

# What Hotels Actually Want From Your Videos

(Based on 100+ Campaigns)

Mind Ur Own Business

# MUOB

Social Media Management

Most creators guess what hotels want and most get it wrong.

This guide is built from real-world feedback across over 100 campaigns run by MUOB. Follow this and you'll start making videos hotels actually use and that get you invited back.



## Keep It Natural, Not Polished

Hotels aren't hiring agencies. They want authentic content that looks like a real guest made it.

- Avoid slick transitions or heavy effects
- Talk naturally, like you're recommending a spot to a friend
- iPhone-quality is fine (even preferred)

## Show the Experience, Not Just the Room

- Start with your arrival or travel moment
- Capture your reaction to entering the room
- Show food, pool, staff, small details, the vibe
- Make people feel what it's like to stay

## People On Camera Perform Better

- Put yourself in the clips
- Even just walking through a door or relaxing with a drink
- It helps build trust?viewers want to see the human side

## Focus on Mobile-Friendly Formats

- Always film in 9:16 for TikTok/IG Reels
- Use captions and light background music
- Aim for punchy edits and movement
- Grab attention in the first 3 seconds

## Highlight These Key Moments

- Waking up or showing the morning view
- Hotel breakfast (pans, pours, bite shots)
- Pool, bathtub, or standout amenities
- Any personal touches or surprises
- Sunset, rooftop, nature, animals, etc



# MUOB Creator Guide

## What They Hate

- No face in the video
- Overly scripted talking
- Slow edits or long intro
- Only static shots of empty rooms

## What They Reuse Most

- 'Come with me to stay at [Hotel Name]' style videos
- TikToks that feel like travel vlogs
- Voiceovers or subtitled clips
- Short clips formatted for Instagram stories or ads

## Final Tip: Ask First

Before you film, ask the hotel:

- Is there anything specific they want captured?
- What platforms do they post on?
- What kind of guests are they targeting?

## Conclusion

Great UGC isn't just about quality, it's about strategy. Give hotels what they want, and you'll get offered paid stays, referrals, and long-term gigs.

Need more help? Join the First Class group for feedback, briefs, and content reviews.

