

FIELD GUIDE / 2026 EDITION

Domes, Cabins, Tents. One 3D Site. Paid For Once.

What to render from the first site idea to the opening season, what the 3D scene of your land carries over, and the share of the budget each stage takes.

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START HERE

Five stages, five vendors, the same piece of land

Most glamping projects buy their visuals one deadline at a time. A sketch view for the go decision, a render for the bank, photo-matched views for the planning office and a different supplier again for the booking site.

Each of them builds the land, the units and the paths again from the same plan, and each shows the site a little differently. The other leak is timing: the booking pages need images months before the first dome is on its deck, and the guest list is built from them, not from the finished resort.

	BOUGHT STAGE BY STAGE	PLANNED AS ONE ROADMAP
01	**The site and units are modelled again for every job**	One 3D scene of your land, kept on file
02	**Bank and planning views that do not match**	Funding and permit views rendered from the same scene
03	**Unit interiors ordered once sales have started**	Interiors scheduled while the permit is still running
04	**Night and winter views commissioned as new work**	Same cameras relit for dusk, dark and snow
05	**Opening film started from a blank file**	Flyover shot in the scene that already exists

The scene of your land is the asset. The images are the output.

Terrain, trees, the units on their pitches and the paths between them are the largest cost of the first set. If the scene stays with one studio, every later image pays for cameras, light and finishes, not for building the site again.



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THE ROADMAP

What to order at each stage, and what it keeps

The five stages below are the ones on our glamping page, in the order most resorts meet them from the first idea to the first full season. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Concept	A 3D scene of the site with the unit types, a first aerial and one unit on its pitch	You, your partners, the designer	Site scene, unit models
Funding	A hero unit at dusk, the lodge and the shared spaces for the deck and the loan file	Investors, the bank, the landowner	Hero cameras, the bathhouse
Permit	Views from roads and paths, the units among the trees and the night lighting	Planning office, neighbours, the landowner	Road cameras, landscape
Pre-launch	Unit interiors, decks and firepits, the site map and launch sizes	Future guests, booking platforms	Interiors, outdoor scenes
Season	A short flyover, winter and night views and new units in the same scene	Guests, social feeds, the press	Everything above

Start where you are

If the permit is already granted and the booking page is next, order the unit interiors and outdoor scenes now, and ask for the site and units to be kept as one scene on file. That is what lets the opening film, the winter set and every new unit reuse it rather than start again.

Not every resort passes through all five stages. An operator adding domes to a running campsite may start at Pre-launch. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



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WHAT IT COSTS

Twelve units, a lodge, five stages, line by line

A composite for a twelve-unit resort with two unit types, a lodge and a bathhouse, priced at mid-market studio rates. Unit rates are the same in both totals; only the scene build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Concept: 3D site model with two unit types, the lodge and paths	from site plan and unit drawings	**$2,400**
02	Concept: first aerial and a dome on its pitch	2 x $480	**$960**
03	Funding: hero unit at dusk and the lodge for the deck	scene reused from Concept	**$980**
04	Funding: bathhouse and sauna interior	1 x $700	**$700**
05	Permit: views from the road and footpath, plus a night view	scene reused from Concept	**$1,200**
06	Pre-launch: interior of each unit type	2 x $550	**$1,100**
07	Pre-launch: decks, firepit and hot tub scenes	scene reused from Funding	**$1,110**
08	Pre-launch: site map, landing page, ad and email sizes	layouts and crops	**$550**
09	Season: 30-second arrival flyover	scene reused from Permit	**$2,000**
10	Season: winter versions of four views	4 x $250	**$1,000**
	Concept stage		$3,360
	Funding stage		$1,680
	Permit stage		$1,200
	Pre-launch stage		$2,760
	Season stage		$3,000
	Planned as one roadmap		**$12,000**
	The same visuals bought stage by stage, from scratch		**$21,600**

28%	14%	10%	23%	25%
CONCEPT	FUNDING	PERMIT	PRE-LAUNCH	SEASON

From scratch means each later stage goes to a new vendor who builds the site and both unit types again for $2,400 before rendering anything. Shares are of the $12,000 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Concept: the land**	Site plan or survey, photos of the plot and the trees you are keeping, and where the sun sets.
02	**Concept: the units**	The unit types you are weighing, supplier drawings or links, and references you like.
03	**Funding: the audience**	Who reads the deck or the loan file, and the date it is due.
04	**Funding: the shared spaces**	Plans or sketches of the lodge, bathhouse and sauna, even rough ones.
05	**Permit: the rules**	The views the planning office asks for and the submission date. Your planner confirms what the land allows.
06	**Permit: the viewpoints**	Photos from the roads and footpaths that matter, with positions marked on the plan.
07	**Pre-launch: the stay**	Furniture, textiles and finishes of each unit, and the moments you sell: hot tub, firepit, view.
08	**Pre-launch: the channels**	Your booking site, the platforms you list on, ad sizes and the opening date.
09	**Season: the changes**	New units, a new season or a design change since the last set, and the date you need them.

Change stage, keep the scene

If we built your site at an earlier stage, reopening it takes one email: name the stage, the new images and any changes since. The scene is on file, so the quote starts from cameras and light, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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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/
Glamping work	maverickframe.com/solutions/glamping-resort-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.