

# Journey

The hotel marketing agency

I R I S H  
HOTELS  
FEDERATION

An aerial photograph of a large, multi-story stone building, likely a hotel or estate, situated on a lush green hillside. The building has multiple gables and chimneys. To the left of the building, a river flows through a wooded area, with a small bridge visible. In the background, a large, rounded mountain rises under a blue sky with scattered white clouds. The foreground is dominated by dense green trees and foliage.

Video

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Play Sheen Falls





# What was the brief?





Can I afford it?

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A person wearing a maroon shirt and dark jeans is operating a drone. A smartphone is mounted on the drone's handlebars, displaying a live video feed. The person's hand is on the throttle. The background is a warm, orange-toned sky.

# Why video?

# Video

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- ▶ Build brand engagement
- ▶ Sell the experience
- ▶ Promotes decision making
- ▶ Improve conversion
- ▶ Build loyalty
- ▶ Great for Google







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FORRESTER®



A photograph of a forest with tall, thin trees and a grassy field. The text '64%' is overlaid in large white font.

# 64%

Google



A warm, dimly lit dining room featuring a large fireplace with a fire burning inside. In the foreground, a dark wooden table is elegantly set with white glassware, silverware, and folded napkins. A small potted plant sits as a centerpiece. The background shows a classic wooden door and a large silver vase on the left. The overall atmosphere is intimate and sophisticated.

# 70%

|||  
CISCO™



An indoor swimming pool with a blue tiled floor and a white tiled ceiling. The pool is surrounded by a brick wall with arched openings. Several lounge chairs are lined up on the right side of the pool. A large white '80%' is overlaid on the center of the image.

# 80%

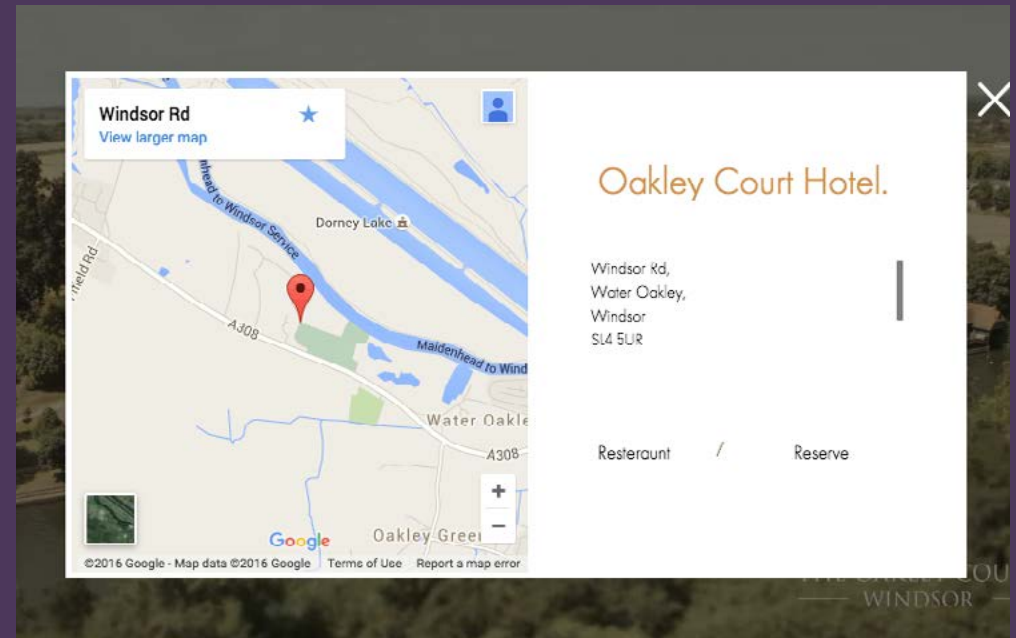
Skeleton



# What's new?

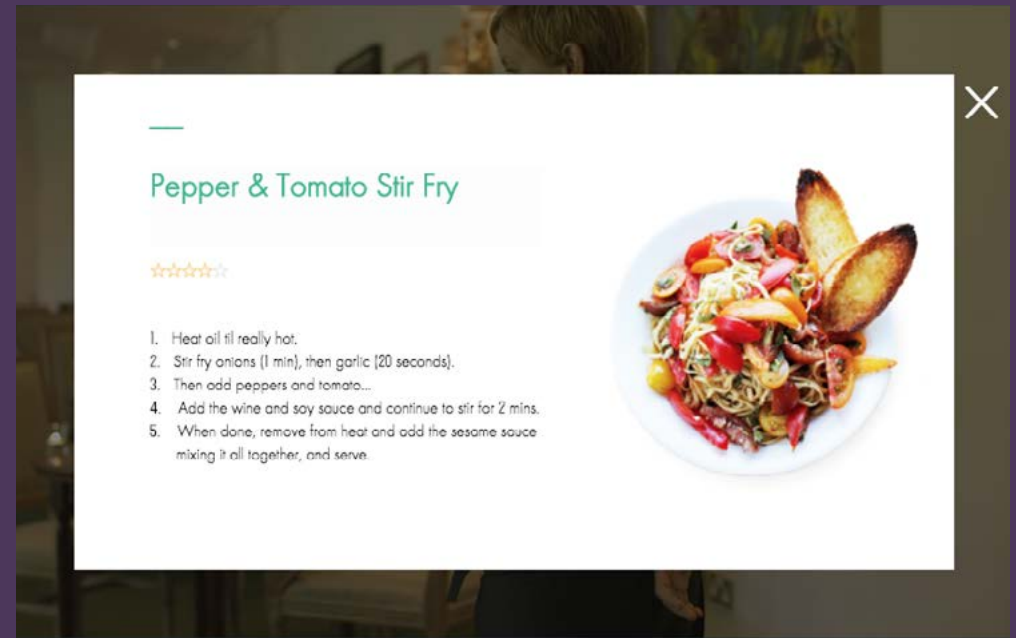
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# Visual storytelling





# Visual storytelling



# How?

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# Channels

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- ▶ Your website
- ▶ Dynamic content
- ▶ E-marketing

# Channels

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- ▶ Sales calls
- ▶ Distribution (GDS)
- ▶ Social Media
- ▶ TV Promo Spots



# Top Tips

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- ▶ Know your market
- ▶ Choose your channels
- ▶ Clear brief
- ▶ Be prepared

# Key Take Aways

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- ▶ Plan
- ▶ Production
- ▶ Distribution



# Journey

**Play showreel**



# Thank you

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