The 12 shots a Cyprus hotel needs before summer

A pre-season checklist for hotels, beach bars and restaurants. Print it, tick it, hand it to whoever is shooting.

Inside: the booking calendar · the 12 shots · what to shoot for the ads · what to prepare



Why this is a spring job, not a July one

A guest in Manchester or Tel Aviv chooses a hotel in Cyprus in February. By the time your July is busy, that decision was made five months earlier — from a phone, based on photographs. The photography that fills August was needed in April.

The Cyprus booking calendar

Easter

Shoot late February / early March

Menus and short breaks are decided six weeks out.

Summer

Shoot April / early May

The big one. Spring dates fill first — book before March.

Christmas

Shoot October

Gift menus, festive events and the New Year package.

The 12 shots

One shoot day covers most of this at a small-to-mid property. A larger resort takes two.

01 ☐ **Every room category you sell**

Not just the suite. If a guest books the standard double and it has never been photographed, they arrive at a room they have not seen.

02 ☐ **The same room at two times of day**

Morning light and late afternoon read completely differently. One setup, two months of posts.

03 ☐ **Pool and grounds — empty**

This is the version the booking platforms want. Shot early, before anyone is out.

04 ☐ **Pool and grounds — in use**

This is the version social media wants. Same place, different shoot, both needed.

05 ☐ **Breakfast, as it is actually served**

The most-checked thing about a hotel after the room and the price. Shoot the real spread, not a styled plate nobody gets.

06 ☐ **The bar at golden hour**
The shot that sells the evening — and the one most properties do not have.

07 ☐ **The full menu, dish by dish**
It doubles as the printed menu, so one shoot pays for itself twice.

08 ☐ **Signature drinks**
Cocktails travel further than food on social. Shoot them against the real bar, not a white background.

09 ☐ **The walk from reception to the sea**
Vertical video, one continuous take. Answers "how far is the beach really" better than any sentence you can write.

10 ☐ **Aerial context**
Where you actually are — the coastline, the town, the distance to everything. Licensed pilot, clearance checked before the day.

11 ☐ **The details guests photograph themselves**
The balcony view, the pool at night, the terrace at sunset. If guests already photograph it, it converts.

12 ☐ **The people**
A real face at reception, the chef at the pass, the bar team working. Outperforms a stock smile every single time.

Three extra shots, for the ads specifically

13 ☐ **A vertical crop of every hero shot**
Stories, Reels and TikTok are 9:16. If the only version is landscape, the ad account cannot use it.

14 ☐ **One 6-second clip per space**
Short enough to loop, long enough to show the room. Six of these carry a month of paid social.

15 ☐ **At least three shots with empty space**
Room in the frame for a price, a date or an offer. Otherwise every ad has text sitting on someone's face.

Three things that ruin a shoot day

> **Nobody decided what each photo is for**
> A shot for Booking.com is not a shot for Instagram, and neither is a shot for a printed menu. Agree this before the day — it is the difference between 400 photos and 40 usable ones.

> **The rooms were not made up in time**
> A shoot day loses two hours waiting for housekeeping. Block the rooms the night before.

> **The kitchen was not warned**
> Food photography needs the dishes plated on time, in order. Ten minutes with the chef the week before saves the afternoon.

What to have ready before the shoot day

- [ ] Block the rooms you want shot from the night before — housekeeping ready by 08:00.
- [ ] Give the chef the dish list and the times, a week ahead.
- [ ] Say which platforms each photo is for: booking site, social, printed menu, ads.
- [ ] Tell us the offers you will run this season, so we shoot the shots those ads need.

Want us to shoot it?

We are a Cyprus media studio — our own cameras, drone, lights and mics — and we run the campaigns the photos end up in. Clients include Aphrodite Hills Resort, Nireas Hotels in Pernera and Magic Dancing Waters in Protaras, who report a 25–30% increase in bookings.

Book a call: wizardcy.com · +357 99 312870 · manager@wizardcy.com