

ACT
Studios



ASSC

HOLIDAY PROPERTY OWNERS PHOTOGRAPHY GUIDE

ACT STUDIOS DELIVER HIGHEST QUALITY HOLIDAY PROPERTY PHOTOGRAPHY

(* THE ABOVE IMAGE HELPED SELL 40 WEEKS OF BOOKINGS WITHIN JUST 2 WEEKS. THE AGENCY SAID THIS WAS '**UNPRECEDENTED**')

THIS GUIDE IS FOR YOU TO

- Provide inspiration and ideas, help improve your marketing and sell more weeks
- Fully understand what you will get
- Ensure best possible results
- Help you understand how to assist your photographer



ABOUT ACT STUDIOS

- Since 2015 ACT Studios have specialised in providing high quality photography purely for the hospitality sector
- We are a small yet focused team of professional holiday property photographers. This is all we do and we deliver our work cost effectively
- We have now delivered photography and 3D walk-throughs to well over 1,000 holiday properties across the UK
- We work with independent owners and agencies and make the whole process simple
- Our small team cover the whole of the UK and occasionally travel further based in Aberdeenshire, Kent, Devon and Cornwall
- Some of our team own holiday properties so we understand the challenges of this market



YOUR PACKAGE

DESIGNED TO BETTER ATTRACT & ENGAGE

BETTER MARKETING TO

- BOOK MORE WEEKS
- GET MORE DIRECT BOOKINGS
- DEMAND BETTER PRICES

COSTS *

- A TYPICAL COTTAGE COSTS £295
- GROUPS OF COTTAGES DISCOUNTED
- SPECIAL DEAL FOR ASSC MEMBERS

* Pricing for 2018

Comprehensive professional photography

- Professional equipment (cameras, lighting, staging)
- Editing to produce beautiful results

3D interactive walk-through property tour

- Shows all rooms, views and detail
- Photographic and interactive floorplans
- [Click here for video explaining the 3D walk-through tour](#)

Advice on how best to use your imagery

Why this helps?

- High quality photography will always help your listing stand out and attract
- Internal photography involves careful expertise
- The 3D tour will allow online guests to fully appreciate your property. Viewers typically spend 4 times as long looking at it than other properties
- Your package will show your viewers you really care

WHAT CLIENTS SAY

PITT FARM COTTAGES (<http://pitt-farm.co.uk/>)

“The Act Studios photography and walk-through tour package was our best marketing spend ever. Since carefully incorporating it all onto our website we have seen a 15-20% uplift in bookings resulting in our best ever financial year. It has made our small one bed cottage look great and is highly practical for our larger properties. ACT Studios are passionate and talented guys and they really care.”

CRANMER COUNTRY COTTAGES (www.norfolk-luxury-cottages.co.uk/)

“ACT Studios translated the brief I gave them into exactly the vision I had and delivered imagery that far exceeded our expectations. We are subsequently enjoying a better November than previously and the 3D tours are proving very popular with our guests prior to booking. We made a big commitment to improve our marketing and it certainly seems to be paying off.”

BEECHENHILL FARM (www.beechenhill.co.uk/)

“We have been thoroughly impressed by ACT Studios from start to finish. Their communication when we were booking and arranging a photo shoot, was very capable, and the photographer was really professional. ACT Studios made a very impressive 360 Tour for us and produced some stunning images of our accommodation in the process. We have found the 360 Tour on our website very useful, we have a cottage specially adapted for wheelchair users and their carers so it is ideal for them to get an idea of how furniture fits into the space, how it can be arranged and ways of getting access when they can't do a pre-holiday visit. It brings to life our accommodation for people who want to envisage their holiday before coming and we have found that large groups particularly are able to decide on the right accommodation for them when booking all three of our properties.”



BEFORE THE DAY OF THE SHOOT

- When making your booking, please consider and explain what makes your property special (location, features, combination +)
- Describe what aspect of your business you want to improve
 - General refresh of updated images
 - Looking for more bookings in off-peak season
- Start to form a plan for the shoot (we always help with this)

CONSIDERATIONS FOR PLANNING YOUR SHOOT

Your photographer will be taking *internal, external, lifestyle* and possibly also *location* shots.

- A standard cottage will take approximately 2.5 hours to shoot carefully (3 bedroom property)
- Will you be there on the day (you don't always need to be)?
- Who will prepare and dress the property?
- Will the external features be prepared (tables, cushions, hot tubs)?
- The photographer will provide the best results if they are not rushed and 100% focused on the images
- Consider how best to promote your complete holiday experience to potential guests. Include your welcome pack, key features of interest, local produce, local sites, animals +



YOUR 'TO DO' LIST

- Property and windows cleaned and ready
- Beds made up beautifully (no creases, best linen, plumped and attractive pillows)
- Do all lights work?
- Curtains/blinds fully opened, external doors can be opened
- Fresh flowers and magazines ready to be used throughout the property
- Accessories lined up - straighten picture frames and mirrors
- Bins removed
- Switches turned off and light cables made neat
- Beautifully dressed tables, food, wine and props

Your photographer will help on the day wherever possible

Make it feel luxurious!



ALWAYS DRAW THE VIEWS INTO THE PROPERTY

Ensure the external feature
doors can be opened fully



WARM IT UP! (ALWAYS HAVE FIRES LIT – WE CAN ADD FIRE IN EDITING IF REQUIRED)





DRESS
TABLES
CAREFULLY
AND
BEAUTIFULLY

PREPARE EXTERNAL SPACES CAREFULLY

Please consider :

Using luxury props with hot tubs

Always using cushions, flowers, food
for outside tables



SOME GOOD WEBSITE EXAMPLES

<http://www.broadmea.co.uk>

www.unique-retreats.co.uk

<http://claypotcottage.com/>

www.norfolk-luxury-cottages.co.uk

www.roundhousebarnholidays.co.uk

www.poppyland-holiday-cottages.co.uk

<https://shoreline-cottages.com/>

www.oldbarncornwall.co.uk

www.gladwinsfarm.co.uk



GET IN TOUCH

Email : contact@act-studios.co.uk

Phone : 0770 353 6786

Website : www.act-studios.co.uk