



New Orleans Marriott Renovation

Introduction

Hurricane Katrina caused widespread damage to structures within New Orleans. Many companies experienced severe damage to their buildings and infrastructure. The New Orleans Marriott saw the damage to their building as an opportunity to update and renovate several areas of the hotel.

During construction, the Marriott sales staff needed a way to show prospective clients a detailed view of what the hotel would look like post-construction. To support their pre-opening sales effort, the New Orleans Marriott contracted VisionaryFX to develop and implement a 3D Architectural Visualization to show potential customers a vision of the renovated property.

Situation

While the New Orleans Marriott was under construction, resort sales needed a way to bring their renovation project to life before construction was complete. They needed a way to show clients details of what the hotel would look like when finished. They needed to increase prospects' comfort level while booking events in an under renovation building. In order to pre-sell meeting spaces and get event booking and planning underway meeting professionals needed to get a feel for the completed spaces.

Project

VisionaryFX's creative team designed a highly detailed 3D Visualization of what renovations would look like when completed.

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3D RENDERING & ANIMATION
ARCHITECTURAL VISUALIZATION
VISUAL EFFECTS



We used blueprints, CAD drawings and interior design specifications to build a virtual walkthrough of newly renovated areas of the hotel. Details included chandeliers in the main lobby, pull-away beds in the concierge suite, and exact fabric of table cloths. VisionaryFX developed an accurate, visually appealing 3D sales and marketing DVD that let the New Orleans Marriott bring their newly updated hotel to market before it opened.

Marketing Objectives

- Create a real-life tour to effectively reach potential customers -- especially meeting professionals.
- Showcase the newly renovated New Orleans Marriott.
- Generate sales prior to grand re-opening.

The meeting space, hotel amenities, and general décor were unique. The space needed to be carefully illustrated to convey these details to meeting professionals and guests, who needed to realistically visualize the space and amenities as it would be for their event.

Target Audience

The primary audience was US-based meeting professionals and potential guest room customers. Those groups needed to view the pre-build presentation and book the hotel's meeting space while renovation proceeded. The presentation was delivered through DVD and the hotel's website.

Research, Planning and Implementation

In order to complete the Marriott's 3D Visualization, blueprint and interior design specifications were collected. Modeling and textures replicated



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what the finished building would look like. Specific detail - such as restaurant silverware was created to ensure that viewers would see the hotel as it would appear when renovation was done. An essential part of the presentation was showing the versatility of available meeting spaces and guest suites. During renovation, some spaces would remain untouched while others were completely modified. VisionaryFX captured and blended old and new to make a single seamless Visualization.

Message and Results

The key message of this 3D Visualization was, "This is an exact rendering of what the New Orleans Marriott will look like when renovations are complete. You can feel confident we can handle your event and encourage you to reserve your space as soon as possible."

VisionaryFX used its extensive hospitality industry background to depict a meeting professional's site visit from start to finish. This 3D Visualization let the New Orleans Marriott sales staff show current and prospective clients a virtual reality of the renovated hotel. They successfully brought their hotel to market pre-opening.

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