



**BAYMONT**  
INN & SUITES

Champaign  
Property  
Video Hits  
The Airwaves!

You're Welcome™

Thanks to virtual tours and online video sharing Web sites, potential guests get to evaluate a hotel before making a reservation. A compelling video accurately depicts a property's offerings and ultimately sells rooms like nothing else.

With that in mind, we conducted a "Hometown Hospitality" video contest. Our goal was to encourage video production at the property level. For one of our winners, **Baymont Inn & Suites, Champaign, Illinois**, their video generated quick and immense exposure.

Within days of their victory, general manager Brian Alcorn and sales manager Stephanie Wonderlin were interviewed on WCFN-TV in Springfield, Illinois by newscasters Dave Benton and Jennifer Ketchmark (right). Their video was shown to the viewing audience.

The newscasters praised the Baymont filmmakers for producing a high quality and professional video and for demonstrating the hotel's assets in a compelling way.

Brian and Stephanie both discussed the brand's hometown hospitality positioning and explained that their video shows how their guests



are always provided with a warm, comfortable, and "just like home" setting.

To prove their point, Brian and Stephanie handed the newscasters a plate of our delicious Otis Spunkmeyer cookies. Based on the roar of approval from off camera, the cookies were a big hit with WCFN's entire production crew.

"We were delighted to see the Champaign property's video featured like this on the news," said vice president of marketing Keri Putera. "Their video was well produced and showcased the property's uniqueness and strengths. It's no wonder WCFN profiled them in this manner."

Click [here](#) to view the videos.

[baymontinns.com](http://baymontinns.com)