BEFORE THE SHOOT

Hotel photography shoot brief.

A working brief for the property team and photographer.

Fill in this PDF or print it. Agree on the decisions, then make the pictures.

01 The property and the purpose

PROPERTY

SHOOT DATE(S)

LOCATION

PHOTOGRAPHER / CONTACT

WHAT SHOULD THESE IMAGES HELP A GUEST UNDERSTAND?

02 Room coverage and access

One row per room category. Note the difference a guest needs to see.

ROOM CATEGORY	DISTINGUISHING FEATURE	ACCESS WINDOW	READY / OWNER

03 Six views for every room category

- ☐ **Layout**
  Bed, circulation and furniture in one clear view.
- ☐ **Bathroom**
  The actual layout and shower or bath.
- ☐ **Distinctive detail**
  The feature that belongs to this category.
- ☐ **Reverse angle**
  The part of the room the first frame misses.
- ☐ **Outlook**
  The view a guest can genuinely expect.
- ☐ **Vertical frame**
  A considered composition, not a last-minute crop.

ON THE DAY / AFTER THE SHOOT

Shoot day & delivery

Plan around light, access and real service. Confirm the handoff in writing.

01 Shared spaces and timing

SCENE / SHOT	LIGHT / ACCESS WINDOW	READY / OWNER

Consider arrival, lounge, dining, amenities and one genuine service ritual.

02 Readiness and restrictions

HOUSEKEEPING / STYLING / ACCESS

GUEST PRIVACY / EXCLUSIONS / NO-GO AREAS

03 Delivery and usage

- ☐ Website / booking-engine landscapes
- ☐ Vertical 9:16 compositions
- ☐ Portrait 4:5 compositions
- ☐ Newsletter crops
- ☐ Press selection
- ☐ High-resolution masters

DELIVERY DATE

FILE FORMAT / EXPORT SIZES

DELIVERY CONTACT / APPROVAL OWNER

USAGE LICENCE / PHOTOGRAPHER CREDIT

- ☐ People and property permissions checked where required

Final check: accurate room views, consistent colour, clear filenames and agreed crops.
RAW files, retouching scope and additional usage belong in the written agreement.