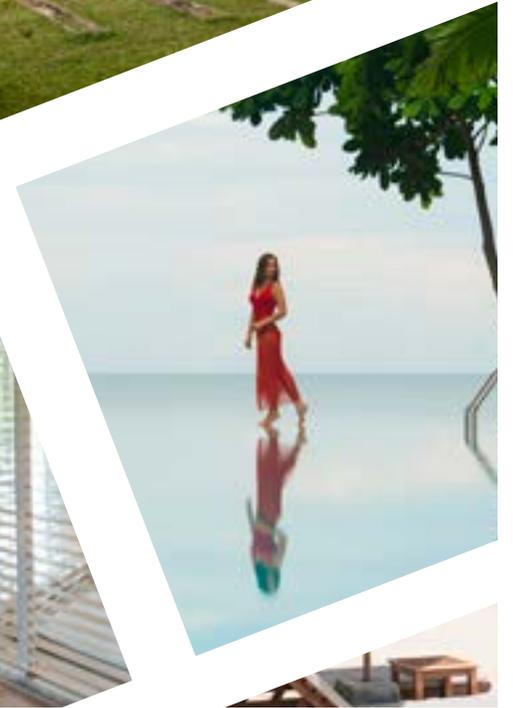




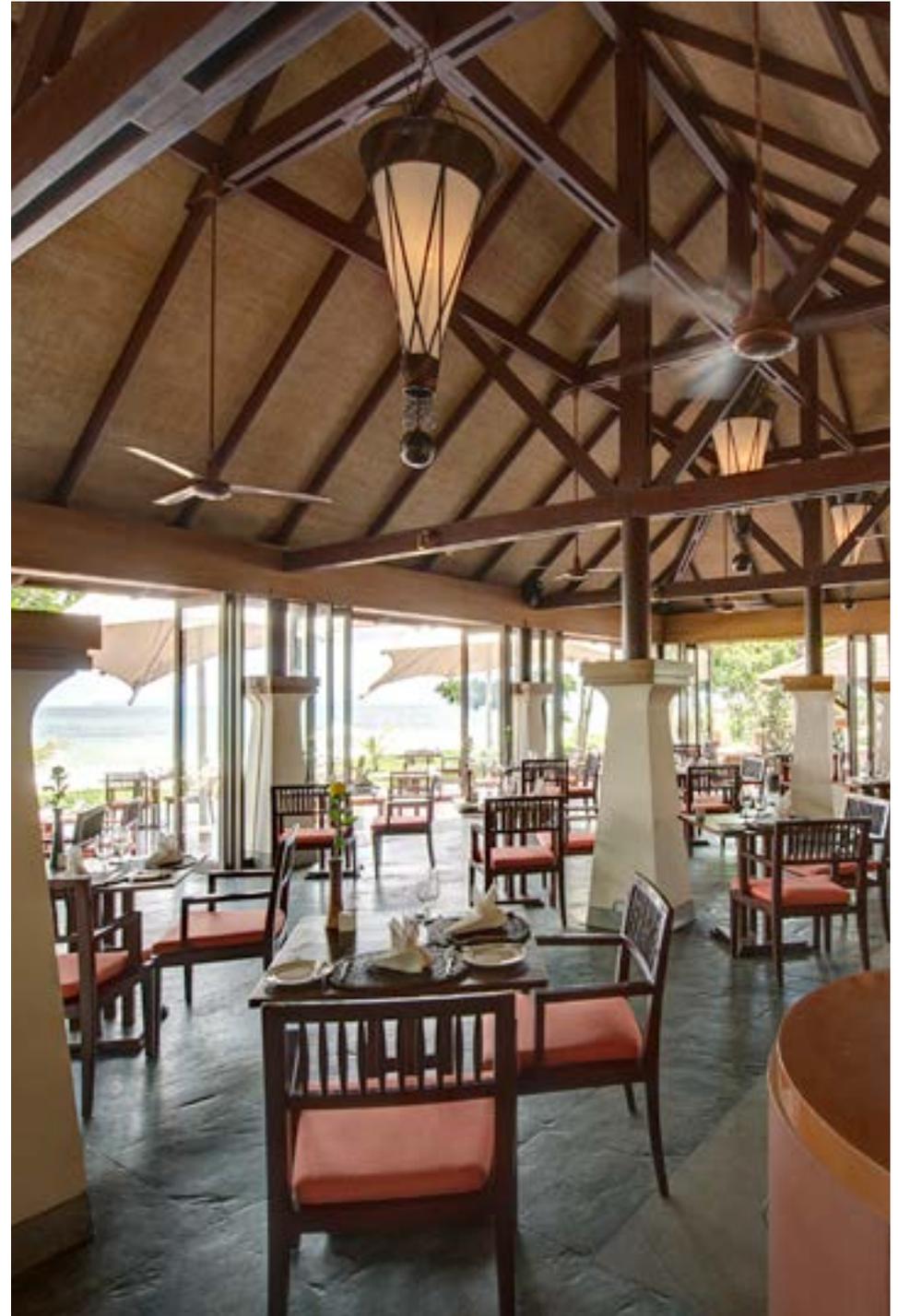
15

ways to **increase profitability**
of your hospitality business
using **visual media**



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- 1 *Stick to one photography style***
You should try to stay with one photographer. If you don't place this as a priority, you will end up with a mismatched portfolio that doesn't have **the same photographic style**.
- 2 *Use a visual narrative***
Story is different to style. When planning your shoot list, you need to create a story. To do so, be inspired by your hotel tagline or marketing keywords. Ask yourself, "What story we are trying to communicate to our clients?" **Each portfolio should follow its individual story.** For example, if your hospitality business focuses on creating a warm, welcoming environment, maybe your story is of a home away from home.
- 3 *Make each photo count***
Some photographers take photos of every detail of a room or scene. While comprehensive, details are not what most people look for in a desirable destination. Rather, look for a photographer who captures the essence and personality of each scene. People need to be able to understand the photo quickly and simply. Each photo must have a clear purpose of communication.
- 4 *Make sure your photographer has the right gear***
All professional photographers have a minimum of a **full frame camera** and full frame sensor. Lenses' are important, so make sure to ask your photographer what lenses they use. For example, architectural work works amazingly with the Nikon 14-24 millimeter. Make sure the lenses are aspherical, which means pictures come out rectangular, not warped and bulbous. Ensure your images have very **straight lines**. Up-to-date computer gear is also a necessity. A fluency in Photoshop allows for a massive step up in quality and capacity



5 **Balance indoor and outdoor lighting with HDR methods**

HDR (High Dynamic Range) is a method of shooting that composites 8 or more shots of the same scene with different light amounts. This allows balance between the outdoor and indoor lighting. HDR requires a high level of skill to execute. However, without it, you may end up with **underexposure or overexposure**.

6 **Be guided by a comprehensive of marketing plan**

Use your marketing plan to guide the development of your shoot list. The photographer should be involved in the shoot list development. Your hospitality business should already have a developed marketing strategy to **guide the photographer** and yourself. This will save you time and money.

7 **Don't over sexualise your photographs**

Avoid fashion photography when shooting for a hospitality business. What people want to see is people like them, enjoying life and enjoying your hotel or resort. **Lifestyle models** are models that are trained to look **natural** and at home in your business. The investment in hiring a lifestyle model will improve your photos tenfold.

8 **Balance artistic freedom with authentic realism**

There is a fine line between having artistic and realistic photos in hotel photography. Find a photographer who can give you an **artistic edge** but still keep your hotel looking real. Allow for interesting compositions that hold emotion but also an authentic look at your business.



9 ***Develop a clear shoot list***

Make sure you have a shoot list for your photographer **before the day of the shoot**. Giving your photographer time to plan and know what you are looking for will make sure you get the photos you want. If you need help developing, your photographer should be happy to help.

10 ***Keep your rooms natural***

The best photos are **uncluttered and relaxed**. Clients want a good look at what your business can offer them. If the photos aren't at all like real life, you'll get more complaints. A good photographer should be able to make a room look attractive even when simple. Currently the modern international hotel industry has focused on a minimalist approach.

11 ***Take special care with sheets and other fabrics***

Make sure you have your best housekeeper preparing your beds before the shoot. The sheets need to be perfect ironed with **absolutely no lines** in them, or no creases. They need to be pulled tight so that they are smooth. A high resolution camera can pick up every detail, including wrinkles. If not done well, the photographer's post processing will take longer which means higher cost for you.



12 ***Don't rely on Photoshop***

While Photoshop is a powerful tool that can be used to enhance the photos, fixing easy problems in real life will make the post processing so much simpler. For example, a recent hotel client of ours forgot to pour coffee into their coffee cups. It took us over two hours to photoshop coffee into the cups. The problem could have been solved in under a minute during shooting.

13 ***Use the wide angle lenses that are high quality***

Low quality wide angle lenses can bow the lines in a photo creating a fishbowl look that is unattractive and unprofessional. A good photographer should have a high quality wide angle lens. At Corlett Creative we recommend the **Nikon 14-24**. Make sure your photographer has the equivalent.

14 ***Think internationally***

Focus on international photography trends rather than your local trends. This opens you up to international business. The local trends may not be trending in other parts of the world where you may get clients from. For example, bright yellows tints are popular in Cuba. However, plenty of international travelers do not find that appealing and may be turned off. Your photos are competing on an **international level** with thousands of other photos so you need to be on a high level.

15 ***Use short, simple video clips on your social media***

Moving image formats are becoming the way of communication on social media. At Corlett Creative we are looking at a variety of moving image strategies like video and cinemagraphs. Using a 20-30 second promotional video for specific parts of your business will increase your credibility and desirability with clients on social media.



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