

# Vacation Research and Planning Enhanced with Video

## ResortsandLodges.com Brings Destinations to Life Through Custom-Produced Internet Video

ST. PAUL, Minn. – Oct. 31 (SEND2PRESS NEWSWIRE) – This was a bond that was just meant to happen. ResortsandLodges.com, a niche portal Web site that provides advertising for the hospitality and travel industry, recently completed a successful pilot program that brings high-quality, full-motion video to Internet users exploring their options in travel. The Web site is now the first and only one in its niche – and possibly in the entire industry – to present its resort and lodge customers through unique content, color photography and custom-produced, high-quality video.



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“Rich media offers the potential to make the Internet a lot more exciting and useful for people researching their travel options,” said Ryan Bailey, co-founder and Vice President of ResortsandLodges.com. “We felt that video was absolutely ideal for our site. It fits perfectly into our long-standing goal to give our users the best possible tool for choosing resort and lodge vacations worldwide.”

The company recently began visiting resorts and lodges in selected regions

(Branson, MO; Lake of the Ozarks, MO; Estes Park, CO; Glacier Country, MT) on its site, professionally shooting video of each property and its surrounding destination. The company also produced these videos in-house. Each one has been tailored for presentation on a landing-page that is exclusively written and designed to give a clearer and richer understanding of each property's unique vacation experience and features.

ResortsandLodges.com offers visitors a convenient search tool that allows them to search properties by geography, resort type, accommodation type, activity type, amenity type and price range. Once travelers choose a property, they can see an overview and contact information, including a direct link to the property's Web site and telephone number direct to the property, as well as unique content, colorful photography and full-motion video clips.

"Video presentation is proving extremely effective at providing our increasingly adept and discerning travelers a deeper understanding of their upcoming vacation experiences," said Denny Royal, Creative Director at ResortsandLodges.com. "Above all, travel is about experiences. The closer we can get to delivering the actual experience that a property or a destination has to offer, the more useful our tool will be."

With the success of the company's four-region pilot program, you can expect to find full-motion video in dozens of other regions on the [www.ResortsandLodges.com](http://www.ResortsandLodges.com) site, including the North Carolina Mountains, Myrtle Beach (SC), and Lake Tahoe (CA) and many more.

"We are committed to video as the best way to assist the traveler in making informed travel decisions," said Bailey. "Offering video production to all of our partners is a far-reaching way for us to bring high-quality property video to every traveler who uses our site."

### **About Resorts and Lodges**

Headquartered in Cottage Grove, Minnesota, ResortsandLodges.com is owned and operated by Travelnet Solutions, Inc. ([www.travelnetsolutions.com](http://www.travelnetsolutions.com)), a leader in providing complete and dynamic solutions to the hospitality and travel industry. The company's portfolio of brands includes ResortsandLodges.com, ParksandCampgrounds.com, RezTracker.com and Red Rock Resort.

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