

Checklist - Overarching Guide to Planning a Great Hotel Photoshoot

There are six basic phases to [Planning a Great Hotel Photoshoot](#). Global Image Creation has created the planning checklist below to guide you through the six phases, and help ensure you plan the best shoot possible.

This planning checklist is designed to be used alongside our photoshoot planning guide, which includes:

- Six Phases of a Hotel Photo Shoot - article [Your Guide to Planning a Great Hotel Photoshoot](#) and [Checklist](#)
- Phase One of a Hotel Photoshoot: article [Establish Your Needs](#) and [Checklist](#)
- Phase Two of a Hotel Photoshoot: article [10 Questions to Ask Before You Hire a Photographer](#), and [Planning Template](#)

1. Establish Your Photography & Media Needs

Read [our full guide to establishing your needs](#) for more info on each step.

The first stage of a hotel photoshoot is all about taking the time to give some thought to your hotel's media needs. During this stage, we recommend asking yourself if you've:

- ☐ Considered your goals for the shoot?
- ☐ Created a draft shot list of images/media you need?
- ☐ Ranked the importance of each image?
- ☐ Considered where each image will be used, and if the same shoot could be optimized for a variety of use cases?
- ☐ Identified the category of photography that each image falls under? E.g. architecture, conceptual, destination, food/restaurant, interior, lifestyle.
- ☐ Identified any additional considerations for the shoot (such as hiring models and makeup artists or noting possible issues, such as the weather).
- ☐ Consulted other people/departments at your hotel about their needs?
- ☐ Looked for opportunities to maximize the value of your shoot (e.g. dovetailing projects, or leveraging marketing value from the shoot itself)?

2. Find and Hire a Hotel Photographer

Read [Phase Two of a Hotel Photoshoot: 10 Questions to Ask Before You Hire a Photographer](#) to help you through the process of shortlisting and selecting the perfect photographer for your shoot.

If you're considering hiring a photographer, or choosing a photographer from a few options, ask these questions:

- ☐ Do you love their work?
- ☐ Does the photographer have experience in the categories you need to shoot? E.g. architecture, conceptual, destination, food/restaurant, hotel, interior, lifestyle
- ☐ Are you comfortable with how the photographer works on-location?
- ☐ Does your photographer rely too much on natural lighting, or Photoshop?
- ☐ Can you preview images on the day of the shoot?

- ☐ Will they deliver images that are ready to use and in the formats you need?
- ☐ Does your photographer offer any valuable additional services?
- ☐ Are you clear on pricing structure?
- ☐ Do you know exactly how you'll be allowed to use the images?
- ☐ Can the photographer work to your schedule?
- ☐ Do they feel like a good fit?

3. Plan Your Photoshoot

Once you have selected a hotel photographer, you'll work with them to form a firm plan for your photoshoot. Your photographer should be able to guide these conversations, and some of the steps these conversations should cover include:

- ☐ Creating a detailed shot list and call sheets.
- ☐ Identifying and hiring any additional services for the shoot, including models, wardrobe, make-up artists, and other specializations.
- ☐ Establishing your point person to work with the photographer on the day(s) of the shoot.
- ☐ Looking for opportunities to capture additional media and leverage the shoot itself for marketing (e.g. behind-the-scenes Instagram stories).
- ☐ Familiarizing your photographer with your hotel and what makes it unique
- ☐ Establishing a plan b for parts of the shoot that depend on factors out of your control, such as weather.
- ☐ Finalizing the details of the shoot itself, including reserving necessary rooms and setup areas.
- ☐ Setting the schedule (including gaps that allow for any changes and some impromptu shoot ideas).
- ☐ Alerting support staff.
- ☐ Setting deadlines for delivery of media, and expectations for the editing and post-production process.

4. Get Your Shots

How the shoot itself goes will depend on your hotel, your preferences, how your photographer works, and what your needs are. During the shoot you may want to ensure that someone is on location to:

- ☐ Be aware of guests and move shooting if necessary
- ☐ Ensure the photographer has everything they need
- ☐ Work with your photographer to craft the perfect image (if your photographer works in-camera)
- ☐ Give initial approvals of each image before the set-up for the shoot is packed down (if your photographer works in camera)

5. Editing and Post-Production

Again, the editing and post production stage of a photoshoot will depend largely on how your photographer works. Before you hire a photographer, we recommend that you:

- ☐ Confirm your photographer understands any deadlines and is able to deliver on time
- ☐ Let your photographer know early if you're going to want a tight turnaround on any images
- ☐ Ensure your photographer doesn't batch edit

- ☐ If your photographer relies heavily on post-processing techniques like HDR, ask:
 - ☐ When you leave the shoot, how will you ensure that we'll be happy with the images you deliver?
 - ☐ How many changes can we request to the final images before we're charged extra?
 - ☐ If we're not happy with any of the final photos, will you charge us for an additional shoot?

6. Use and Leverage Your Media

The best part of a hotel photoshoot is finally being able to use all of those images you worked so hard for. When your photographs arrive, we recommend using the following checklist to ensure you're getting the most value possible:

- ☐ During the planning stages of the shoot, did you check with other people at your hotel to see what their photo needs were? If so, have you made sure to send those images to the right people?
- ☐ Have you used the images for the original purposes that you identified in your shot list?
- ☐ If you have a brand center that hosts images, have you uploaded the files there?
- ☐ Have you looked for opportunities to use the same image across multiple channels and platforms?
- ☐ Have you integrated possibilities for future use of the images into your communications and marketing plan?
- ☐ Have you created guidelines for using the images that you can share internally and externally as needed?
- ☐ Have you notified everyone at your hotel (e.g. graphic designers, internal communications, social media team) that the photos are available for use?
- ☐ Have you notified any external agencies you work with (such as your PR or marketing agency) that you have new photos available for use?
- ☐ Have you labelled and organised the images so that they can be easily found later?