



FIELD GUIDE / 2026 EDITION

The Hotel Does Not Exist Yet. Nine Images Have to **Fill It.**

The pre-opening image set for a hotel or venue, priced at \$9,650: which spaces to show investors, the operator and the first guests, and which to leave out.

START HERE

The hotel is not built. The rooms are on sale.

A hotel is sold three times before the first guest checks in. Investors and lenders buy the idea, an operator or brand buys the fit with its standards, and the first guests buy a room on a booking site that has only renders to show. Each of them decides from images, and each looks for something different.

Most pre-opening briefs ignore that order. They list every space on the architect's drawings, from the ballroom to the treatment rooms, and ask for all of it at once, usually with a long film attached. The set that works is shorter and staged: the images that carry the investment case, then the ones the operator must approve, then the ones that fill the booking engine.

WHAT THE BRIEF USUALLY LISTS	WHO NEEDS IT, AND WHEN
01 Every room type, furnished	Guests book the standard room and pay up for the suite. Render those two keys; the rest follow as variants.
02 Every outlet: restaurant, bar, café, pool bar	One outlet, the one people who are not staying will also visit.
03 Meeting rooms, ballroom, gym	The operator's fact sheet, unless events carry the revenue.
04 A long launch film	One short film from the stills model, or 360s of two rooms. Not both before opening.

An investor buys the location. A guest buys the view from the bed.

The aerial and the arrival make the investment case. The room, the view and the pool fill the booking site. The images in between are for the operator, and there are fewer of them than the brief suggests.



Maverick Frame production render.

THE INVOICE

The pre-opening set, priced image by image

Below is a composite pre-opening set for a resort hotel of around 90 keys with one restaurant, a pool and a spa, priced at mid-market studio rates. The second column names the audience each image is there to convince. For a café, club or sports venue the set is shorter, but the logic is the same.

IMAGE		IT CONVINCES	AT STUDIO RATES
01	Aerial with the site, the shore and the access road	investors	\$600
02	Arrival at dusk, from the drop-off	all three	\$550
03	Lobby and reception, eye level	operator	\$600
04	Standard room, the key that fills the hotel	guests	\$550
05	Suite or villa, the key that lifts the rate	investors	\$650
06	The view from the room, balcony or terrace	guests	\$500
07	The signature restaurant, in use	operator	\$600
08	Pool and deck, with people	guests	\$550
09	The signature amenity: spa, padel court or beach club	guests	\$550
10	A 45-second film from the same model	all three	\$4,500
Nine stills			\$5,150
One 45-second film			\$4,500
Instead of the film: 360 panoramas of the standard room and suite			or \$1,200
The pre-opening set			\$9,650
The same hotel, rendered as the usual brief lists it			\$29,050

\$29,050 is the brief that renders every room on the drawings.

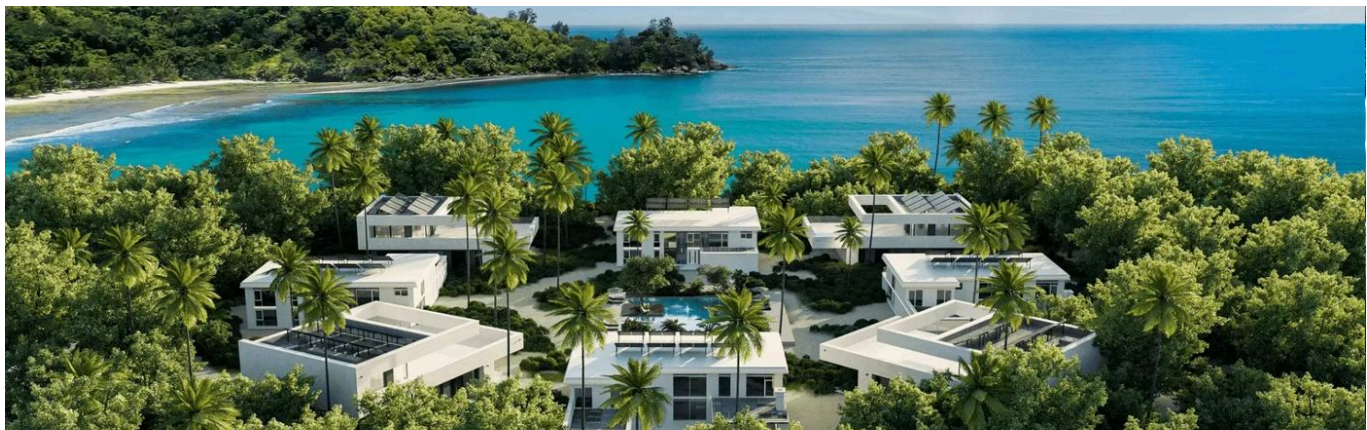
Twenty-eight stills instead of nine (every room type and bathroom, three more outlets, meeting rooms, gym and treatment room, two more aerials, night versions), a 90-second film and eight panoramas. Three times the set above, and none of the extra images is the one that fills a room.

SPACE BY SPACE

What to show, and what to leave out

Go through the drawings with this list before you ask for a quote. Each line names a space, the way to show it, and when it can wait.

THE SPACE		SHOW IT THIS WAY, OR LEAVE IT
01	Arrival	The first frame an operator and a guest judge. One view from the drop-off at dusk, lit the way the building will actually be lit.
02	Room types	The key that fills the hotel and the one that sets the average rate. Other types are variants of the same model, priced well below a new view, and can follow once the operator signs off the layouts.
03	The view from the room	Often the reason to book. Frame it from the bed or the terrace, with the real orientation and the real horizon.
04	Food and drink	One outlet, shown in use, at the hour it earns. The pool bar and the lobby café are lines in the fact sheet.
05	Amenities	The one the rate depends on: pool, spa, padel court or beach. A gym rarely needs its own image.
06	Aerial	One, for investors and for the location story, with the access road and what is within reach.
07	Film or 360	One moving format before opening: a short film for the deck and social, or 360s of two rooms for the booking site.
08	Meetings and back of house	Leave them to the operator's technical pack, unless events carry the revenue.
09	Timing	Investor images before the funding round, operator images before brand approval, guest images before the booking engine opens.



Maverick Frame production render.

THE ONE PAGE

The brief for a hotel that is not open yet

You do not need a specification to start. Half a page like this, often in the body of an email, is enough for us to quote the set and begin on the arrival. Say who has to say yes next and when; leave the camera work to the people who set it every day.

01	The project	One line: hotel, resort, café or club, key count, outlets. Attach drawings or the architect's model.
02	Who says yes next	Investors, a lender, a brand operator or the first guests. It decides where the set starts.
03	The date that matters	The funding meeting, the brand approval or the day bookings open.
04	The positioning	The operator brand or the guest you are building for, and the rate you expect.
05	The two keys	The room type that fills the hotel and the one that sets the rate.
06	The interior scheme	The designer's mood boards and FF&E schedule, even if unfinished.
07	The one amenity	Pool, spa, padel court or beach club. The one the rate depends on.
08	Food and drink	The outlet guests will remember, and when it is busiest.
09	Moving format	A short film or 360s, and where it will run.
10	The budget	A figure or a range. It is the fastest way to a set that fits.

Attach whatever already exists

☐ Drawings or the architect's model, and the room schedule

☐ The interior designer's mood boards and materials

☐ Site or drone photographs, even taken on a phone

☐ The operator's brand guidelines, if one is signed

Brief the guest, not the building

Tell us who stays and what they pay. A brief that fixes every lens and camera height gets taken literally, and it shows in the images.

Line us up before the funding date

The costliest orders are placed after a first supplier has missed the deck. Brief us while the meeting is still a date in the diary.

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 work	maverickframe.com/services/commercial-3d-rendering/
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.