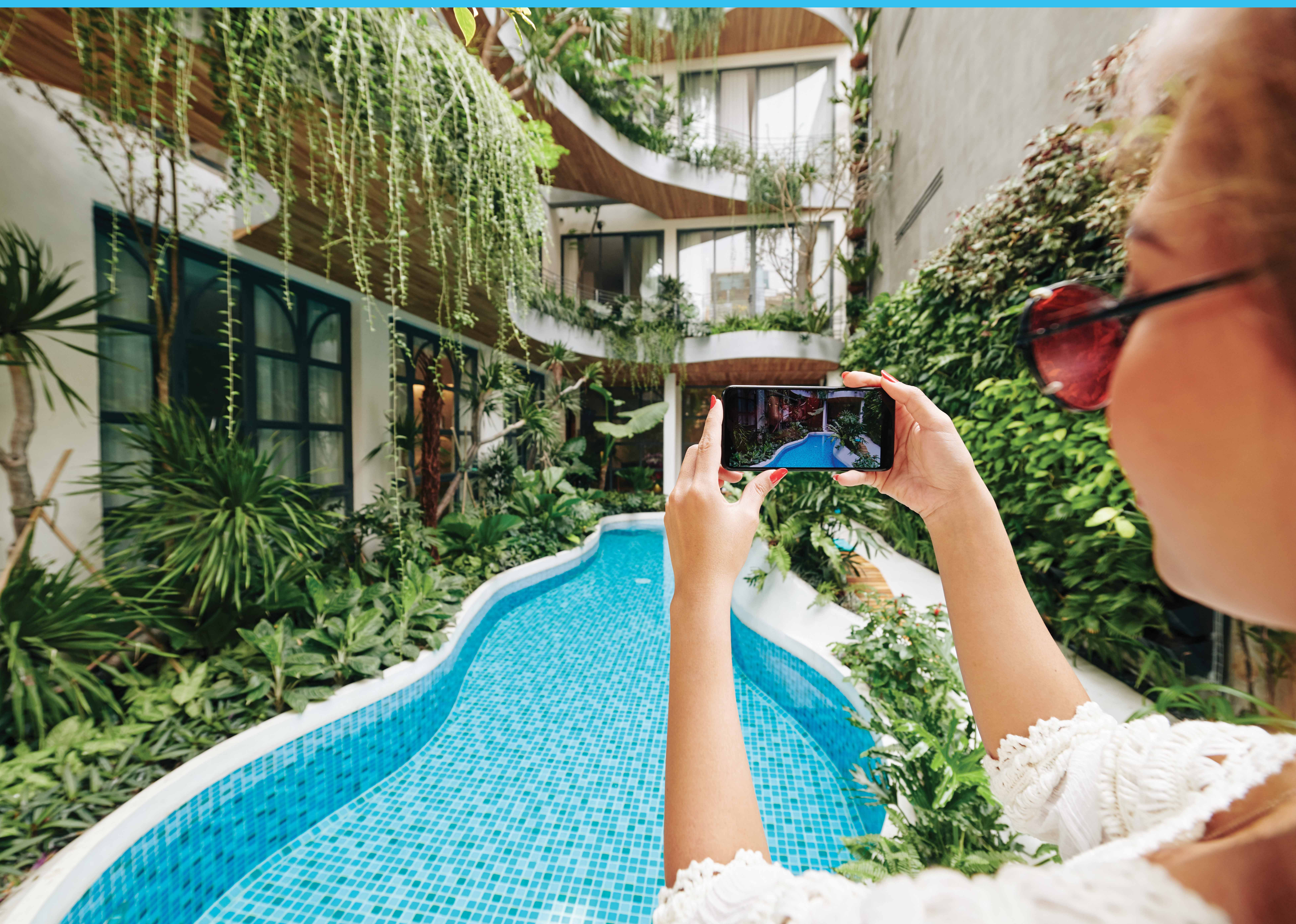


YOUR DIY GUIDE TO
**IMAGES THAT
SELL**
FOR TOURISM

Your hands on guide to capturing your property at its very best.



SECTION 01

A SIMPLE GUIDE TO CAPTURING YOUR PROPERTY AT ITS VERY BEST

Accommodation photography – is it worth investing in?

An essential component of any accommodation marketing strategy is **well-executed photography**. You could have the dream location, top-tier facilities and unbeatable prices—but if your photos aren't doing your property justice, your dream guests could simply scroll on by.

Photography is about more than visual proof of an ocean view, a sparkling swimming pool or a freshly painted room. It's about creating a connection with your audience, showing them why your property is special and selling an experience.

But it can be an expensive investment. That's why some Tomahawk customers choose to do their own property photography—and many with great success! In this eBook, we summarise how to take great photos so that potential guests have one more reason to click 'book now' with you.



SECTION 02

SIX TOP TIPS FOR TAKING FABULOUS PHOTOS

1

EXPERIMENT AT DIFFERENT TIMES OF DAY

Start paying attention to how the light moves over your property from dawn until dusk. Depending on which direction your property is facing and what sort of structures surround it, some areas may look stunning at sunrise while others are at their best in the glorious afternoon sun. Try taking photos at different times of the day to see what translates best on camera. And don't forget nighttime shots! If you have awesome views of city lights or a villa that looks spectacular lit up at night, these could be some of your biggest selling points.

2

PRIORITISE LANDSCAPE (NOT PORTRAIT) SHOTS.

With most photography happening on mobile devices nowadays, you'd be forgiven for forgetting that landscape oriented photos exist. But they're still the #1 choice for website photography—and social media too! There's nothing worse than finding a great shot then realising it's in portrait orientation and there's no way to make it work as a hero image... If in doubt, go landscape!

3

PAY ATTENTION TO THE FINER DETAILS

There's a fair bit of prep work involved in making sure a space is ready to be photographed—and yes, it involves cleaning and tidying. Make sure linen is uncreased, beds are perfectly made, toiletries are neatly displayed, electrical cords are tucked away and glass is sparkling clean. If your picture shows a carpark, you may want to take it at a time when it's empty to ensure focus stays where you want it to be. Gardens should be perfectly tended, lawns mowed, and not a rubbish bin in sight!

4

TAKE TIME FOR STAGING

You don't need to hire props and actors for your amateur photo shoot—but it is worth considering what you can add to a scene to make it really pop. Try to make it feel authentic – as though you're preparing your property to welcome a VIP guest. For a photo of a dining space, a simple platter and a glass of champagne can be all it takes to make a space feel warm, elegant and inviting. Inside, a fresh bunch of flowers can bring life to an otherwise simple space. And always make sure the lights are on! If photographing a hot tub, make sure it's open and bubbling. Add colour and interest to a swimming pool shot with some neatly rolled or folded towels.

5

EXPERIMENT WITH ANGLES

As strange as it sounds, ideally a photo shouldn't look as though it's been taken by somebody standing there with a camera. If you're taking a photo of a bedroom, get to a higher vantage point and take the photo looking down – this helps to showcase the entire space and not just the bed. This rule applies to all rooms and spaces – a higher angle can help make sure your photos don't come across as though you're selling furniture.

6

MAKE SURE THERE'S NOT TOO MUCH GOING ON

A cluttered photograph can end up being full of distractions and highlighting nothing at all. Try to make sure there aren't too many angles in the shot or shadows throwing unusual shapes. Pay special attention to things like balustrades and railings, ceilings and furniture shadows.



SECTION 03

WHAT IS A HERO SHOT?

A Hero Shot is that image that makes you go **‘wow.’** It is the image that transports the person looking at it to immediately feel the essence and specialness of an accommodation and makes them want to say out loud “wow, I need to be there.”

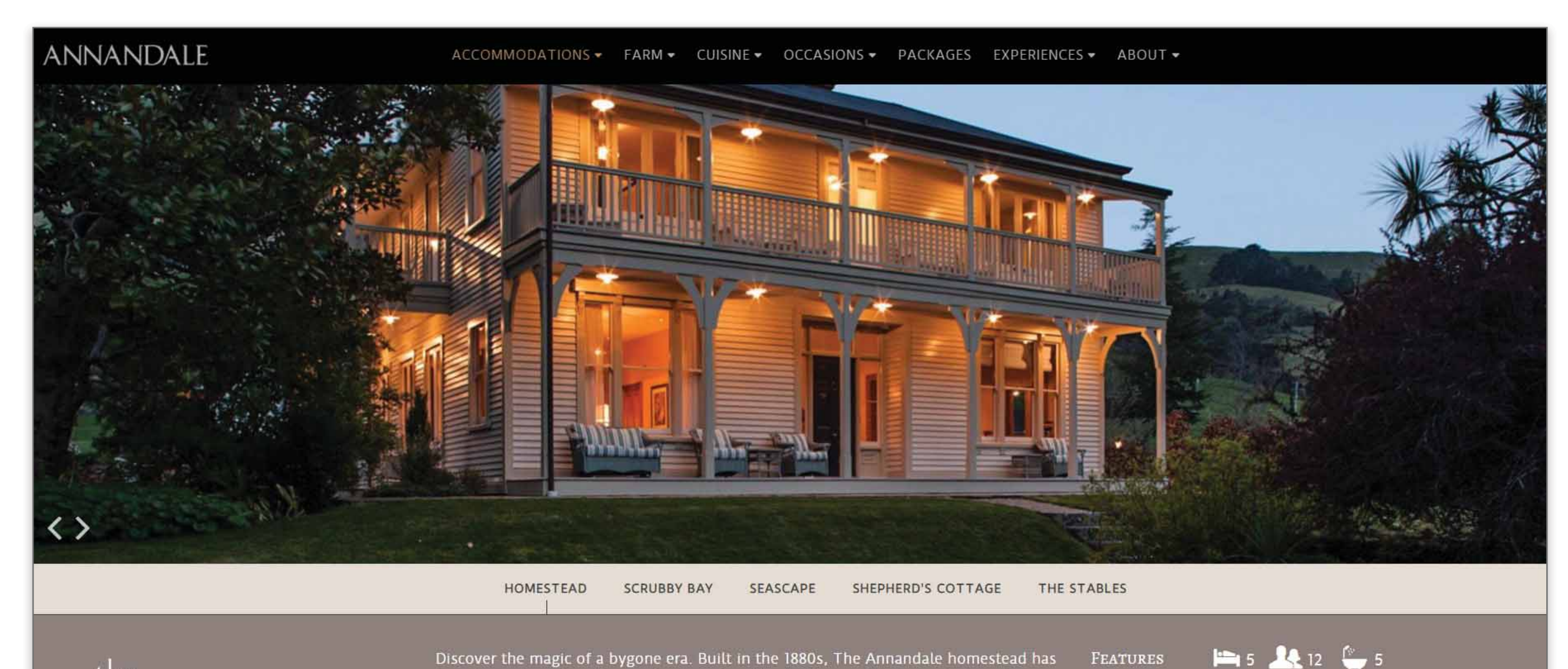
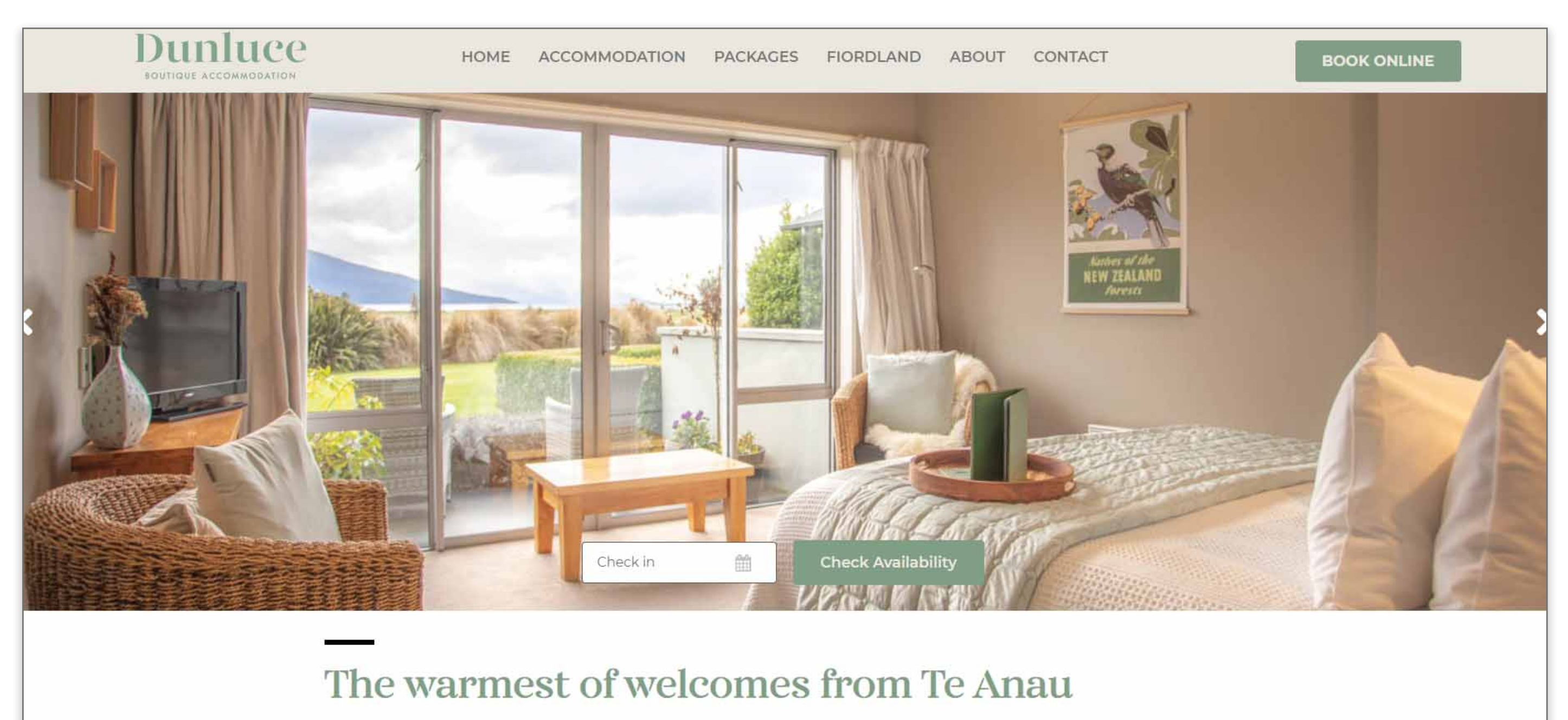
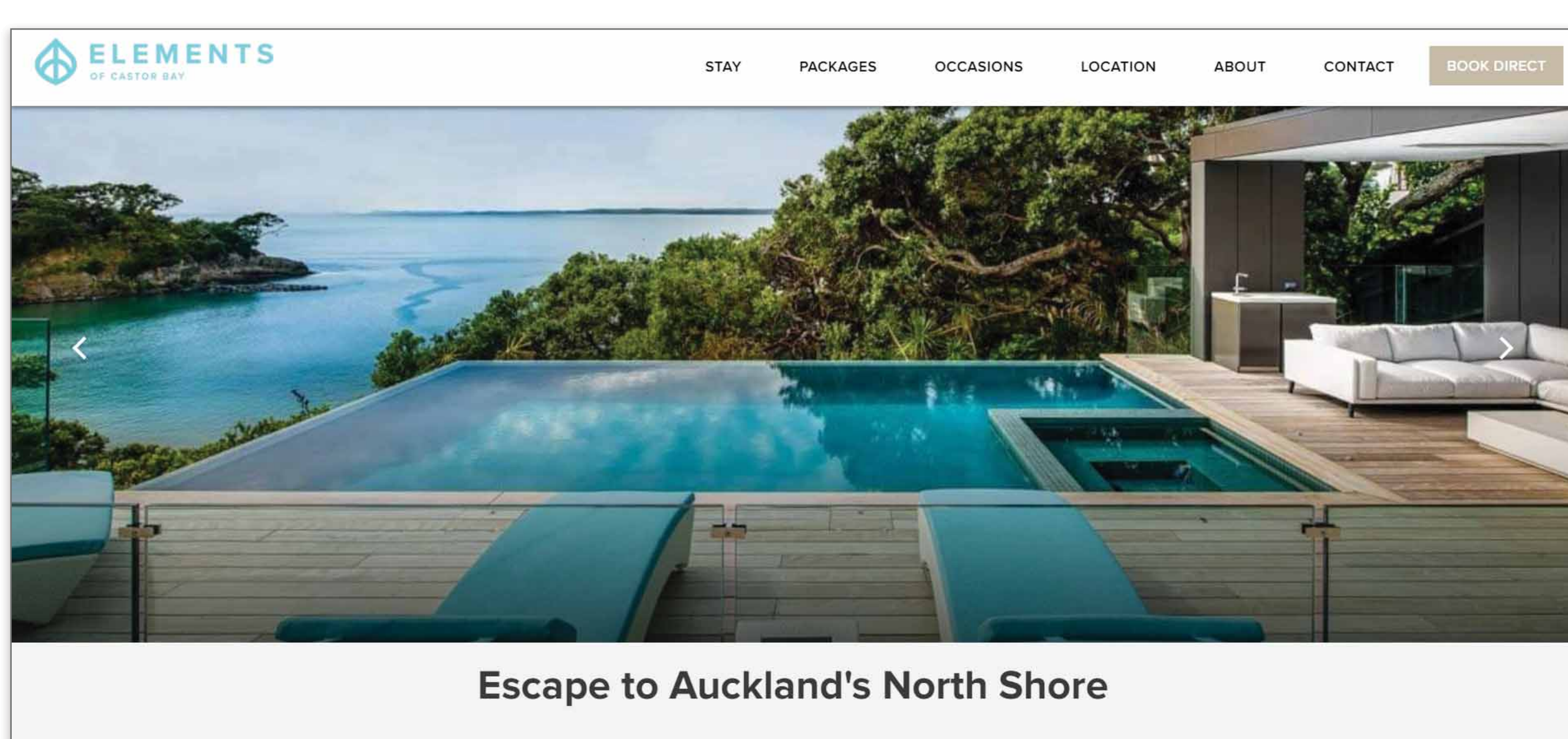
It may be an image of a stunning sunrise from a bedroom, an image of the vast, expansive view from the property or an outdoor deck dressed up with a food platter and wine by the pool.

It needs to be unique to your accommodation and convey your unique selling point.

Every photo shoot needs to include a few options for a Hero Shot. Sometimes you don't know it is going to be a Hero Shot until you have viewed all final images.

To choose your Hero shot is easy – does it make you say ‘wow’ and what words would you use to describe it.

A picture speaks a thousand words, so what words does your Hero Shot say?



SECTION 04

BASIC IMAGE SHOOTLIST



BOTH DAY AND EVENING SHOTS

You don't need day and evening shots of all interior and exterior options but some rooms will lend themselves to both. For example, a sunshine filled lounge during the day and also at night with the fire roaring, candles or wine included. Some accommodations also look wonderfully dramatic at night with all of the interior lights on and a big star filled sky – you know your property, be sure to choose the best shot both day and night.



EXTERNAL PROPERTY SHOTS

- To share the architectural style of your property
- Views / Surroundings – does your property have amazing views and situated in a spectacular setting? Well wait for that blue sky day or perfectly clear night and 'click away' to capture as many angles as possible.
- Any outdoor areas like gardens, pools, and decks. If you provide bikes or other amenities to your guest, take photos as people understand images easier and more quickly than reading.



INTERNAL PROPERTY SHOTS

- Every bedroom needs it's own imagery
- Every bathroom needs it own imagery
- All common areas for guests – lounges, dining, library, office
- If you are self contained, your kitchen images are vital.



"MOOD / DETAIL" IMAGES

These are those close up shots which provide a feel for your style and standards. It may be a close up of a historic doorknob or the detail of a bedside table set ready for the night.



MEALS

Do you serve meals or offer food hampers? If so, be sure to get an overall image of the table set with breakfast or dinner then also those mood / detail images of the food too.



HOSTED ACCOMMODATION

If you are a hosted accommodation, you will need to include images of you and any pets.

SECTION 04

THREE EXAMPLES OF HOW TO PERFECT A SHOT



TO PERFECT THIS SHOT:

- Take at sunrise to get colourful sky and/or at time of day so no shade is on deck
- Less carpet in the image
- Turn all inside lights on
- Doors open



TO PERFECT THIS SHOT:

- The flowers have to be open in bloom and be a pop of colour
- The food needed a third colour and needs to feel more authentic – a cheese and bottle of wine with two glasses would have changed the mood of this.



TO PERFECT THIS SHOT:

- Either take from a higher angle so you do not see the railing or set the table with breakfast and include it to set a mood
- Choose a different time of day so there is sun on the deck.

FINAL PIECE OF ADVICE

“ Whenever possible, wait for that perfect blue sky day. ”

GET IN TOUCH



09 922 2333



getintouch@tomahawk.co.nz