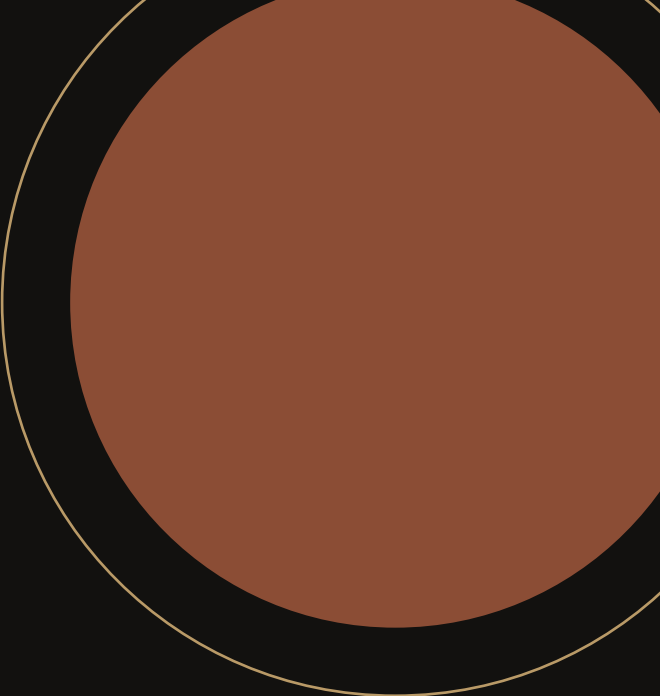




MAISON KAMINA

The Hospitality Film Brief

Eight decisions to make before transforming your property photography, original footage or campaign idea into a cinematic guest journey.

Begin with the guest decision.

A hospitality film is not simply a moving gallery. Its job is to help the right guest understand what the property offers, what makes it distinct and how the experience may feel. Use this brief before commissioning production or approving a concept.

DECISION 01

Define the audience

A film becomes more precise when it is designed for a particular guest and booking context. 'Everyone' is not a useful audience.

QUESTIONS TO ANSWER

- Who is the priority guest for this film?
- What occasion or need brings them to the property?
- What hesitation might prevent them from choosing you?

DECISION 02

Choose one communication objective

Decide what the viewer should understand or feel when the film ends. One clear objective will create a stronger film than a list of every possible message.

QUESTIONS TO ANSWER

- What should the viewer understand in one sentence?
- What should they feel: calm, anticipation, privacy, energy or belonging?
- What is the most appropriate next action after viewing?

Build the journey before the shots.

DECISION 03

Identify the property's distinction

Beautiful rooms are not enough to create a distinctive story. Focus on the details that would still matter if a competitor offered similar amenities.

QUESTIONS TO ANSWER

- Which three qualities make the property genuinely different?
- Which service ritual, design detail or local connection proves each quality?
- What should never be exaggerated or misrepresented?

DECISION 04

Design the guest journey

Sequence gives isolated images meaning. A concise film may move from anticipation and arrival through atmosphere, room, dining, detail and a final emotional release.

QUESTIONS TO ANSWER

- Where does the guest journey begin and end?
- Which four to six moments are essential?
- What should the final frame leave the viewer remembering?

DECISION 05

Audit the available assets

The strength and consistency of your photography and footage will determine whether the film can be built from existing material or needs original capture.

QUESTIONS TO ANSWER

- Do you have high-resolution images of arrival, rooms, dining, people and details?
- Are lighting, season, styling and colour consistent across the library?
- Do you have written permission and sufficient rights to adapt every asset?

Select the right production method.

DECISION 06

Choose AI, original filming or hybrid

Use the method that protects both the creative idea and the truth of the property. AI can extend strong imagery; a camera is essential when real people, precise features or documentary accuracy carry the value.

QUESTIONS TO ANSWER

- Must the viewer see an exact, current feature of the property?
- Is access, weather, seasonality or operation limiting a traditional shoot?
- Could original footage establish truth while AI creates transitions or extensions?

DECISION 07

Confirm formats and placements

The master film and its adaptations should be planned together. Cropping a finished horizontal film later rarely produces the strongest vertical experience.

QUESTIONS TO ANSWER

- Where will the master film appear?
- Which durations and aspect ratios are genuinely required?
- Will any version be used in paid advertising or partner media?

DECISION 08

Agree approvals, rights and delivery

A professional scope defines who approves the concept, how feedback is collected, what files are delivered and where the finished assets may be used.

QUESTIONS TO ANSWER

- Who is the final decision-maker?
- How many structured revision rounds are included?
- What territories, platforms and usage period must the licence cover?

A strong hospitality film begins before the first frame is produced.

Maison Kamina develops cinematic guest journeys for hotels, resorts, restaurants and hospitality brands through creative direction, AI-enhanced production, original filming and hybrid workflows.

maisonkamina.com/hospitality-brand-films/