



#### **YouTube Concierge**

*San Juan Marriott Resort Boasts Innovative Staff Position Responsible for Bringing Guests' Vacation Experience into the Homes of Friends and Family*

**San Juan, PUERTO RICO** - The San Juan Marriott Resort & Stellaris Casino maintains its position as an innovative industry leader with the incorporation of a resident "You Tube Concierge". The San Juan Marriott introduced the revolutionary position in September of 2009, with the simple goal of helping hotel guests share their vacation experience with those back home via online video.

The YouTube Concierge spends time each day around the resort offering guests the chance to record a quick 30-second video, free of charge, that can be sent to friends, family or co-workers back home. The video clip is shot, formatted with a professional opening and closing slide and uploaded to the "San Juan Marriott Live" YouTube Channel, <http://www.youtube.com/sanjuanmarriottlive>, for guests to share.

"Most of us have posted a picture to Facebook with a camera phone or recorded a quick video on their digital camera while on vacation to show family and friends," commented Director of Marketing Julian Cable-Treadwell. "We wanted to find a way to help guests chronicle the great time they are having without having to worry about bringing a camera to the pool or the beach and make it simple for them to share this experience through the popularity of an on-line web channel."

#### How it Works:

- The YouTube Concierge records a guest's video clip (appx. 30 seconds) with a professional handheld digital recorder
- The guest provides written consent to post the video on YouTube and is given a card with the URL to find their video
- By 5:00 pm that evening, voila, they can visit the dedicated YouTube Channel to view their video and share it with friends and family. (Presenting the YouTube Concierge business card at the hotel's business center allows guests 15 minutes of free time on the business center computers with access to the internet)

The YouTube Concierge captures guests spending time at the beach, poolside, in the lobby bar and elsewhere around the resort.

"We've taken the do-it-yourself flip-cam a step further and are creating quality video clips for our guests, and then making it easy for them to show friends at home where they are and what they're doing on their vacation," Cable-Treadwell said.

For more information about the YouTube Concierge or the San Juan Marriott Resort visit [www.marriottsanjuan.com](http://www.marriottsanjuan.com) or call 1.888.817.2033.

Experience a tropical beachfront setting, amazing picture perfect views along the Atlantic Ocean, multiple sundecks packed with palm trees, lounge chairs, hammocks and cabanas, a swim up bar and so much more. The San Juan Marriott provides a relaxing environment, luxurious guest rooms and suites, full casino, invigorating spa, two elaborate swimming pools, meeting facilities, six dining options and a lobby lounge for nighttime entertainment.

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