



# THE TRAVELLING MAN



Building Destinations through Online Video Content



# Online Travel Videography

Captivating stories, told through amazing videography and outstanding imagery, will bring your product to life and transform the way your customers think about you and your product.

But travel is a highly specialised area, so to get the right result every time it requires movie-makers and photographers to have a deep understanding of the industry and traveller aspirations.

Latest stats suggest that video content will account for 69% of all consumer internet traffic by the end of this year, so there's no getting around it, marketers must create new video content if they want to broaden their reach and connect with audiences across the digital world; including blogs, YouTube, social media and with search engines.





# Building Your Destination

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The TravLinkSolutions team has been involved in hundreds of commercial travel shoots across the world and have wide experience in delivering the most effective, dynamic productions, big or small.

Whatever you need, from a re-edit of previous shoots to a major production, we'll provide the finished job to your agreed brief and to the budgets and deadlines you specify.

We'll lock into your knowledge and expertise to conceptualise your destination project, and then submit plans for discussion and approval of content, duration, scripts, destinations, budgets and outcome.

Once the project is agreed, we'll manage the whole shoot: dealing with permissions, permits, regulations, guest waivers, model agencies, actors and all the other complications out there in the world of real people and selling vacations.

# Our 'Hidden Destinations' Series

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TravLinkSolutions has created a templated video solution that delivers beautiful, high-quality online tourism content for promoting local communities and businesses.

We include well known travel industry personalities as presenters and shoot with highly experienced travel videographers and crew.

This unique product delivers a low cost, engaging and highly effective route to increase tourism to a particular town, resort or region.

What's more, we'll draw on over 40 years experience in international tourism to leverage exposure through social media influencers, tour operators and travel agency connections.



# 'Hidden Destinations'

## A simple formula

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### How we do it:

- Templated model
- Liaise with destination sponsor
- Agree project
- Identify destination highlights
- Set up shoot schedule
- Producer/presenter and crew film 3 days in destination
- Editor finalises
- Video approved/released

### What you get:

- 1 x 2 – 5 min main video
- 3 x social media focus videos
- All formats supplied
- Services of experienced presenter, production crew and editors.
- Assistance with networking and distribution
- Social media influencers, travel market connections and tour operators world-wide



## Contact Us:

TravLinkSolutions is based in Switzerland and registered in the UK but operates worldwide. It has extensive commercial and distribution relationships and media connections in UK, Europe, USA, Canada, Australia, New Zealand, South Africa, SE Asia, India and China.



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## The TravellingMan

**Travel Video Production**

**Media Hosting**

**Keynote Speaking**

**Travel Presentations**

**Blogging**

## TravLinkSolutions

**Overseas Representation**

**Growing Market Share**

**Building Destinations**

**Product Innovation**

**Strategy & Branding**

**Marketing & Communications**



*Note 1: TravLinkSolutions/TheTravellingMan is an Associate Member of the United States Tour Operators Association. However, TravLinkSolutions/TheTravellingMan is NOT a participant in the USTOA \$1 Million Travelers' Assistance Program and is not held by USTOA to certain other standards required of Active Members.*

*Note 2: Pictures and credits: JB/Pixabay/Jeff Weiner/Cannon/SimonaB*