



Visualise your vacation before your visit

Travel inspiration derives from a multitude of different media outlets. Ahead of your adventures, you may flock to Instagram, online articles or perhaps Tripadvisor for a travel taster of what's to come. However, as the world becomes evermore digitalised, studies have identified that video has grown to be one of the most influential tools for travel inspiration.

In recent years, online video has proven to be a powerful channel for information, education and entertainment, particularly in the travel and hospitality industry, where we've seen impressive growth - Google



The hospitality industry has had to quickly adopt and evolve to cater to the growing needs of travellers for instant access to hotel experiences. It is important to understand that a guest's experience first begins at home, researching which destination to visit and hotel to stay at. Communicating with videos and imagery offers guests a virtual taste of what they can expect during their vacation.

YouTube data shows that travelers are spending more time watching online videos than ever before, with views of travel-related content up 118% year over year (YoY) - Google



At Inkaterra, we've created a film archive, which can be viewed on our [website](#), [YouTube](#) and social media channels. We have also collaborated with brands such as [GLP Films](#) and [National Geographic](#), to bring our experiences, conservation efforts and offerings to life via video.

Welcome to Inkaterra