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Creative Resources Group launches Holiday Vacation Condominium website

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Creative Resources Group (CRG) has launched Holiday Vacation Condominium's new www.holiday-vac.com.

Holiday Vacation Condos is a timeshare resort near the Cape's best beaches and activities. In creating their new website, CRG capitalized on this by producing a video virtual tour, designed to inspire potential vacationers with local scenes of family fun.

A demanding deadline and inclement weather forecast left CRG with just one day to shoot over 10 locations. "Pre-production was key," said creative director Charlie Rasak. "We planned and mapped everything based on our script." The production schedule was intense, but CRG videographer Caleb Rasak and editor/associate producer Jessica Banis worked together to keep everything on track.

In one day, their video production crew took six actors on a Cape Cod vacation. Beginning with shots of check-in and swimming in the pools at Holiday Vacation Condos, they traveled to and shot footage at Hyannis Golf Club, Barbara's Bike Rentals and the Cape Cod Rail Trail in Dennis, Bass River Kayaks in Dennis, Pirates Cove Mini-Golf in Yarmouth, Spanky's Clam Shack in Hyannis, the Hyannis Harbor docks and Main St., the Cape Cod Carousel & Funhouse Arcade in Hyannis, Katie's Homemade Ice Cream in Hyannis, and finally, a sunset at Covell's Beach in Centerville.

Now integrated in a clean, modern website design, the virtual tour is a unique asset sure to attract potential vacationers to Holiday Vacation Condos as well as all the locations featured. The holiday-vac.com also features new facility photos, links to area attractions, online booking, and more.

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