



HOW TO GET THE MOST OUT OF YOUR PHOTOSHOOT

First you need to think about who your ideal guests are.

Families with kids have different needs and expectations than couples getting away for a weekend. Many of the choices below will revolve around the guest experience you want to project. Board games or bottles of wine...

1) IT'S ALL IN THE PREP:

Preparing and ensuring that your property is in optimal condition for a photoshoot is essential to maximize its visual appeal and attract potential guests. Professional and high-quality photographs have a significant impact on the success of your Airbnb or short-term rental property. By following the details provided in this prep list, you can set the stage for captivating images that showcase the best features of your space and leave a lasting impression on viewers.

By investing time and effort in preparing your property for a photoshoot, you are investing in the success of your business. Professional, attractive, and well-composed photographs have the power to captivate viewers, increase bookings, and ultimately maximize your revenue. Taking these steps to present your property in the best possible light will help potential guests visualize the experience they can have when staying at your Airbnb or short-term rental.

2) CLEAN, CLEAN, CLEAN

Prioritize cleanliness and ensure the entire property is clean and presentable. Pay attention to both the interior and exterior areas, making sure they are tidy and well-maintained. Remove any personal items such as photos. A clean environment creates a positive impression and makes the property more appealing to potential guests.

3) STEAM IT

Taking the time to iron or steam the beds is an important step in creating a visually appealing and inviting atmosphere for the photos. By ensuring that the linens are smooth and wrinkle-free, you create a sense of luxury and attention to detail that can leave a lasting impression. Neatly made beds with perfectly arranged pillows and crisp linens not only provide a pleasing aesthetic but also contribute to the overall comfort and relaxation of your guests.

4) FLUFFY AND COZY

Add an extra touch of coziness and warmth by incorporating lots of cushions. Layering cushions of different sizes, textures, and colors can make the property feel more welcoming and homely. It creates a visually appealing aesthetic and invites guests to relax and unwind. Placing an assortment of cushions on sofas, armchairs, and beds not only enhances the comfort level but also adds a pop of color and personality to the space, making it even more inviting for your guests to sink in, curl up, and enjoy their stay.

5) SEE THE LIGHT

Check that all lamps and lights are in working order and that the light bulbs match. Good lighting is essential for creating an inviting atmosphere and capturing attractive photos. Ensure that each room is well-lit and consider using warm-toned bulbs to create a cozy ambiance. Soft, warm lighting can instantly transform the mood of a space, making it feel more welcoming and comfortable for guests. The right lighting sets the stage for a memorable experience.

6) TURN THE TABLES ON BLAH

Set the dining table with plates, glasses, and cutlery. A beautifully set table can evoke a sense of hospitality and make guests feel special. It allows them to envision themselves enjoying meals in the space and adds a touch of elegance to the overall presentation. A thoughtfully arranged table with polished dinnerware creates an inviting ambiance and sets the scene for memorable dining experiences. It encourages guests to gather around and enjoy delicious meals in a welcoming atmosphere.

7) LOCAL FLAVOR

Consider showcasing local produce and flavors, if it is appropriate to your destination, by including cheese boards, local foods, and wine in the photoshoot. This not only adds a visual appeal to the images but also highlights the unique experiences guests can have during their stay. Showcasing local products creates a sense of authenticity and allows potential guests to imagine themselves indulging in the local delights.

8) TALK TO US

Share your vision and desired atmosphere for the photos to align with your branding and target audience.

ON PAGE PRE SHOOT CHECK LIST

Cleanliness:

- Clean and tidy all areas, including living spaces, bedrooms, bathrooms, kitchen, and outdoor spaces.
- Remove clutter and personal items to create a clean and appealing environment.

Styling:

- Arrange furniture and decor in a way that showcases the space and highlights its best features.
- Use tasteful decor elements to create an inviting and visually appealing atmosphere.

Lighting:

- Ensure all lamps and light fixtures are working properly and have suitable bulbs.
- Open curtains and blinds to maximize natural light and create a bright and airy feel.

Beds and Linens:

- Make beds with fresh, neatly pressed linens.
- Fluff pillows and cushions to create an inviting and cozy look.

Table Settings:

- Set the dining table with clean and attractive tableware, including plates, glasses, and cutlery.
- Consider adding a centerpiece or decorative elements to enhance the dining area.

Outdoor Spaces:

- Clean and tidy outdoor areas, including patios, balconies, and gardens.
- Arrange outdoor furniture and create inviting seating areas for a welcoming outdoor experience.

Attention to Detail:

- Pay attention to small details such as properly aligned artwork, straightened curtains, and well-arranged accessories.
- Remove unnecessary or distracting items from view to create a clean and visually pleasing environment.

Collaboration with the Photographer:

- Discuss specific shots or angles you would like to capture during the photoshoot.
- Share your vision and desired atmosphere for the photos to align with your branding and target audience.