

# WHAT HOTELS ACTUALLY WANT FROM YOUR VIDEOS

## Based on 100+ Real Campaigns, Not Guesswork

Most creators guess what hotels want. And most get it wrong. This playbook is built from actual feedback collected from over 100 MUOB creator campaigns with real hotel decision-makers.

If you want to: - Get invited back - Be the creator they actually repost - Land paid offers

Then stop making pretty-but-pointless edits, and start creating what hotels *actually use*.

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## 1. DON'T MAKE IT LOOK LIKE AN AD

Hotels aren't hiring you to be a brand agency. They want content that feels *real*. Like something a guest might post — not a perfume commercial.

### The Psychology:

- Polished = staged = untrustworthy
- Natural = relatable = bookable

### Do this:

- Film on your phone (iPhone quality is perfect)
  - Avoid over-editing, transitions, or heavy filters
  - Use real voiceovers, casual subtitles, and moments that feel spontaneous
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## 2. SHOW THE RIGHT MOMENTS — NOT JUST A ROOM TOUR

### What performs and gets reused the most:

- Waking up with a view
- Coffee or breakfast in bed (pours, bites, steam)
- Arriving at the hotel (walking through the door, suitcase shot)
- Room reaction shots — opening the door, the wow moment
- Signature experiences (rooftop pool, bathtub, cooking class, hammock)
- Human touches: handwritten notes, welcome drinks, local snacks
- Pets, nature, animals, sunsets — anything emotive

### Think "guest POV," not "camera operator"

If it wouldn't feel normal to post it to your own story, don't bother.

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### 3. FORMAT IT FOR THE PLATFORMS HOTELS ACTUALLY USE

**9 out of 10 hotels want:**

- **9:16 vertical** format for TikTok and Instagram Reels
- **Captions** (burned-in or native)
- **Upbeat background music** (non-copyright)
- **Fast edits** with movement or story
- **Hooks in the first 3 seconds** (otherwise no one watches)

No hotel is going to repost your moody 90-second cinematic drone piece.

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### 4. BE IN THE VIDEO (AT LEAST A LITTLE)

Even just: - Walking through the door - Sitting on the bed with a coffee - Laughing by the pool

This matters.

**Why?**

- Videos with people feel *real*
- Faces build trust
- Viewers picture *themselves* in the stay

No need to talk to camera if you don't want to. But put yourself *in* it.

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### 5. SHOW THE EXPERIENCE — NOT JUST THE FEATURES

**This is the biggest mistake creators make:**

They show the room, but not the feeling.

**Do this instead:**

- Start with your travel moment — arriving, entering
- Show how it feels to *be* there: vibe, ambience, people
- Film staff bringing a cocktail, the sound of birds, the dinner setting
- Add human emotion — smiles, reactions, surprise

Imagine you're FaceTiming a friend and recommending the place.

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### 6. ASK BEFORE YOU FILM

**Before you start creating, ask the hotel:**

- "What platform are you trying to grow right now?"
- "Do you have any promos or packages you'd like us to mention?"

- "What type of guest are you mainly targeting (couples, solo, families)?"

This positions you as a *strategic partner*, not just another creator passing through.

And it lets you make content that actually helps them.

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## 7. AVOID THESE COMMON MISTAKES

Hotels hate: - Videos with no face or personality - Overly scripted or stiff talking - Long intros or slow edits - Static shots of empty rooms (with zero feeling) - Saying generic stuff like "This place is beautiful!" with no context

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## 8. WHAT HOTELS REUSE THE MOST

**Based on data from over 100 creator campaigns:**

- "Come with me to [Hotel Name]" vlog-style videos
  - Short TikTok edits that feel like a travel diary
  - Voiceovers with personal commentary or subtitles
  - Clips that are easy to reuse in ads or stories (short, snappy, emotional)
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## 9. FINAL NOTE

Making great hotel content isn't about being a great editor. It's about understanding *why* people book hotels and giving owners the content that helps drive that.

If your video: - Makes the hotel look amazing *and* accessible - Builds trust by showing real experience - Is formatted correctly for their social

You'll get rebooked, reposted, and respected.

If not — they'll move on to the next creator.

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## NEED FEEDBACK?

Join the MUOB First Class group to get: - Video feedback from hotel experts - Access to top briefs - Content reviews and direct support

Apply at [muobsocial.com] and stop guessing.