

Destinations Brought to Life

Online video gives travel and leisure companies an engaging way to highlight destinations and service offerings. With consumers spending more time than ever viewing online video — according to comScore, online viewers watch an average of 3.4 hours of video per month — travel companies have a powerful opportunity to **grow their customer base and drive more transaction revenue.**

Brightcove is working closely with major travel and leisure companies to add online video to their content mix. With the Brightcove online video platform, marketers in the travel industry can focus on what they do best while Brightcove takes care of everything else.

BRIGHTCOVE BENEFITS

- **Proven:** Embraced by the largest travel companies in the world
- **Speed-to-Market:** Get your content online tomorrow
- **Quality:** Showcase your content in the best possible light
- **Intuitive:** Designed for non-technical users, including creative pros
- **Affordable:** Priced to fit your interactive budget
- **Customizable:** Easily create unique, one-of-a-kind experiences
- **Innovative:** Keep up with the latest trends in video

SELECTED CUSTOMERS

- The Travel Channel
- National Geographic
- CelebrateGreece.com
- Silver State Helicopters
- Vail Resorts
- NYCTV
- Borgata Hotel & Casino
- Aspen Life
- Carnival Cruises

KEY USE CASES

- Showcase destinations through video tours
- Turn a static online presence into an engaging multimedia experience
- Reach a broader customer base through viral sharing
- Repurpose TV advertising online
- Enhance revenue through integrated advertising campaigns
- Eliminate the need for complex and expensive technology systems

CASE STUDIES

Learn how media companies are using Brightcove in a variety of highly innovative ways at www.brightcove.com/customers/case-studies.cfm.

Stop & Shop: Partnering with its agency, Mullen, Stop & Shop created a consumer-generated media campaign using out-of-the-box functionality.

DuPont: DuPont and its marketing agency developed a highly effective viral marketing campaign that told DuPont's story to a new generation through online video.