

FILMBANK: Driving in-hotel promotions via the movies

Research shows that hotels can use big brand Hollywood movies to increase in-room spend.

In October 2008 Filmbank —the leading distributor of Hollywood movies to the hotel industry carried out a detailed market research project with research company, Opinion Matters, in order to find out exactly what hotel guests expect from their in-room entertainment during their hotel stay.

The survey canvassed the opinion of 2,900 business and leisure travellers looking into a wide range of consumer behavior in hotel rooms, from what is most important to them during their stay to how they interact with the in-room entertainment system.

Majella Griffin, General Manager of Filmbank, sees the research findings as an opportunity for hoteliers moving forward, as they seek to increase occupancy levels and overall revenues.

“Hotels are already selling movies, and many have invested in hi-tech entertainment systems to offer a sophisticated and flexible viewing experience. Guests are able to experience ‘Dip-In TV’ with the

70% of hotel guests would like to know about in-room entertainment prior to their stay.



ability to watch what they want, when they want and stop and start movies, particularly relevant for those with little time who do not want to be restricted to pre-programmed schedules.” says Griffin.

“However our research shows most guests do not realize that new technology enables them to use the system in this

way even though half the business travellers surveyed claimed this was important to them. This suggests that there is an opening for both hotels and technology providers to encourage more views on the system if this function is made clear.”

PRE-PROMOTION = PRE-BOOKINGS

One of the most interesting statistics from the survey was that 70% of guests are eager to know more about what is being screened either before or during their stay. The fact that almost three quarters of those surveyed were keen to have prior knowledge of which films are available prior to check-in, means that hotels can use tools already available to them, such as their web site or reservation confirmation, to pre-promote their movie entertainment.

“Business travellers are key targets for hoteliers” affirms Griffin. “Our research shows they are three times more likely to use additional services such as roomservice, the internet or the mini-bar. Hotels that can link all these services and movies together have a real opportunity to add additional spend per room.”

Filmbank also provides recent release movies to hotels in an “early window,” meaning guests can see movies after they have been released at the cinema but before they are released on DVD or to satellite television. However,

nearly three quarters of guests did not know they can see Hollywood content this early, and 37% of respondents indicated they would choose to watch the latest movies in their hotel rooms.

With more than 62% of travellers believing in-room entertainment influences their impression of a hotel, hotels

are able to align themselves with one of the most powerful consumer brands—Hollywood.

“Filmbank is keen to work with hotels to turn movies into a real in-room revenue driver as well as a more exciting, much-anticipated experience for the guests themselves,” continues Griffin.

62% of business travellers said that the quality of the in-room entertainment influences their perception of a hotel.



“There is a huge opportunity for hotels to promote their entertainment to guests both before and during their stay. Hotels also have the option of creating promotional packages around key film releases to include additional services such as dining, roomservice and bar facilities. This also offers the possibility of 3rd party tie-ins with other goods suppliers. Hotels are in an ideal position as they provide multiple services and can investigate the possibility of linking these up for an overall promotion.”

CONTACT

Sam Partner
Filmbank Distributors Limited
Warner House, 98 Theobald’s Road
London WC1X 8WB
Phone: +44 (0)20 7984 5975
Email:
hotelvision@filmbank.co.uk
Web site:
www.filmbank.co.uk/hotelvision

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THE PINK PANTHER 2

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internationally to provide in-room entertainment to hotel rooms. Filmbank can also help hotels create promotional packages so they can align themselves alongside one of the most powerful consumer brands - **HOLLYWOOD**.

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