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Mirjan Films · Corfu, Greece

FREE GUIDE · PDF

Hotel Video Planner

For hotels, villas and wineries in Corfu: plan one shoot that works on every channel.

For: Hotels, villas, wineries and local brands in Corfu.

A good hotel film is planned long before the camera arrives. These pages walk your team through the decisions that shape the shoot: what the film has to do, where it will live, when to shoot and what to show.

Fill it in with the people who run the place. The last page is a one-page brief to send.

#01 What the film has to do

Tick one or two. A film that tries to do everything does nothing well.

- [ ] Bring more direct bookings
- [ ] Show the experience, not just the rooms
- [ ] Launch something new: a renovation, a restaurant, a new season
- [ ] Reach a new market or a new kind of guest
- [ ] Help hire staff for the season
- [ ] Feed social media all year round
- [ ] Other: _____

#02 The feeling

In one sentence: what should a guest feel when the film ends?

#03 Where it will live

One shoot can cover every format, as long as each one is planned before the camera rolls.

- [ ] Website hero film, 60 to 120 seconds (16:9)
- [ ] Instagram Reels and TikTok (9:16)
- [ ] Instagram feed and ads (1:1 or 4:5)
- [ ] YouTube (16:9)
- [ ] Booking platforms and travel partners
- [ ] A screen at the reception or in the rooms
- [ ] Stills from set for the website and the press

#04 When to shoot in Corfu

- [ ] **Spring, April to May**
  Green hills, wildflowers and mild temperatures. Easter is one of the biggest events of the year on the island: a gift on camera, a challenge for logistics.

- [ ] **Summer, June to August**
  Long days and stable weather, but high season: full pools, busy roads and a hard midday light. Plan the day around the morning and the golden hour.

- [ ] **Autumn, September to October**
  The sea is still warm, the light is softer and the island is calmer.

- [ ] **Winter, November to March**
  Corfu is one of the wettest parts of Greece, which is why it stays so green. Quiet, but keep weather days in the schedule.

#05 Guests in the frame?

Before the season opens, the place is calm and easy to film, but without guests. In season it is alive, but busy. Which does your film need, and when could we shoot?

#06 Shot list

Tick what the film must show, and add what makes your place different.

ARRIVAL

- [ ] The approach and the entrance
- [ ] Reception and the welcome
- [ ] The first view

FOOD AND DRINK

- [ ] The kitchen at work
- [ ] Signature dishes
- [ ] The bar at golden hour

THE PLACE AND THE ISLAND

- [ ] Pool, spa, garden or beach
- [ ] Sunrise or sunset
- [ ] A nearby village, a beach or the Old Town
- [ ] Experiences: boat trips, walks, tastings

ROOMS

- [ ] The best rooms in morning light
- [ ] Details: textiles, materials, the bathroom
- [ ] The view from the bed or the balcony

PEOPLE

- [ ] Staff at work
- [ ] The people behind the place
- [ ] Guests, with their consent

OTHER:

#07 Before the shoot day

For your team, a week before.

- [ ] Rooms chosen, cleaned and dressed
- [ ] The day's schedule shared with every department
- [ ] Staff who appear know their time and agree to be filmed
- [ ] Guests who appear have agreed in writing
- [ ] Uniforms, signs and logos checked
- [ ] Areas kept free of guests at the right times, if needed
- [ ] Music decided: original or licensed
- [ ] One contact person on site all day

#08 Your budget range

- [ ] Under €3,000
- [ ] €3,000 – €10,000
- [ ] €10,000 – €25,000
- [ ] €25,000+
- [ ] Not sure yet

#09 Your one-page brief

Copy your answers here, then send this page as a photo or a scan, or type it into the contact form.

HOTEL, VILLA OR BRAND

NAME AND EMAIL

WHAT THE FILM HAS TO DO

WHERE IT WILL LIVE

MUST-HAVE SHOTS

PREFERRED MONTHS

BUDGET RANGE

DEADLINE

Send it to mirjangjergjevica.com/contact/

MIRJAN FILMS · CORFU, GREECE

Ready to plan the shoot?

Send the brief, or a few lines about the place and the season. One shoot, cut for every channel you sell on.

Start a conversation →

Mirjan Gjergjevica is a film director based in Corfu, Greece, and the founder of Mirjan Films. The Jews of Corfu (2022), directed, shot and edited by Mirjan, was selected for the 24th Thessaloniki Documentary Festival and the 19th San Francisco Greek Film Festival.

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