



FIELD GUIDE / 2026 EDITION

Rooms Sold Before the Building Exists: The Fourteen Images.

The image set a hotel needs for investors, brand approval, pre-opening sales and booking platforms, priced line by line, with the one-page brief that gets it made.

START HERE

Four audiences, one budget line

A hotel buys renders four times: for the investors, for the brand's design standards team, for the pre-opening sales team and for the booking platforms. Usually from different people at different moments, and often from different suppliers, so the same lobby gets modelled three times.

That is where the money goes. And the images that get made first, wide architectural views for an investor deck, do almost nothing on a booking page, where a guest decides on the room, the bathroom and the view from the bed.

WHO LOOKS	WHAT THEY NEED TO SEE
01 Investors	Arrival, the facade at dusk and one public space that carries the concept. Three frames, not twelve.
02 Brand approval	The key room and the lobby, detailed enough to check against the brand's standards manual.
03 Pre-opening sales	Rooms, the suite, the event space and the restaurant: what a group booker or a wedding planner buys.
04 Booking platforms	Room, bathroom, view and amenity, framed for gallery crops. The images that actually take reservations.

Model it once, in the right order.

One model of the lobby and the key room serves all four audiences if it is built for the most demanding one first. The booking gallery needs the most accurate finishes, so start the model there and pull the investor frames from it.



Maverick Frame production render.

THE SHOT LIST

The pre-opening set, priced

A composite of the hospitality sets we price, at mid-market studio rates, for a 120-key hotel with a restaurant, a bar, one event space and one signature amenity. Every line has a job and a place it will be published.

LINE	ITEM	BASIS	AT STUDIO RATES
01	Arrival and facade at dusk, for the investor deck and the hoarding	2 x \$550	\$1,100
02	Lobby and reception, hero view and reverse	2 x \$500	\$1,000
03	Key room: the bed, the desk and the window	2 x \$450	\$900
04	Suite: living area and bedroom	2 x \$500	\$1,000
05	Bathrooms, key room and suite	2 x \$400	\$800
06	Restaurant by day, bar in the evening	2 x \$500	\$1,000
07	Event space, banquet layout	1 x \$450	\$450
08	Spa, pool or rooftop, the amenity you sell on	1 x \$500	\$500
09	Room furniture modelled to the FF&E schedule	build	\$1,800
10	360 panoramas of the key room and the suite	2 x \$600	\$1,200
11	30-second pre-opening film from the same model	0.5 min	\$2,750
Fourteen stills and the room model, 01-09			\$8,550
360 and film, 10-11			\$3,950
The full pre-opening set			\$12,500
The first phase, rows 01-05 and 09			\$6,600

The key room is the image that earns.

Guests book the room they can see. Of everything on this list, the key room and its bathroom are the frames still working on booking platforms long after opening day, so they deserve the most accurate model and the most care.

MISTAKES FROM YOUR SIDE OF THE TABLE

What hotel briefs say, and what to write

Seven lines we read in almost every hospitality brief. Each one either multiplies the image count or sends the model back to be rebuilt.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 Render all room types	Name the key room and the suite. Other types are variations that rarely need their own images; one extra frame each at most.
02 In line with brand standards	Attach the standards manual and mark the pages that apply. The brand team will check against it anyway; let us read it first.
03 Finishes to be confirmed	Send the FF&E schedule as it stands, even in draft. Finishes changing after the model is built is the most expensive revision in hotel work.
04 Busy and full of life	Say which spaces need people, and how many. A few guests at the bar reads as welcoming; a crowd in every frame reads as stock.
05 For the website, investors and booking sites	List the formats: a wide hero, a gallery crop, a vertical story. Framing for all three at once is cheaper than re-rendering later.
06 The view from the window, whatever looks best	Tell us the real view from the key room's floor. A sea view that does not exist is the fastest route to a complaint after opening.
07 Needed for the opening	Needed for the day sales start, which comes long before the opening. The set has to be live when the pre-opening team picks up the phone.

Answer it on paper, not in a revision round.

Each line above takes a few minutes to answer before work starts and a full revision round to fix after the first draft. Keep the two draft rounds for the images, not for the brief.

THE ONE PAGE

What hotel teams actually send us

The operators and developers whose logos sit on our service pages do not send specifications. They send something close to this, usually in the body of an email, and it is enough to quote from and to start work.

01	The property	Keys, brand or positioning, and where it stands. One line.
02	The drawings	Plans, the design model if there is one, and which is current.
03	The FF&E schedule	As it stands today, with what may still change marked.
04	Who sees it first	Investors, the brand, sales or the booking platforms. This sets the order.
05	Which spaces	Key room, suite, lobby, restaurant, bar, event space, amenity.
06	The view	What the key room actually looks out on, and the season you sell in.
07	People	Which spaces need guests in them, and roughly how many.
08	Formats	Where each image will be published, and in which crops.
09	The date	The day pre-opening sales start, not the opening day.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Send the draft schedule, not the final

We can build the architecture while the FF&E is still moving. Loose furniture and fabrics are the last thing applied and the easiest to change.

Plan the second wave now

Once the hotel opens, photography takes over the rooms. Renders keep their value for spaces still being fitted out and for later phases; say if there are any.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us what you already have

Plans, a model, photographs or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Hospitality visualisation	maverickframe.com/services/3d-interior-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.