



# Case Study

Viator Takes Off with  
Seamless Video Workflows



**viator**®



# Meet the Explorer Behind the Lens

One of the biggest names in travel experiences, this global platform helps adventurers book unforgettable activities—from sunset sails in Santorini to food tours through the backstreets of Bangkok. Their business is all about showcasing the world through immersive, scroll-stopping content. And to do that, they rely heavily on video.

But when your teams are spread across the globe and new content is landing daily from every corner of the planet, managing it all can feel like missing a flight connection in a foreign airport.



66% of travelers watch online videos when thinking about taking a trip

52% continue watching videos after booking to prepare for their experience.

Mobile-first vertical travel videos have **4x higher** engagement on social media than static imagery



# The Problem:

## Lost in (Video) Translation

Viator's creative engine was cranking at full speed—but their media workflows weren't exactly jet-set ready. As they scaled up to support global content, they hit turbulence:

- Footage from international shoots was slow to reach home base—putting projects on standby.
- Their content library was scattered across drives, servers, and inboxes like luggage at a baggage claim.
- Reusing footage was practically impossible as existing footage was unfindable or forgotten about.
- Global teams couldn't easily collaborate, and version control was chaos.

It was time to bring everything (and everyone) together—with a system built for travelers.



### Did you know?

Influencer and user-generated content makes up 25–30% of travel brand video libraries, which needs to be properly tagged, approved, and licensed—a challenge without MAM.





# The Solution: IPV Curator

Enter IPV Curator, the Media Asset Management platform that turns media mayhem into smooth sailing. Curator helped Viator ditch the duct-tape workflows and launch a streamlined, cloud-powered video journey:



## Remote Footage, Instant Access

Now when Viator shoots in Tokyo on Tuesday, their editors in Austin can start cutting by Wednesday morning—no long upload times or hauling hard drives through customs. Curator's proxy editing means remote teams can jump right into the action.



## Tag It, Find It, Post It

From “sunrise surfing” to “Tuscan vineyard tours,” every clip is tagged and searchable. AI-assisted metadata and semantic search mean no more scrubbing through footage or emailing, “Hey, where’s that llama shot?”



## One Global Library to Rule Them All

Creative, marketing, social, and paid media teams all access the same organized, centralized content library. Everyone's in sync, no matter the time zone—or timezone confusion.



## Lock It Down Like a Travel Vault

Pre-release promos and exclusive footage stay locked up tighter than a carry-on with TSA locks. Curator's single-tenant cloud keeps their assets secure, with watermarking, SSO, and full access control.



## Did you know?

60% of marketers in the travel industry say they spend more time managing media assets than creating them, due to poor organization and lack of remote access.



# Borderless Content. Seamless Collaboration.

With IPV Curator, Viator now travels at the speed of storytelling:

- Video turnaround time cut by 30% or more
- No more lost files or duplicated edits—just seamless reuse
- Global collaboration that actually feels... collaborative
- A secure system trusted by world-class creative teams and IT alike

Video isn't just a travel tool—it is the ticket. Studies show over 70% of travelers rely on video to decide where to go next. When your content inspires wanderlust, you've got to be ready to publish before the dream fades.

With Curator, Viator keeps their content flying high—no delays, no missed connections, no reroutes. Just smooth collaboration, beautiful video, and secure, centralized control.

## Ready to upgrade your travel brand?

Book a meeting now to see first class media workflows.

[Book a Meeting](#)



## Did you know?

Travel brands report a 30–50% reduction in video production time when adopting cloud-based remote workflows.