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The Future of Hotel Marketing: Beyond Photography

Every day, hoteliers try to convince travelers to choose their hotel over others. To do so, they must illustrate the specific benefits of their property. In conversation with guests, this might not be so difficult — “our rooms were recently renovated, our suites boast superior square-footage and walkout balconies,” etc. — but today most travelers research and book hotels entirely online, making direct business-to-customer conversations less common. Furthermore, exponential year-over-year increases in web activity have made the online marketplace fiercely competitive, with dozens of hotels clamoring for the same guest’s attention. So how can hoteliers reach guests with their specific offer?

In the early days of online marketing, compelling text was often enough to engage prospective guests. Then images became the preferred medium to engage travelers online. Today, hoteliers must offer even more. That’s why the Chateau Victoria invested in Matterport 3D imaging — virtual tours of rooms and suites that can be embedded directly onto web pages or viewed through virtual reality-compatible devices. These 3D tours are information-heavy but extremely eye-catching. They essentially drop prospective guests into the heart of the hotel, showcasing unique benefits in a timely and engaging manner.

Look inside the Chateau Victoria:

[King Suite](#)

[Two-Queen Suite](#)