



MARKETING WITH VIDEO

Marketing Advisory Committee Meeting, June 4, 2015

Video Influence Travel Decisions

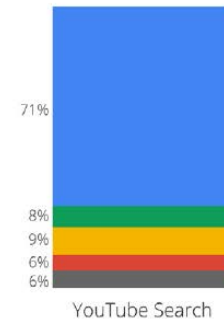


According to a recent study Google conducted with Ipsos MediaCT, two out of three U.S. consumers watch online travel videos when they're thinking about taking a trip.

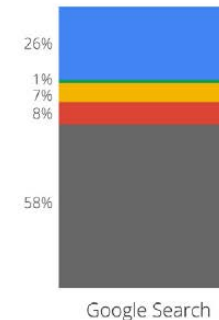
- Destinations
- Attractions/Points of Interest
- General Travel Ideas

Top 1,000 Travel Queries

71%
of travel searches on
YouTube are for
destination names



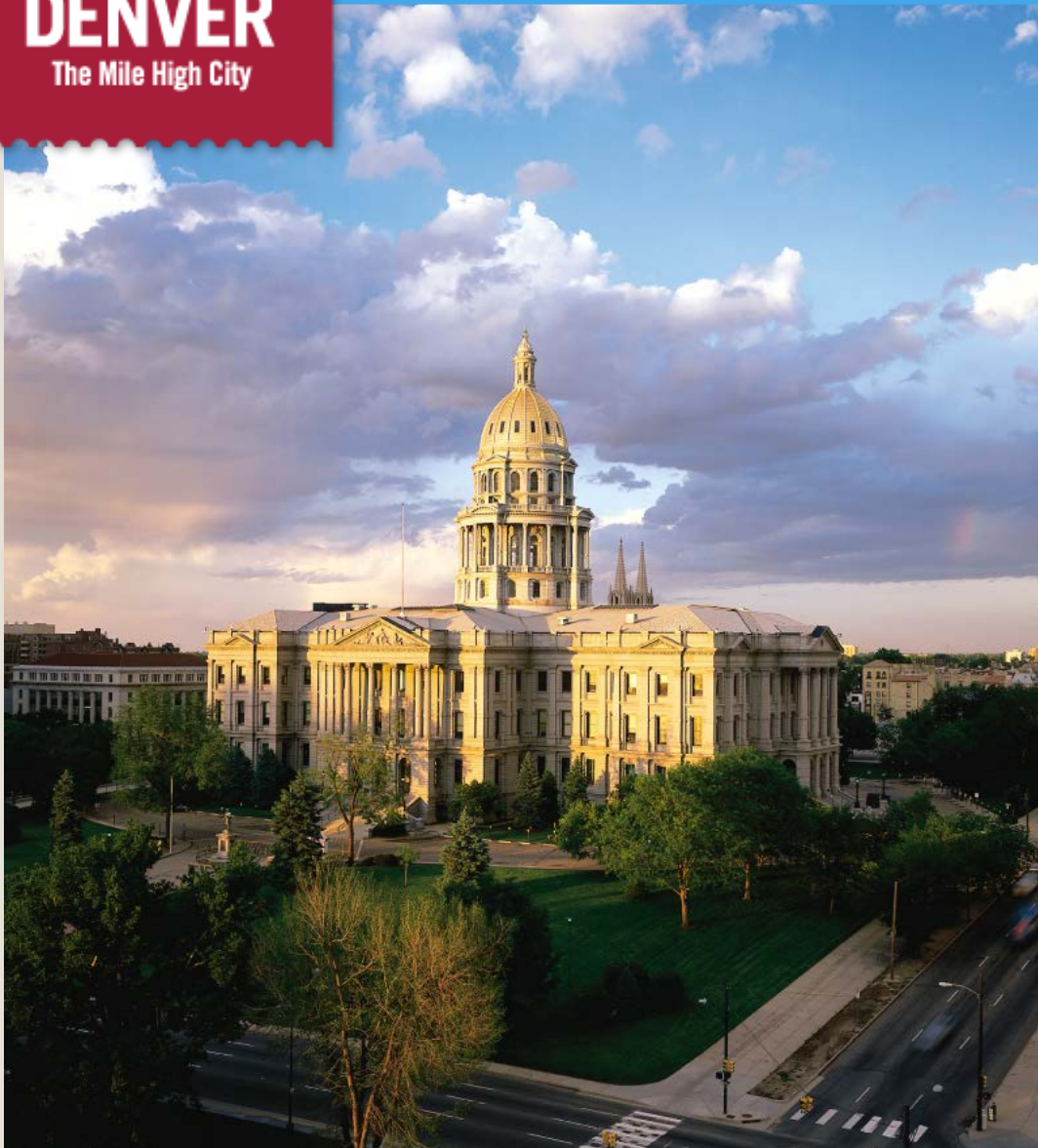
58%
of travel searches on
Google are for
specific brands
or companies



- Destination Names**
(las vegas, hawaii, dubai, paris, etc.)
- General Travel Queries**
(vacations, family, travel, road trip, brazil travel, etc.)
- Local Attractions/POI**
(disneyland, san diego zoo, eiffel tower, etc.)
- Travel Products**
(hotels, flights, bahamas cruise, las vegas hotels, etc.)
- Travel brands**
(jetblue, marriott, hilton, united, etc.)

Source: Google Data, March 2013–March 2014, Search Query Volume, United States.

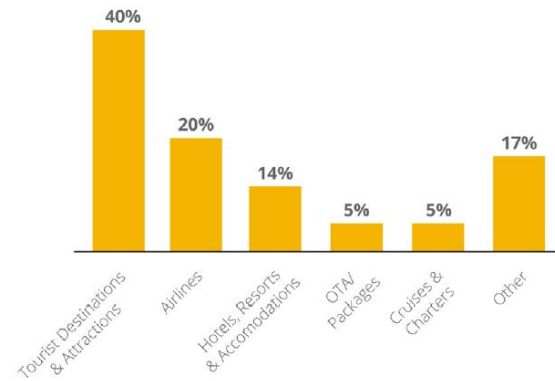
What Are People Looking For?



Compelling Content Grabs Attention

Primary Categories of Travel Videos on YouTube

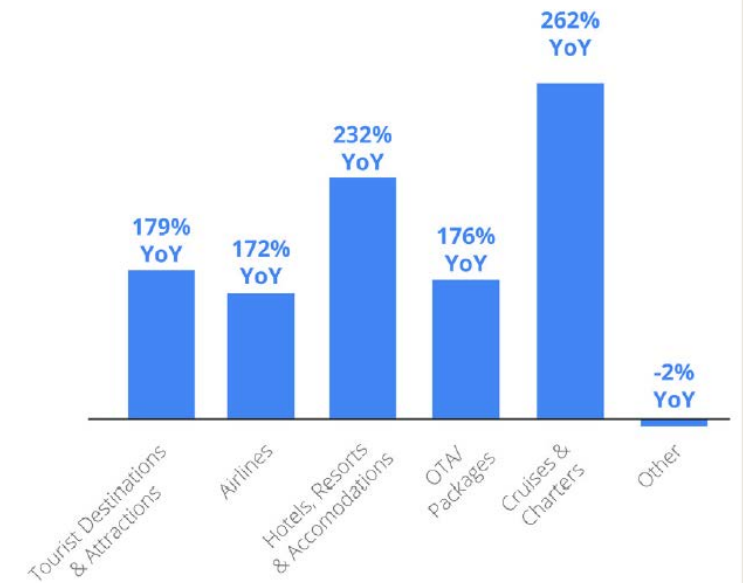
Percentage of Travel Video Views*



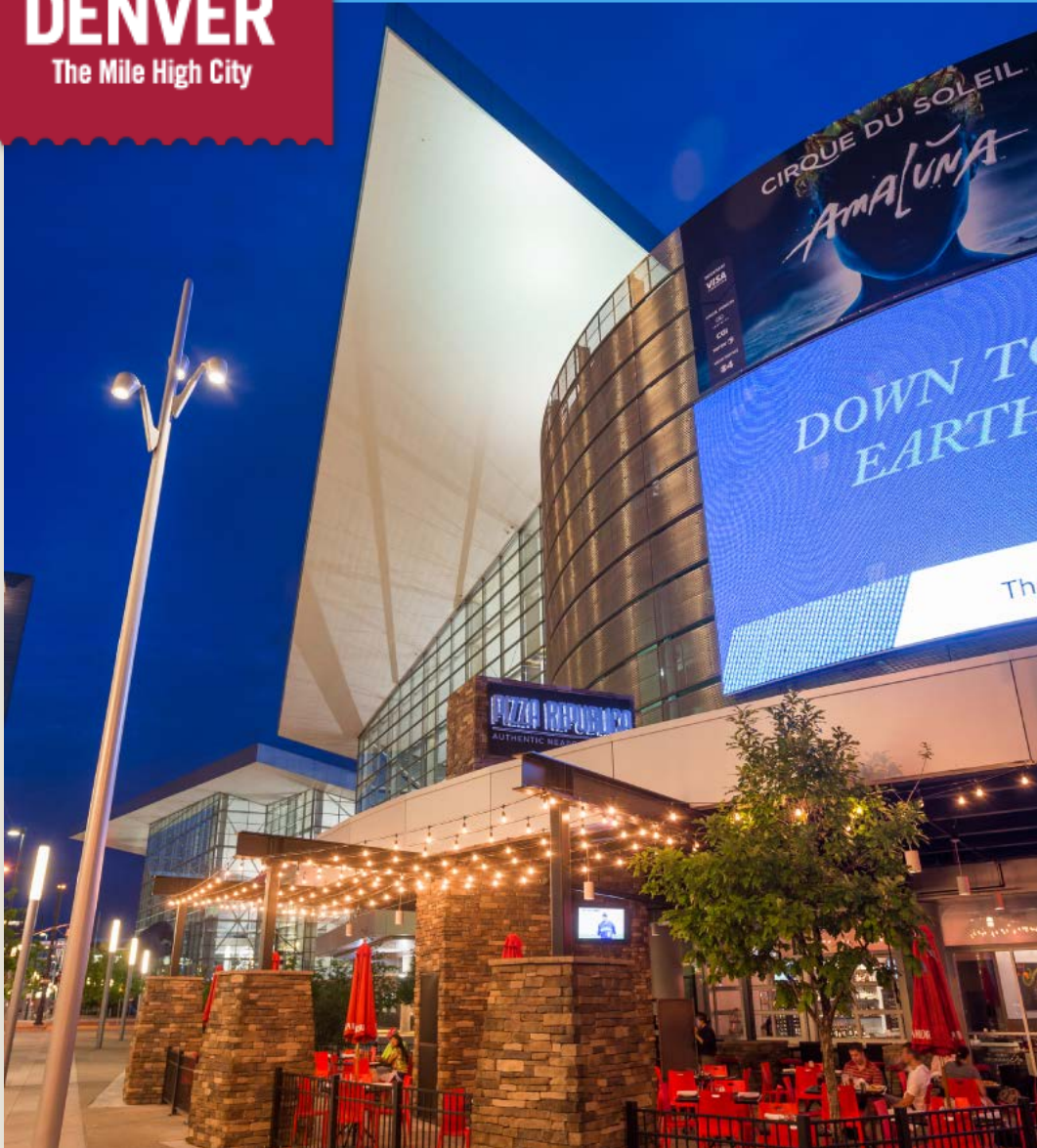
*Sum is 101% due to rounding

Source: YouTube Data, 2012 and 2013, United States.

YoY Growth



Who is Looking?



Travel Channel Subscribers by Age Group



Source: YouTube Data, March 2014, United States.

When Are They Looking?



Videos Influential in Early Stages



Leisure Travelers

When travel videos are viewed

(among those who watched/commented on travel-related video)

65%

When thinking about taking a trip

48%

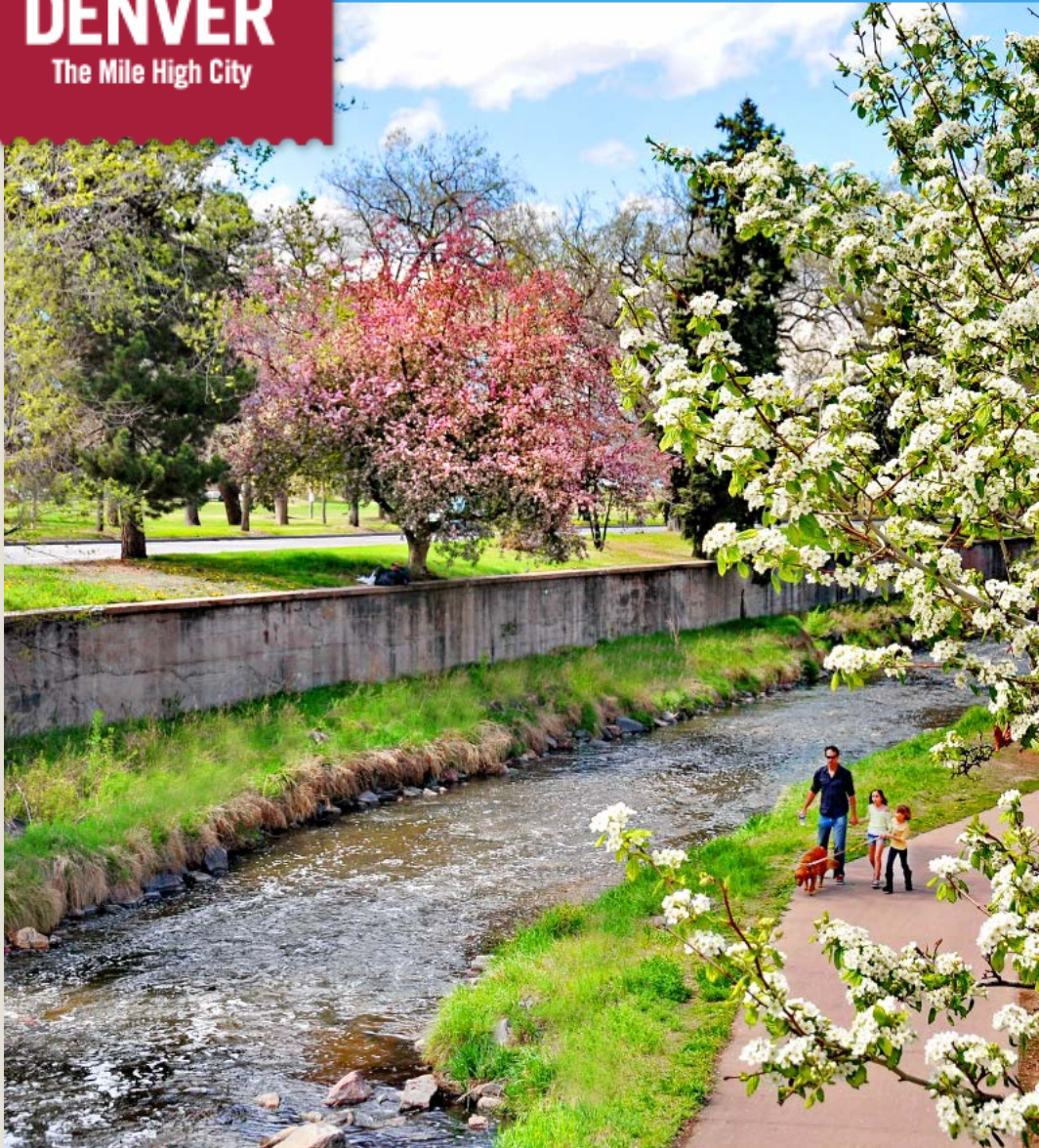
When thinking about what type of trip to take

61%

When choosing a destination



Use Video to Drive Buzz



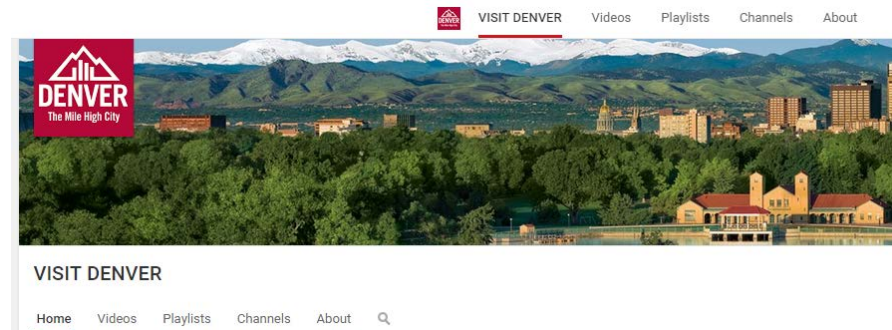
Hot Video Trends

- [Time Lapse/Hyperlapse](#)
- [Tilt Shift](#)
- [Go Pro](#)
- [Drones](#)
- [Trekker](#)

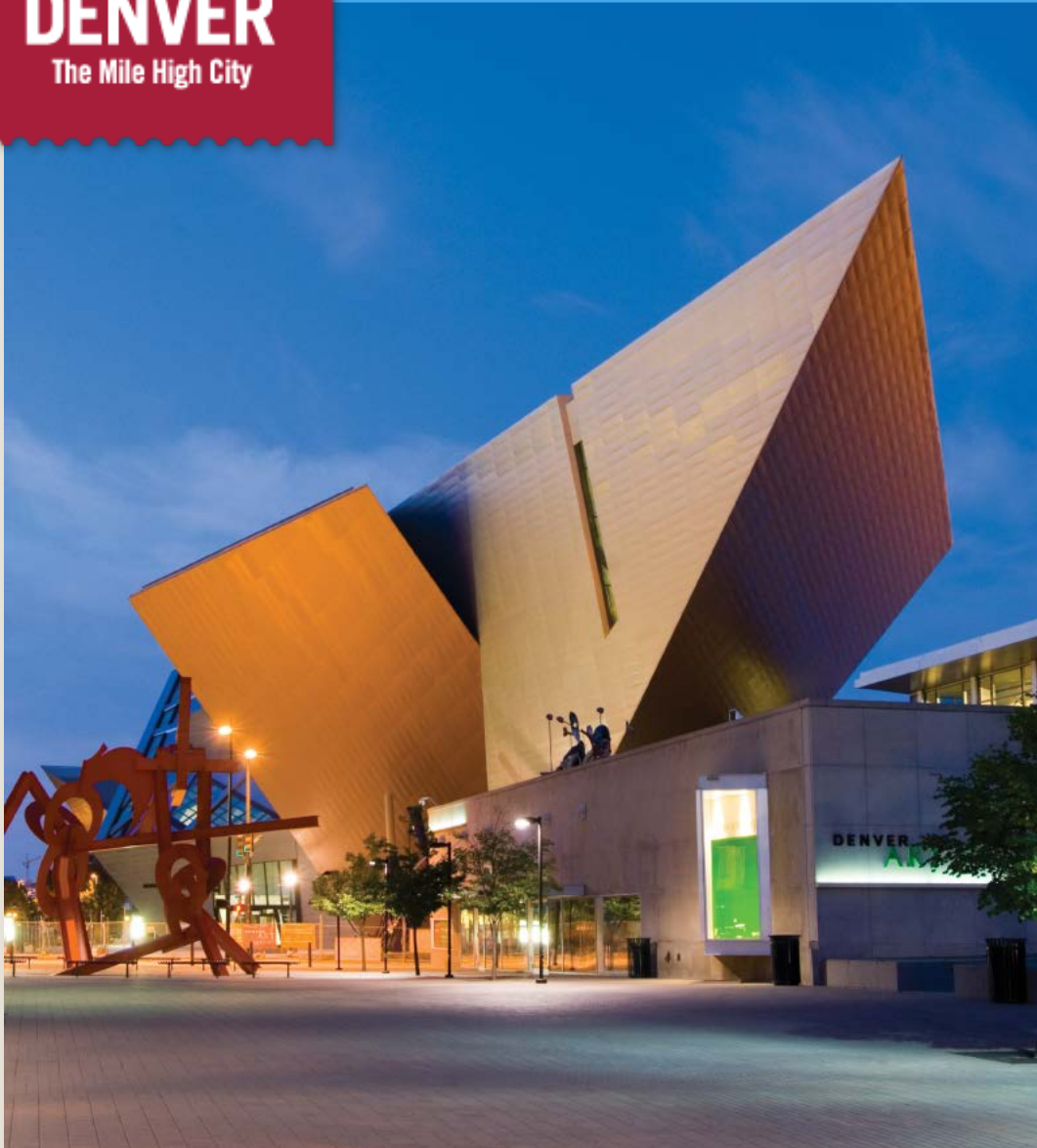
Recent VISIT DENVER Projects



- [Chef Driven](#) (collaboration with Frank Bonanno)
- [Denver Sounds](#) (collaboration with Underground Music Showcase)
- [Collaboration Fest](#) (collaboration with Imbibe!)
- [Red Rocks Moments](#) (for Tourist Information Center)
- [Denver Restaurant Week](#)
- [Planner Testimonials](#)
- Future Projects:
 - Neighborhood videos
 - Convention campaign videos



Things to Consider



There is no “one great way” to make a great video

- Know what you want it to do
- Don't skimp on production
- But don't overspend either
- It's going to take longer than you think
- Hire good talent (or be really lucky)
- Create lengths appropriate for the medium
 - Long-form: six minutes or less (good for YouTube, website)
 - Facebook: one minute or less
 - Instagram: fifteen seconds



THANK YOU!

