



# Photos That Book

## 5 Must-Have Shots for Hotels, Spas, Retreats, and Businesses in the Travel Industry

*Instantly Make Your Space More Scroll-Worthy*

### What This Is

A cheat sheet designed to help boutiques, hotels, guesthouses, cafés, spas, and travel-based brands upgrade their visuals without hiring a full-time content team. These are the photos that make people stop, save, and book.

Whether you're DIY-ing your content or preparing to hire a photographer (like me!), this quick guide gives you the clarity to make your brand look irresistible.



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## The 5 Must-Have Shots

### 1. The Hero Shot

Your space's wow moment.

**Think:** the sun hitting your best angle, a wide view of your most beautiful setup.

**Why it works:** This is your scroll-stopper. Your “make them look twice” moment.

**Pro Tip:** Shoot during golden hour or early morning light. Open curtains, light candles, and tidy up clutter.

### 2. The Intimate Detail

A cozy coffee on the nightstand. A straw hat on a chair. The way the curtain moves with the breeze.

**Why it works:** These are the emotional anchors. They make guests imagine being there.

**Pro Tip:** Use real items that speak to your vibe. Soft textures, natural elements, and warm light create instant mood.



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## 3. The Guest POV

What guests will actually see when they wake up, walk into the bathroom, or pour a drink on the terrace.

**Why it works:** These shots build trust. It shows you're not just pretty, you're thoughtful and guest-focused.

**Pro Tip:** Shoot from human height and angles — as if you were experiencing it in real time.

## 4. The Lifestyle Scene

A table set for brunch. Towels folded beside the pool. A yoga mat unrolled on the terrace.

**Why it works:** This shows your space in use, inviting people to imagine themselves there.

**Pro Tip:** Keep it simple. One or two items tell a better story than an over-styled scene.



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## 5. The Signature Moment

What makes you unforgettable? Your rooftop sunset? A homemade pastry at check-in? That antique bathtub?

**Why it works:** This is your brand in a single frame. The photo guests will repost and remember.

**Pro Tip:** Ask: “What would guests brag about?” Then style it up with great light and a clean backdrop.

## Bonus Tips

- Website: Use these shots as section dividers, homepage banners, or hero images for each room/experience.
- Social Media: Post one at a time with a guest-centered caption (e.g., “Mornings here feel like this”)
- Booking Platforms: Make sure your cover photo is a Hero Shot, not just a room corner.
- Prioritize lighting and emotional feel.



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## Who This Is For

- Boutiques, Hotels & Airbnbs
- Spas & Wellness Retreats
- Cafés, Concept Stores & Event Spaces
- Anyone promoting a travel-based experience

You don't need a full media team to look like a destination worth dreaming about.

## Why It Works

These 5 photos are rooted in real guest behavior. What makes people:

- Stop scrolling?
- Save or share your listing?
- Click that "Book Now" button?

Even one upgraded photo can increase your booking appeal overnight. Start with what you have. Make it feel beautiful. And when you're ready, bring in a photographer who sees your space like you do.



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**Ready to Start?**

## Empty Rooms = Missed Profit

With occupancy rates averaging just 62%, hotels are leaving millions on the table.

To stay competitive, you need visual content that drives bookings, not just fills space.

## **Stale Photos Won't Cut It**

Boutiques, spas, and cafes can't rely on the same images year after year. Your marketing needs fresh, compelling visuals that evolve with your brand and your guests' expectations.

## **Authenticity Wins in a World Full of AI**

Today's travelers crave connection. Real, emotionally resonant photography helps them picture themselves in your space – and that's what turns interest into bookings.

If you don't feel confident enough to photograph your own facilities, I can help! I have packages for every size business. Reach out and let's talk about your goals and how I can help you achieve them.





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I look forward to creating amazing photos for your business!

Tiffany McCauley

**Book a discovery call today!**

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