

Scene Stealers

How to Reel in Business for Hotels
and Venues

CUSTARD★

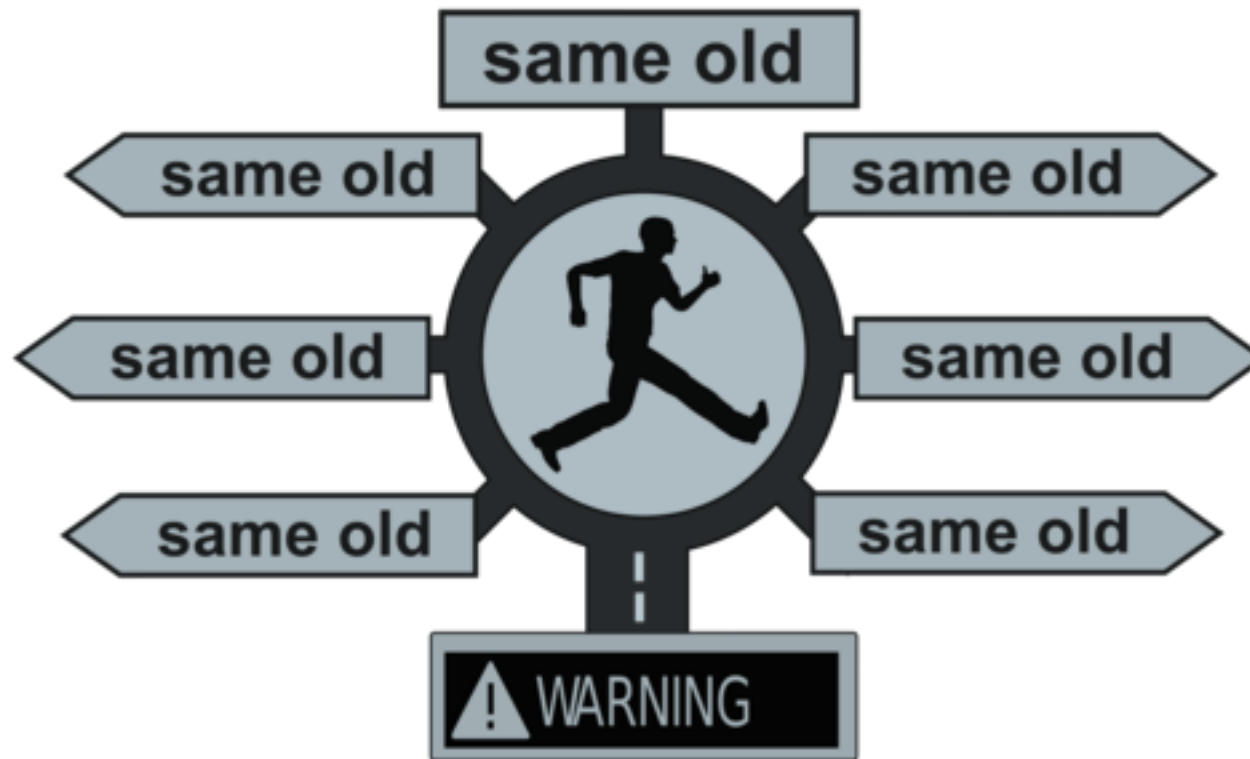


Custard – a short intro

- London-based PR agency for the venue and hotel industry
- Gathering research and insights for the government, for industry and for the media
- Developing and training talent to challenge the thinking of PR
- Trainers in marketing and communications and brand workshops
- Developers of the hotel Crisis Management Model – the Five Cs
- Creating opportunities for clients through media, awards, thought leadership, partnerships and events



Reeling Screen into your PR



It's more than movies...

Traditional film and location

- Iconic filming spots
- Housing cast and crew

News and broadcasting opps

- Weather reports
- News interviews
- Political or major event coverage
- Human interest

Documentaries and factual entertainment

- Amazing hotels
- Hotel makeovers, behind the scenes
- Cooking content

Reality TV and talent shows

- Audition venues
- Competitions
- Love Island, Bake off etc

Thematic and trend driven tie-ins

- Bridgerton
- Strictly
- The Apprentice

Interactive and experiential tourism

- Film themed packages
- Fan trails / geotagging



Why Screen PR?

- Visual storytelling
 - Credibility
 - Digital saturation
 - Trust and authority
 - Brand Awareness
 - Emotional connection
 - Global appeal
 - Media appetite and listicles
 - Inspires incremental bookings
 - Streaming TV is opening up doors
- £1.6bn+ annual impact in UK (VisitBritain)
 - 80 million international travellers choose destinations based on film/TV (UNWTO)
 - 25% of people are inspired by content over advertising
 - Audience behaviour shifts: From passive watchers to active travellers

The content inspired consumer

- Domestic holidays are on the rise again – 28% of consumers are planning a long-stay holiday in the UK (RSM Outlook 2025)
- Slow paced storytelling is creating stronger connections and a sense of yearning
- 3 out of 5 consumers discover new destinations they want to visit through their entertainment content
- According to Booking.com, 21% of travellers globally gather their travel inspiration from TV shows or movies
- Consumers are looking to escape – cost of living, weather and political/economical uncertainty is bringing out the sunshine seekers to find happiness in film locations
- The challenge to seek out locations
- Ted Lasso put Richmond on the map, White Lotus drove bookings for Hawaii, Sicily and Thailand, Succession propelled Norway and The Derry girls set the trend for Irish trips.
- Over half of adults say a place makes for a more appealing day out if it's made it to screen
- 46% will travel further to see places that have featured in their favourite shows/movies
- Guests no longer seek just a bed – they want an experience from the moment they start their search

What's your Why?

- New markets
- Amplification
- Expanding channels
- Revenue structure / rate driven
- Mass marketing
- Brand building/positioning
- Experience led
- Destination drive
- Building interest during low booking periods or year round interest
- Budget – crew bookings, fees
- Why not?

A Wallace And Gromit-Inspired Restaurant Is Coming To London For Two Days Only – And It's Housed Inside A Floating Gravy Boat

Enjoy a gravy cocktail and a gravy-infused dessert, all aboard a floating gravy boat restaurant, at this limited-time opening.

SAM BARKER - STAFF WRITER · 10 FEBRUARY, 2025

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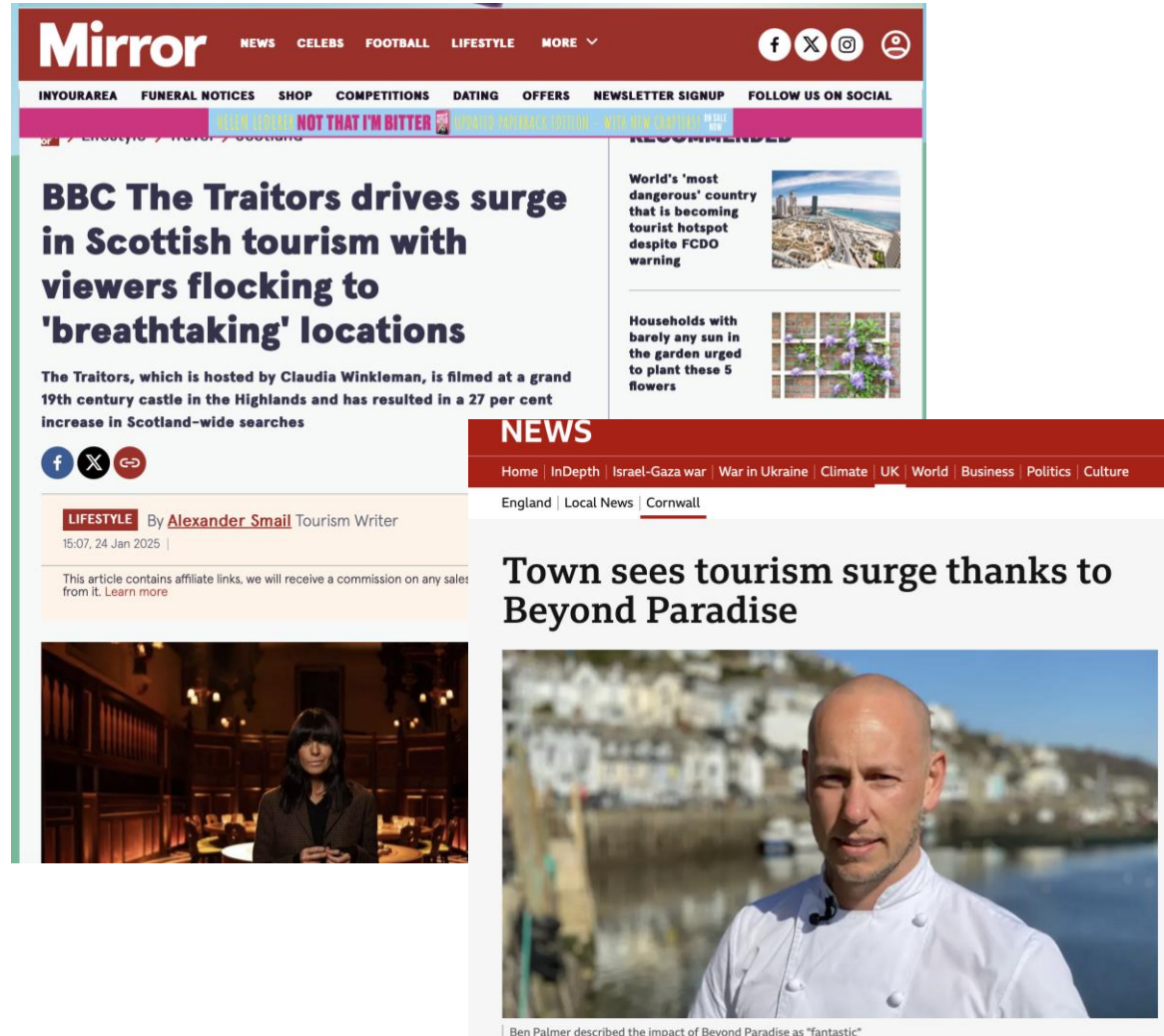


Credit: Aardman Animations - from 'Wallace & Gromit: Vengeance Most Fowl'



Are you ready?

- Website hits
- Guest communications
- Social media
- Content curation
- Packages
- Booking channels
- Internal briefing
- Local PR
- Partnerships
- Inventory
- Scenario setting
- Issues management



Is it worth it? Stand by your beds

- Amount of transactions in the week after transmission increased from 33 to 414 when compared to the same period last year
- Revenue in the week after transmission increased by 2,858.23% YoY
- The average booking value increased by 135.8% YoY
- 144,152 total users on the website during transmission
- But that's not all...



What are the risks?

- Disgruntled guests
- Brand disruption
- Time
- Exposure
- Reviews
- Filming flop
- Dilution of proposition
- Lack of control
- Timing
- Over commercialisation
- Environment/infrastructure



Keeping your hotel on stage

- Local area / fame
- Hooking on to a trend/theme
- Creating packages
- Developing digital content
- Work with digital content creators and super fans
- Website Website Website
- Monitoring SEO
- Creating case studies

Keyword '*Filming set*' - 210 monthly searches -currently ranked 11th on Google, previously unranked

68% increase YOY in views to the filming page



Thank you for your time

@CleverCustard
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