

TRIPTease



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Onsite storytelling that converts



Today's agenda

1 The conversion gap

2 Images that convert

3 The shot list audit

4 Guest personas and booking journey

Photos win the click.

63%

More bookings for hotels with
high-quality photography versus poor
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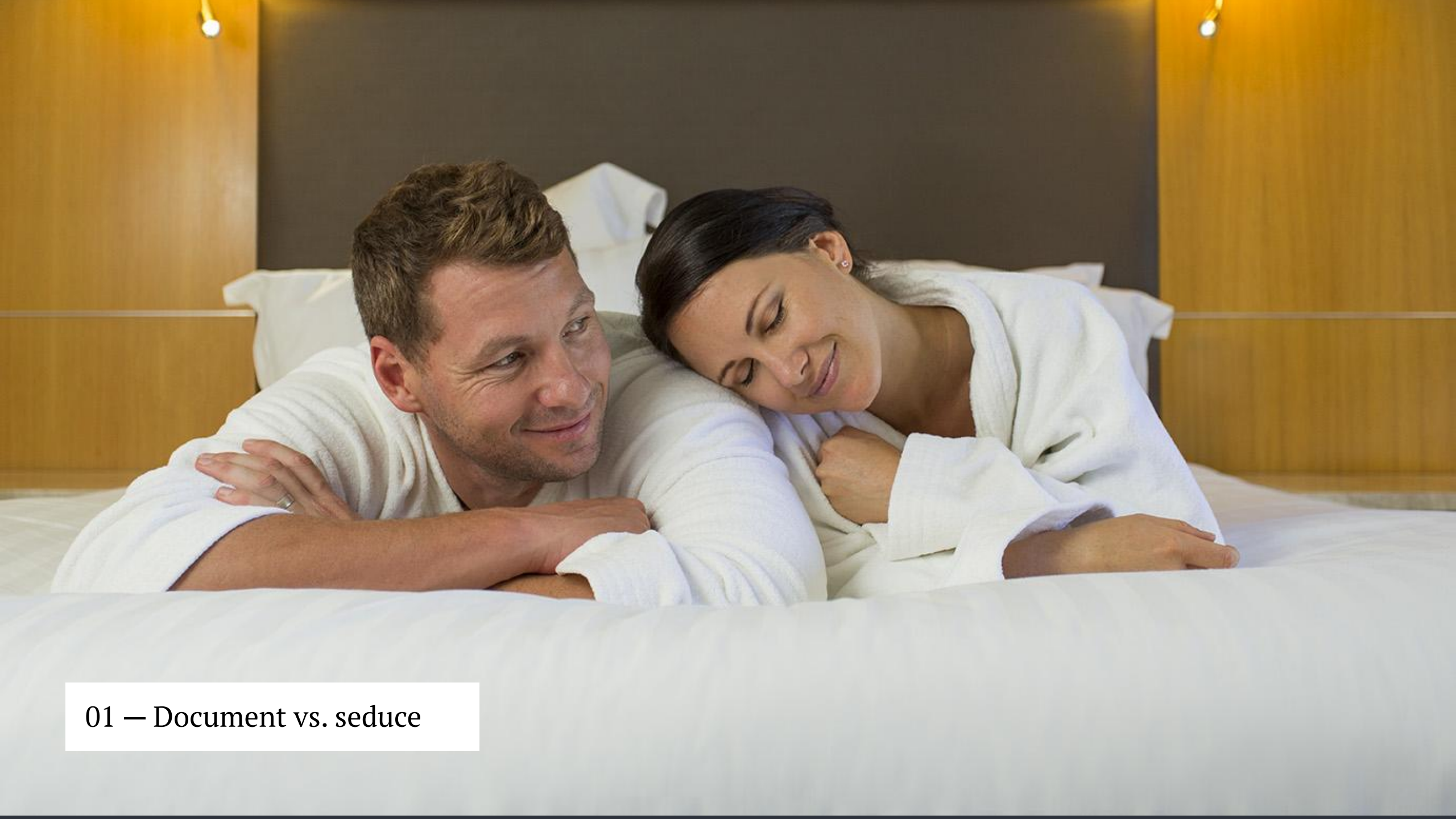
225%

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2.2%

The average hotel website conversion rate. Imagery wins the click — then a generic website loses the booking.

Over half of hotel bookings now happen on mobile. Guests decide with their eyes, in seconds, on a phone.



01 — Document vs. seduce



02 — The human element



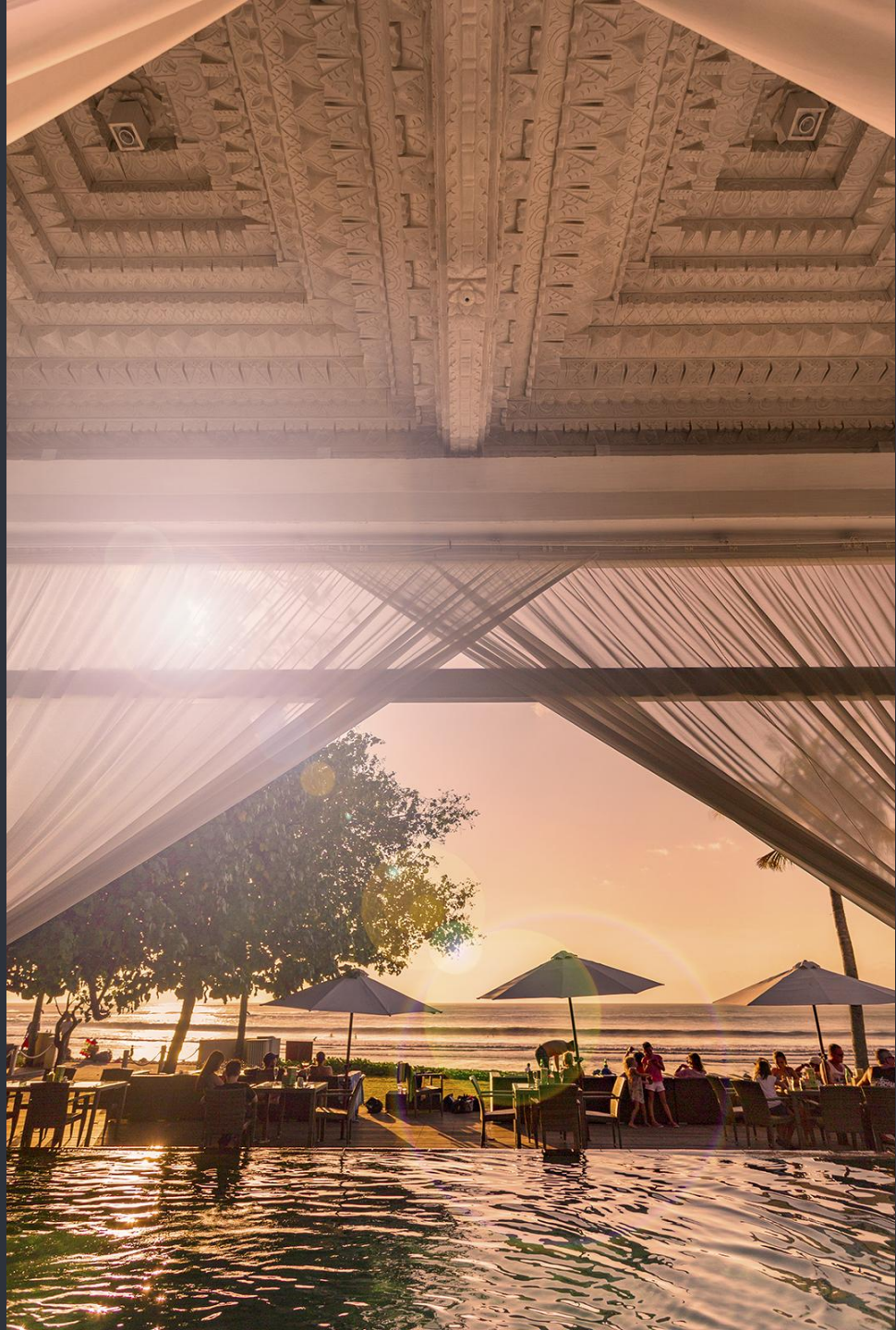
02 — The human element





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03 — Light as story





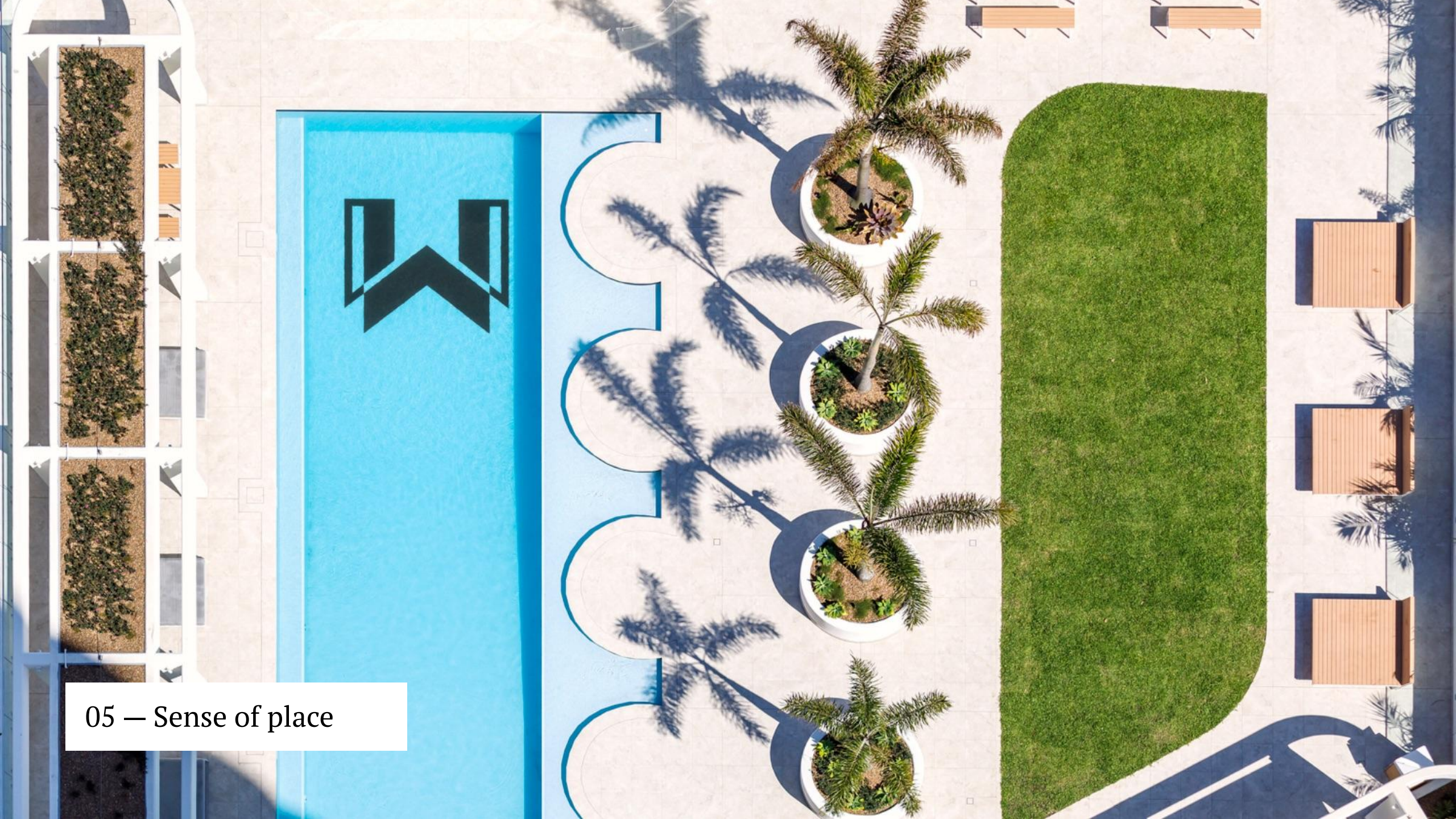
04 — The detail shot



05 — Sense of place



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The shot list audit: five gaps in almost every library

1. Too many empty rooms, not enough life
2. No (food and beverage) story
3. Nothing shot for mobile-first vertical crops
4. No short video or motion — the formats guests now expect
5. One generic hero shot doing a job that needs five audience-specific images

Brief by guest segment, not room type.

The shot that sells the property to a couple is not the shot that sells it to a family or a corporate booker.

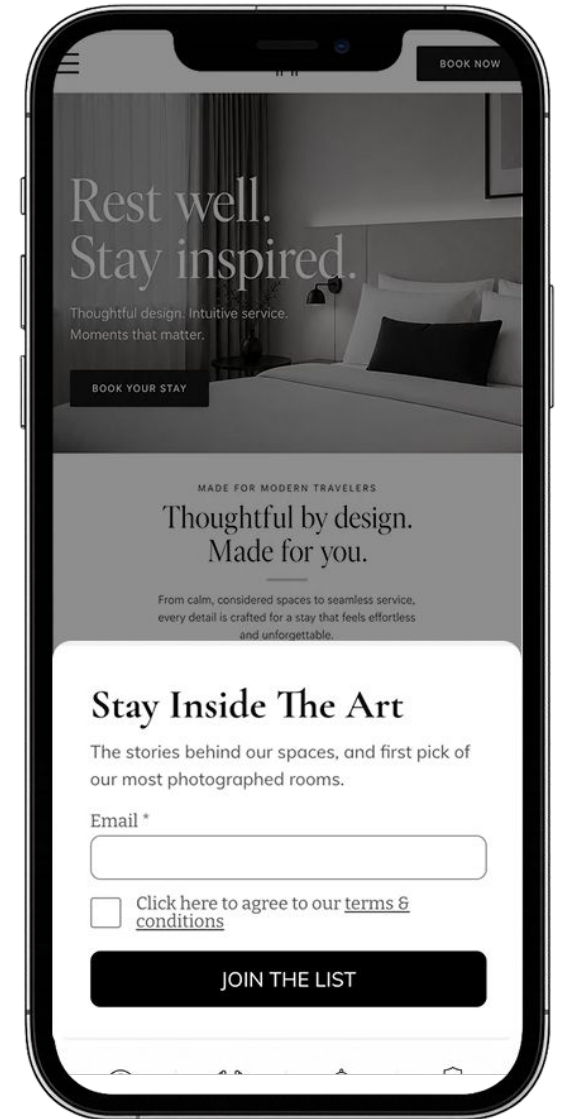
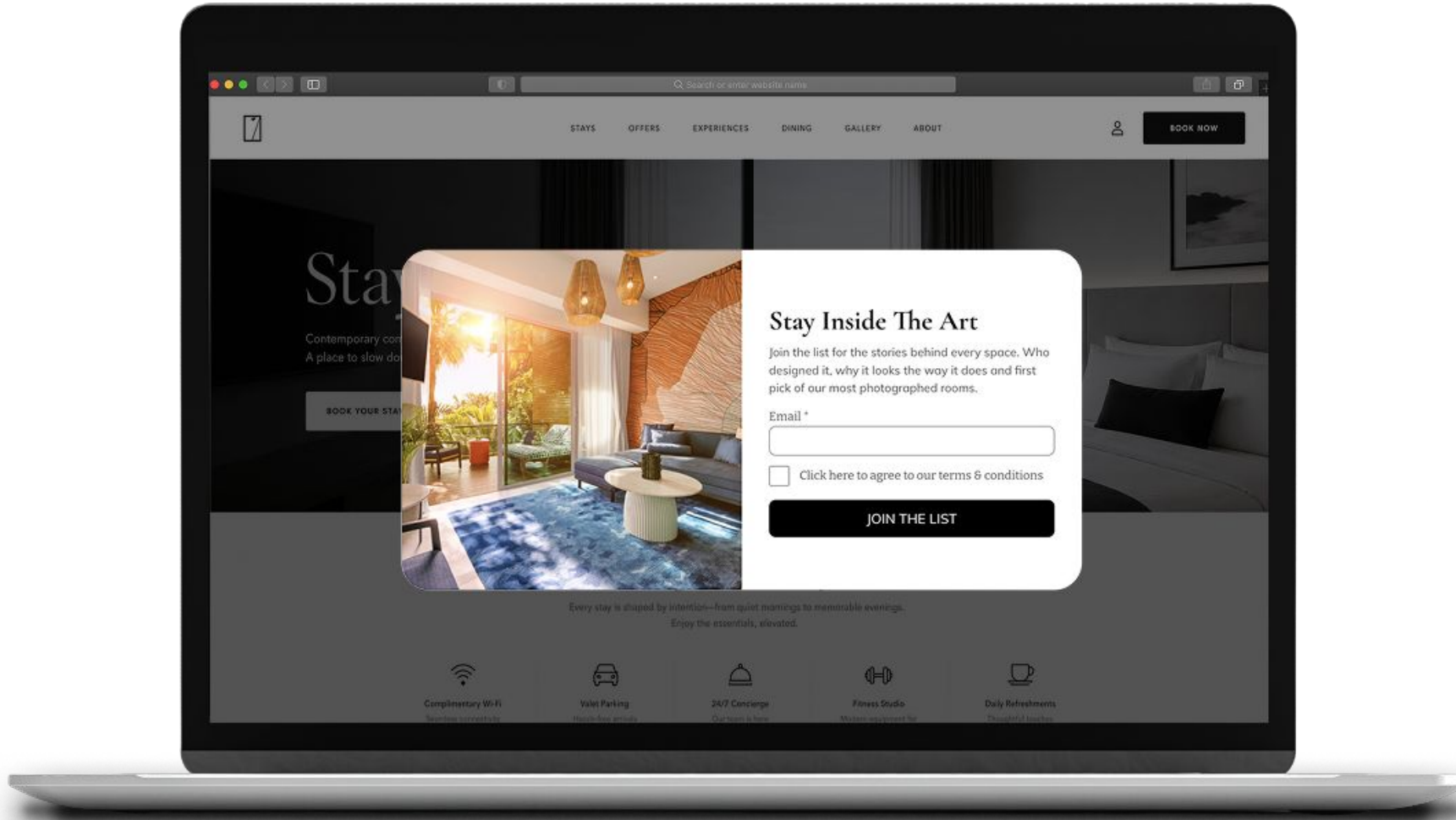
Meet your guests

A guest persona report for a real APAC property – who is actually browsing the website, and what each of them is looking for.



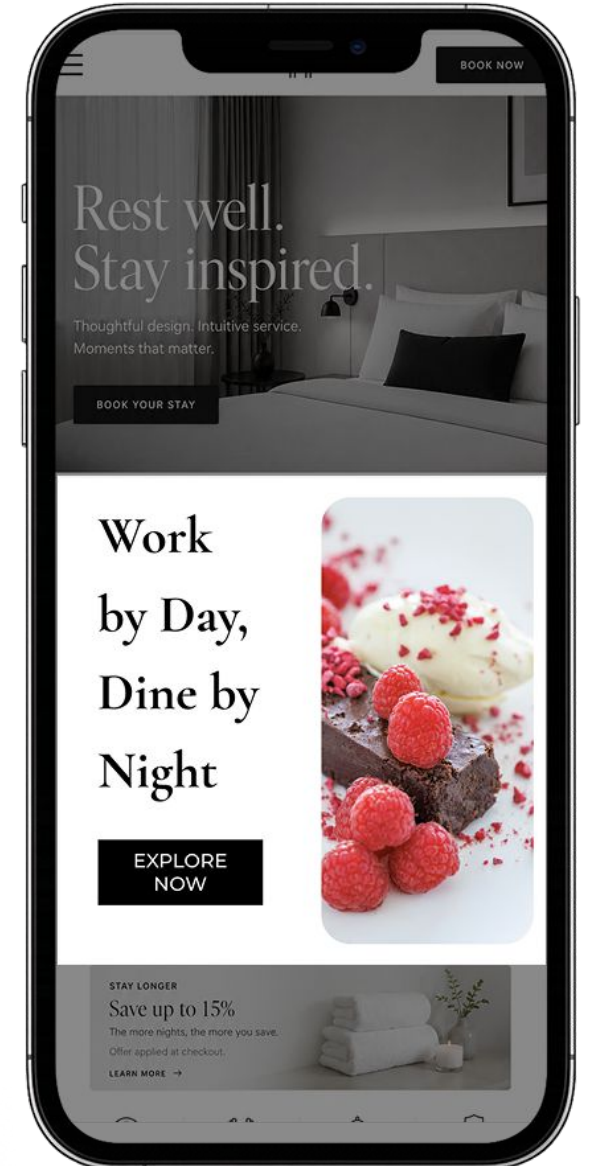
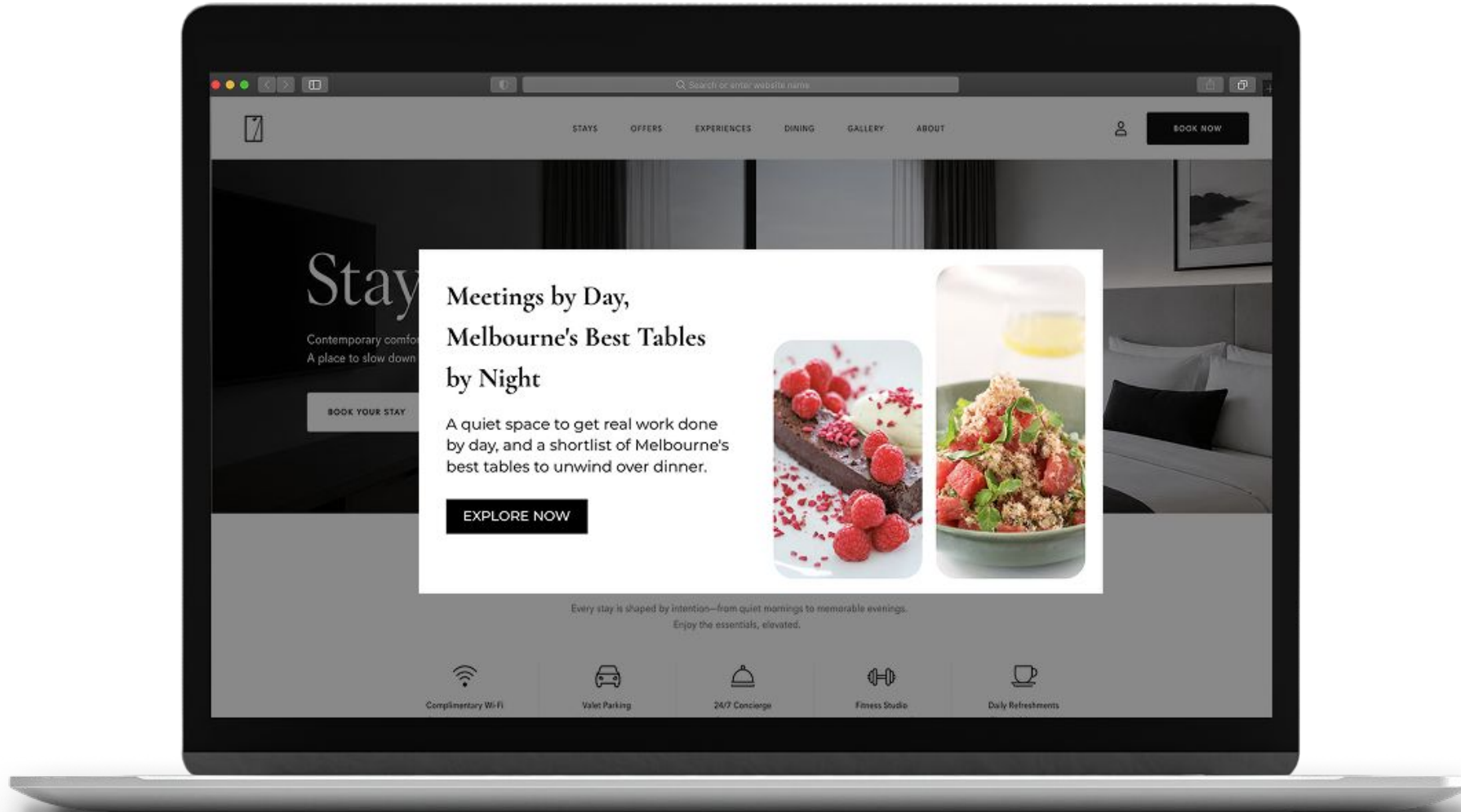
Right image, right guest, right moment

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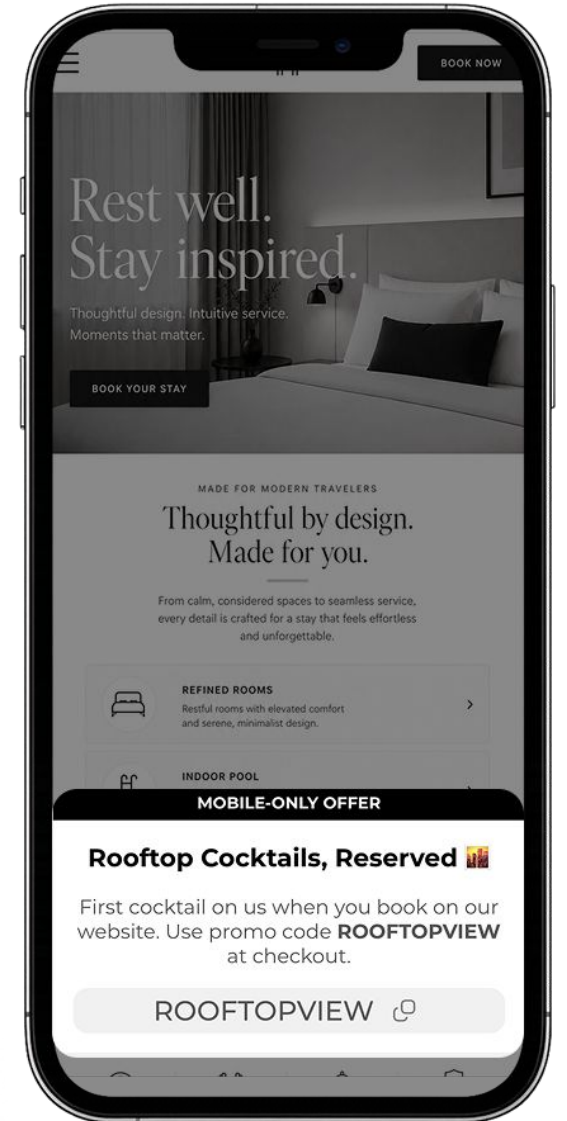
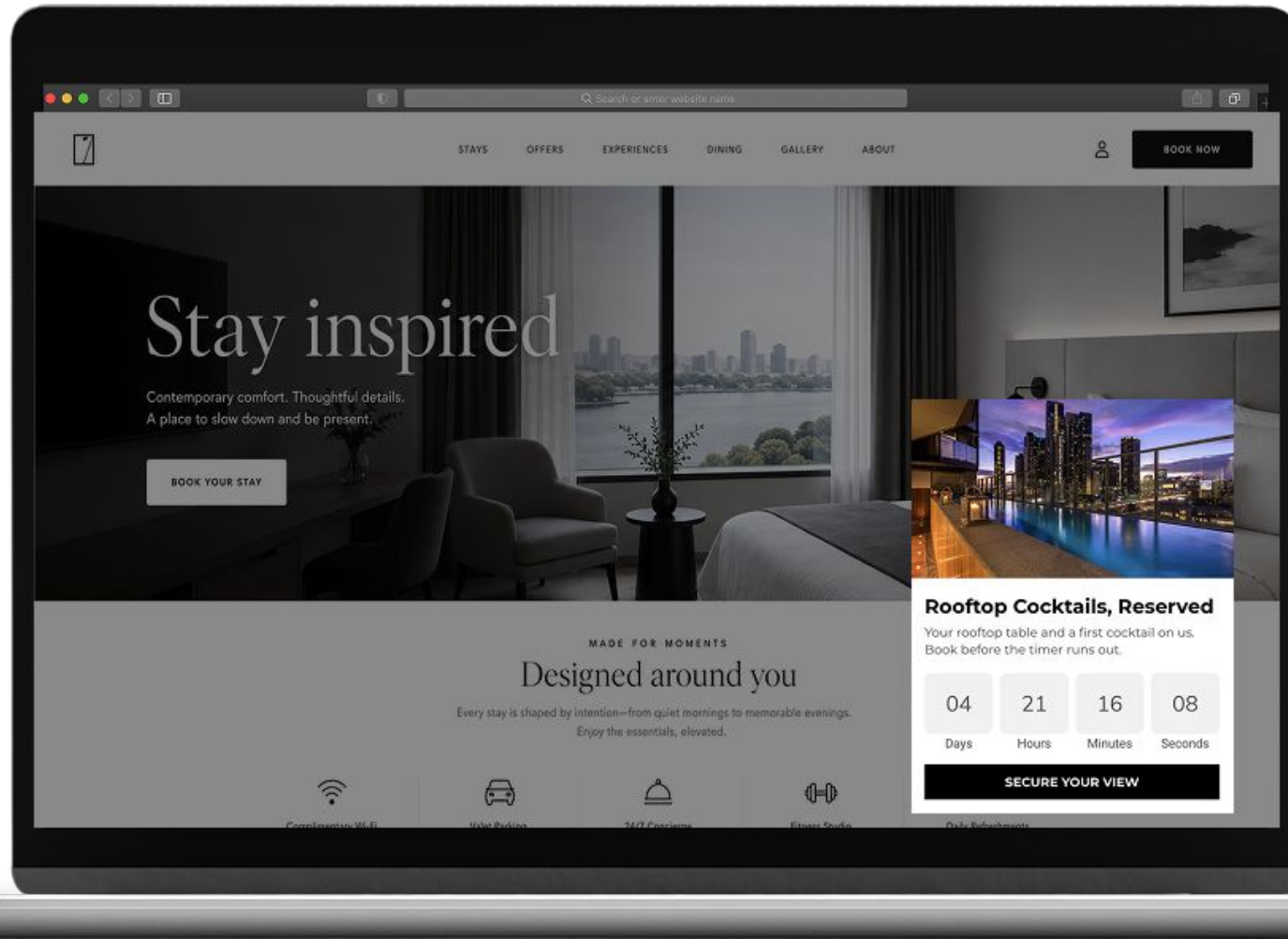
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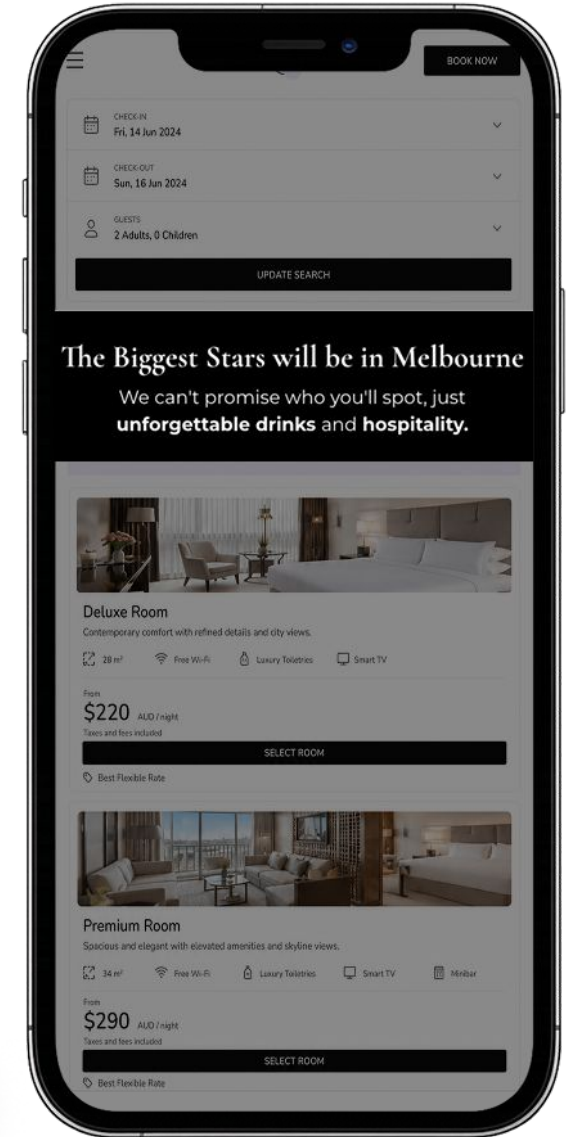
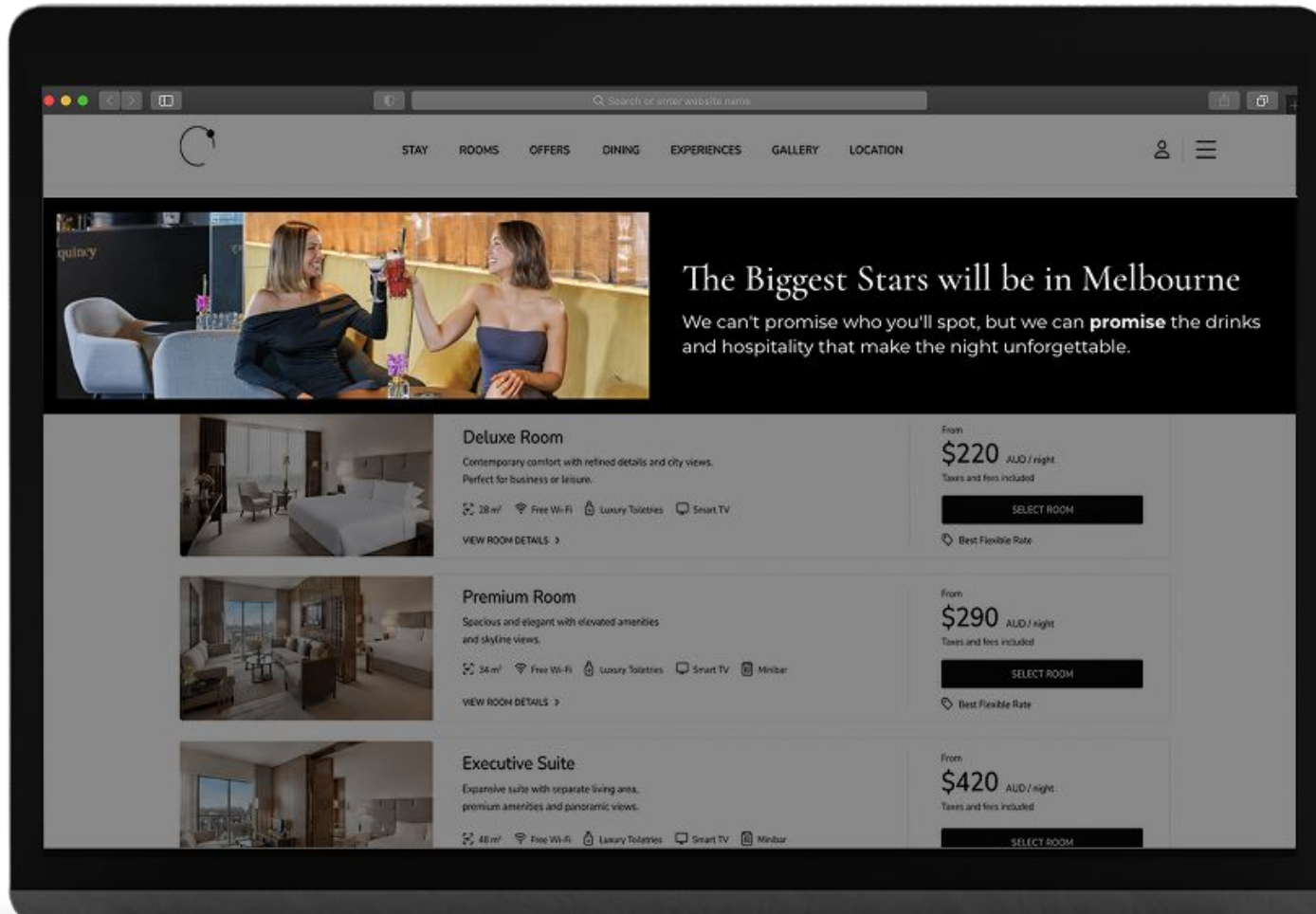
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Q&A

Do this tomorrow

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Audit your library

Sort every image by guest segment and note the gaps — use the five-gap checklist.

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Map images to moments

Pick your top three guest segments and decide which image each should see, at which point in the booking journey.

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3

Put one story live

One targeted onsite campaign pairing your best image with your best offer. Then measure it.

Request your guest persona report

**Triptease helps hotels
increase their direct bookings**

Get in touch: info@triptease.com

