concierge lounges
- >> monitors in our airport lounges
- >> our mobile apps
- >> and much more

Think of all those sales opportunities for you and Virgin Holidays.

### What will it cost?

We've teamed up with a top production company that can offer us a significantly reduced rate. And we're funding some of the cost of each video ourselves. So you only have to pay a one-off cost of £1,500 - a small price for a high quality video.

### Get ahead of your competition

We can only do this for a limited number of hotels right now – you're among a select 20% of our partners to receive this offer. We'll be starting filming in May. And the first batch of videos will go live in June. So why not take advantage now?

[REGISTER YOUR INTEREST NOW](#)

**If you want to attract more customers, make your hotel a video star with Virgin Holidays**

Yours sincerely,

**Andrew Shelton**  
Marketing Director

P.S. If you have any questions please contact Andrew Sproule (Head of Group Content) on [andrew.sproule@virginholidays.com](mailto:andrew.sproule@virginholidays.com) or call +44 (0) 1293 444 631

Did you know prospects are

# 72%\* more likely

to buy a product or service after watching a video about it. And it's no wonder: a video gives potential customers a far better idea of what you're selling than still pictures.



You can have one of this quality to promote your hotel on our many different media channels.

You are receiving this e-mail because you are a valued partner of Virgin Holidays. If you do not wish to be contacted in future, please [unsubscribe](#) to be removed from further communications. Please note this may take up to 28 days to take effect.

\*This statistic has been taken from <http://morenz.com/blog/fifteen-reasons-to-use-video-for-your-business/>