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A resource for luxury hotels and restaurants

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Official launch - Luxury Dream Hotels, A Journey Into the Heart of Exceptional Hotels

Category: *Communication/Marketing*
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Posted by *Luxury Dream Hotels*

“74 percent of affluent travellers suggest that they are more likely to book after watching a video.” L2ThinkTank.com - February 2013

In order to confirm their choice of destinations and hotels, future travellers are consulting online videos more and more frequently. To respond to this need, [luxurydreamhotels.com](#) has been created as the first world's website to showcase a selection of 400 exceptional hotels associating original videos and editorial content with a reservation system that guarantees the best available rates.

Dream Hotels for Sophisticated Travellers

Whether it's an eco-lodge at the end of the world, a prestigious palace, a design or boutique hotel or a mountain chalet, Luxury Dream Hotels proposes the most extraordinary establishments in order to respond to the aspirations and the criteria of the most demanding customers.

400 Videos in High Definition

Luxury Dream Hotels was created by media professionals with a true passion for travel. They decided to reference a collection of the most exclusive hotels, using videos and the power of the living image as their key element. An important human, financial and organizational investment was undertaken to realize the project. "Since we felt that the overabundance of hotel offers on the internet were a source of great confusion, we decided to propose a totally different element: the video. Videos reinforce customer experience online and are a powerful source of attraction. With a collection of 400 exclusive and updated videos as well as more than 25,000 photos, we are able to respond to demands that haven't been satisfied up to now," says Marc Rousseau, the founder of Luxury Dream Hotels.

Original and Updated Editorial Content

By associating video quality with strict editorial standards, Luxury Dream Hotels journalists and filmmakers specializing in the area of travel, guarantee quality information that is complete, regularly updated and independent. Luxury Dream Hotels is like a veritable upscale travel magazine which can be consulted online in both English and French.

Reserve Your Vacation With One Click

[luxurydreamhotels.com](#) enables customers to book their vacation directly on the website thanks to a simple and efficient tool which presents only the most favorable rates.

A Blog Dedicated to Hotel Trends and Travel

Integrated into the site, the Luxury Dream Hotels' blog sheds a professional light on the hotel and the travel world in order to better prepare one's vacation. The client can discover the latest news concerning the hotels in the collection, interviews with specialists as well as privileged encounters with celebrities.

Distribution and Sharing

To make its videos available to a wider international public, Luxury Dream Hotels has created a partnership with .FOX Networks, a division of FOX International Channels. "Associating ourselves with Luxury Dream Hotels is perfectly in line with our growth strategy, enriching our catalogue of short videos which at present numbers more than 1,200. This makes us an indispensable player in the area of travel videos, both for the quality of our programs and by the diversity of our catalogue," according to Vladimir Chou, director in charge of .FOX Networks in France.

Active Presence on Social Networks

To create a community spirit and to get closer to users, Luxury Dream Hotels is present on the most popular social networks: Facebook, Twitter and Pinterest. Luxury Dream Hotels shares its visual contents in order to create an interactive social environment around one's vacation.

Luxury Dream Hotels offers users a **unique online experience**. The site's goal is to become a veritable reference in the travel world through its keen perception and the dream it invokes. In its desire to keep changing, it will, as early as this year, propose new addresses and more and more services in line with customer demands.



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This press release has been chosen by [Sylvie Leroy](#)