

Hotel Video Checklist

**Ihr Anspruch ist perfekter Service für Ihre Gäste?
Dann sollten Sie mit uns über Ihren perfekten Hotelfilm sprechen.**

Der erste Schritt: Ihr individuelles Angebot. Auf Basis dieser Checkliste können wir Ihnen ein erstes Angebot für Ihr Hotelvideo erstellen.

Wir sind gerne per Telefon 030/ 12084960 oder E-Mail dispo@bmk.tv für Sie da.

Company _____
Contact Person _____
Telephone _____
Website _____

In which channels are you going to use your hotel video?			
<input type="radio"/> Internet	<input type="radio"/> Fair / Exhibition	<input type="radio"/> Cinema	<input type="radio"/> TV
Do you already have a concept, treatment or storyboard?			
<input type="radio"/> Yes	<input type="radio"/> No		
Which style do you prefer?			
<input type="radio"/> Classic	Hotel video with voice-over and hotel representative quotes		
	<input type="radio"/> German	<input type="radio"/> English	<input type="radio"/> _____
<input type="radio"/> Modern	Hotel video with music without speakers		
<input type="radio"/> Individual	A staged short film featuring your hotel in the leading role		
<input type="radio"/> Use of extras / staff	<input type="radio"/> „Hotel only“ without guests		
How long do you want the film to be?			
<input type="radio"/> up to 1,5 minutes	<input type="radio"/> up to 3 minutes	<input type="radio"/> up to 5 minutes	<input type="radio"/> > 5 minutes

Who is your target audience?

- | | | | |
|---|---------------------------------------|-------------------------------------|--------------------------------------|
| <input type="radio"/> Geschäftsreisende | <input type="radio"/> Urlaubsreisende | <input type="radio"/> National | <input type="radio"/> International |
| <input type="radio"/> _____ | <input type="radio"/> _____ | <input type="radio"/> _____ | <input type="radio"/> _____ |
| <input type="radio"/> Alter 18 – 30 | <input type="radio"/> Alter 30 – 40 | <input type="radio"/> Alter 40 – 50 | <input type="radio"/> Alter 50 - ... |
| <input type="radio"/> Budget | <input type="radio"/> Standard | <input type="radio"/> Gehoben | <input type="radio"/> Exklusiv |

Which hotel areas do you want to show in your video?

- | | | | |
|---------------------------------|--|---|-----------------------------------|
| <input type="radio"/> Umgebung | <input type="radio"/> Fassade/ Eingang | <input type="radio"/> Garten/ Terrasse | <input type="radio"/> Lobby |
| <input type="radio"/> Rezeption | <input type="radio"/> Check-In | <input type="radio"/> Zimmerkategorien _____ (Anzahl) | |
| <input type="radio"/> Frühstück | <input type="radio"/> Restaurant Lunch | <input type="radio"/> Restaurant Dinner | <input type="radio"/> Küche/ Koch |
| <input type="radio"/> Bar | <input type="radio"/> Konferenzraum | <input type="radio"/> Fitnessraum | <input type="radio"/> Sauna |
| <input type="radio"/> Pool | <input type="radio"/> Massage | <input type="radio"/> _____ | <input type="radio"/> _____ |
| <input type="radio"/> _____ | <input type="radio"/> _____ | <input type="radio"/> _____ | <input type="radio"/> _____ |

What is the estimated budget for your hotel video?

- | | | | |
|-------------------------------------|-------------------------------------|---|--------------------------------|
| <input type="radio"/> up to 2.000 € | <input type="radio"/> up to 5.000 € | <input type="radio"/> more than 5.000 € | <input type="radio"/> not sure |
|-------------------------------------|-------------------------------------|---|--------------------------------|

Please, send the filled-in checklist by email to dispo@bmk.tv or by fax to 030 / 120 82 562.