



Sharlena Luyen

The best stays leave behind a specific kind of mess: rumpled sheets, a coffee gone cold, a laugh caught mid breath. I photograph the lived in moment, not the staged one. These images are an invitation to experience what I experienced.

sharlenaluyen.com/hotel · sharlenaluyen@gmail.com · 714-727-5153

Arrival & First Impression

SECTION 1 OF 5

- Golden Hour Exterior
- Architecture as Story
- The Grand Lobby
- The Lobby, Lived In



ARRIVAL & FIRST IMPRESSION

Golden Hour Exterior

The light only does this for about twenty minutes. You learn to be ready for it: bag already down, nothing between you and the shot. The building didn't need to do anything. The day did the work.



ARRIVAL & FIRST IMPRESSION

Architecture as Story

I wanted to feel the building from the inside out. The only way to get that is to get underneath it, point up, and let the sun do something reckless. The flare wasn't



ARRIVAL & FIRST IMPRESSION

The Grand Lobby

This is the moment before you know where you're going, when the lobby tells you everything about where you've arrived. The tree, the



ARRIVAL & FIRST IMPRESSION

The Lobby, Lived In

They weren't performing anything. They were just there, wrapped up on sofas, tea going cold between them, the pine forest pressing against the glass behind. This is what a lobby looks like when it's actually being used.

Guest Rooms

SECTION 2 OF 5

- The Moody Room
- The Bed, Left Unmade
- The Room, Occupied
- The Window



GUEST ROOMS

The Moody Room

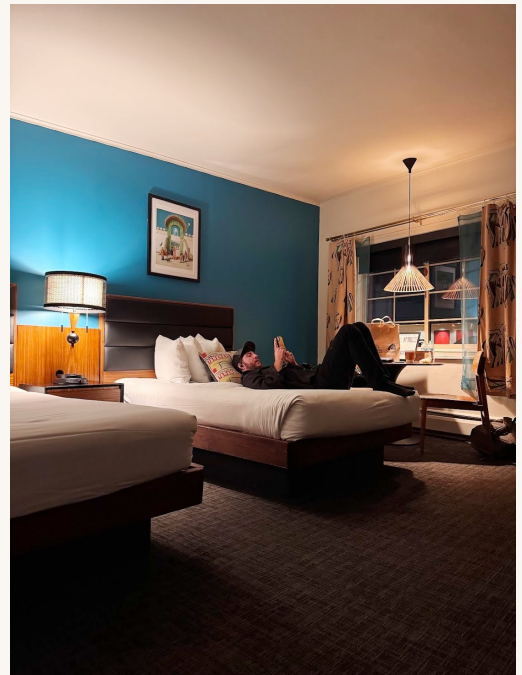
The kind of room that changes the pace of a whole day. Exposed beams, a stone fireplace, lamp light pooling on dark wood. I shot it at the exact hour the outside and inside light balanced, right before the room went fully dark.



GUEST ROOMS

The Bed, Left Unmade

I didn't make the bed. That's the whole note. The rumpled linen, the morning window, the pillow slightly wrong: those details are what make someone think they want to be in that room. A perfectly



GUEST ROOMS

The Room, Occupied

He's on his phone. Shoes still on. Teal wall behind him, the pendant light doing exactly what it was designed to



GUEST ROOMS

The Window

Without her, it's a view. With her, it's a feeling. The silhouette at the Ghent window at golden hour, cathedral towers, the bridge, the whole city going amber, is the closest I've gotten to photographing what it means to arrive somewhere beautiful.

Food & Beverage

SECTION 3 OF 5

- Morning Coffee, The Ritual
- Morning Coffee, The Quiet
- The Signature Drink



FOOD & BEVERAGE

Morning Coffee, The Ritual

Sa Pa in the mist, feet up, nowhere to be. The drink is almost beside the point. What's being sold here is the specific luxury of a morning that asks nothing of you. I've had a lot of coffees. I remember this one.



FOOD & BEVERAGE

Morning Coffee, The Quiet

A drink on a weathered table, a sunrise burning through field fog. No people, no clutter, just the glass and the moment it belongs to. Some mornings



FOOD & BEVERAGE

The Signature Drink

The sticker in sharp focus, the cafe buzzing softly behind. I took this the second it was handed to me. Thirty seconds later the condensation would

Amenities & Experience

SECTION 4 OF 5

- The Mirror, Joy Caught
- The Pool from Above
- Full Immersion



AMENITIES & EXPERIENCE

The Mirror, Joy Caught

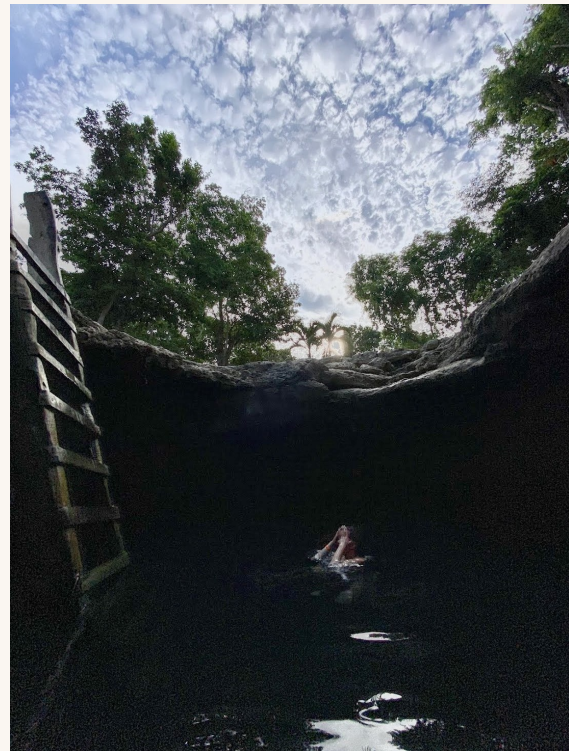
She was already laughing when I took this. I didn't ask her to. Round mirror, sage green wall, wine glasses behind her, a whole evening ahead of her. Give someone something to do and then watch what happens. That's the whole method.



AMENITIES & EXPERIENCE

The Pool from Above

Looking down from the balcony: two pools below, the A frame bungalows in their primary colors, the jungle climbing into low fog above. The palm frond



AMENITIES & EXPERIENCE

Full Immersion

Inside a cenote, the swimmer small against the dark water, a wooden ladder on the left, the cave opening up to sky and jungle canopy above. The best

Destination & Surroundings

SECTION 5 OF 5

- The Unexpected POV
- The City at Dusk
- Detail and Crowd



DESTINATION & SURROUNDINGS

The Unexpected POV

San Francisco through a bus windshield at golden hour. The scratched glass, the rivets, the seat backs: none of that is in the way. All of that is the point. I wasn't setting up a shot. I was on a bus. That's the difference.



DESTINATION & SURROUNDINGS

The City at Dusk

San Francisco at the exact minute the buildings go amber and the sky goes lavender. Shot from the



DESTINATION & SURROUNDINGS

Detail and Crowd

The wooden vase with sunflowers sharp in the foreground, the crowd soft and warm behind. You see the property's taste and its energy in the same frame. This composition technique has a real name:

The Standard of Work

Great hospitality photography is measured by what it does for a property, not how good the files look on a hard drive. It's measured by performance on OTA listings, longevity across campaigns, and whether a guest looking at the image thinks: I want to be there.

DELIVERABLE METRICS

25+ edited stills per stay

High resolution files in horizontal and vertical orientations, formatted for web, OTA listings, and social in a single package.

2 short form videos, 30 to 90 seconds each

Atmospheric walkthroughs suitable for Instagram Reels, your website, or OTA video features.

Full delivery within 14 days

First selects within 48 hours for properties with active campaign deadlines.

Unlimited commercial usage rights, no expiration

Every asset is fully owned by the property: website, OTA, email, social, and press.

PROCESS METRICS

Response within 24 hours

Every message, question, and revision request receives a response within one business day.

One round of revisions included

If a delivered image doesn't meet the brief, it gets reshot or re-edited at no additional cost.

Satisfaction guarantee on final delivery

The partnership isn't complete until the delivered set meets the agreed scope.

ASSET PERFORMANCE

Professional OTA photography converts meaningfully higher

Strong hero imagery consistently outperforms phone shot alternatives in click through rate and booking conversion.

Lived in imagery has a longer effective lifespan

Lifestyle content doesn't date the way traditional catalog photography does. It keeps working across seasons.

Consistent visual identity builds brand trust

One well executed shoot, delivered in multiple formats, creates a coherent presence across every platform.

EVERY PARTNERSHIP IS TAILORED

Some offerings.

All negotiable.

These are starting points, a sense of what a collaboration might look like. Every property is different. Every stay tells a different story. The deliverables should reflect that.

Photography

25+ high resolution edited stills across interiors, exteriors, food and beverage, amenities, and destination context. Horizontal and vertical orientations, formatted for web, OTA, and social.

Video

2 short form atmospheric walkthroughs, 30 to 90 seconds each, suitable for Instagram Reels, your website, or OTA video features.

Usage Rights

Unlimited commercial use across all platforms. No expiration. No attribution required.

Turnaround

First selects within 48 hours. Full delivery within 14 days of stay.

Restaurants

Food, beverage, and drinks photography available for on property dining. A meal and drink credit for 2 people is needed for this to be viable.

Spa & Wellness

Photography coverage available for spa and wellness amenities. A treatment credit for 2 people is needed for this to be viable.

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