

How to Get Repeat Work with Hotels

Introduction

If you want to turn travel content creation into real income, one-off stays won't cut it. The creators who get paid monthly are the ones hotels **want** to keep working with. This guide will show you how to go from 'one weekend stay' to a long-term paid content partner.

Before the Stay: Set Yourself Up for Success

- Ask for deliverables in writing so both sides are aligned
- Suggest extra value: 'Would you like a few bonus vertical shots for Instagram Stories?'
- Research the hotel beforehand: understand their vibe, aesthetic, and guest profile
- Arrive with a shot list - don't wing it
- Set realistic deadlines and stick to them

During the Stay: Be Easy to Work With

- Be polite and respectful to staff (managers notice this)
- Film more than you promised, give options
- Tag and hype them up during your stay - repost their content, leave reviews, reply to comments
- Don't act like the hotel owes you anything - you're there to **work**, not just chill

After the Stay: Go Beyond the Brief

- Deliver your content early if you can
- Use a clean Google Drive folder structure: /Photos /Videos /Captions /Usage Rights
- Include usage rights info in the handover message
- Offer 1-2 extra clips or edits they weren't expecting
- Tell them how to use the content: 'These vertical clips work great for reels or TikTok'

The Follow-Up Strategy

- Wait 1-2 weeks, then follow up with data: 'The reel got 12k views and 112 saves in 3 days!'
- Ask if they've had any bookings or interest since posting
- Use a soft pitch message:

'Would love to work together again. If you're ever in need of regular content, I can offer a small monthly package that includes 3-4 reels. Happy to send over details.'

Offer a Paid Retainer

Here's a simple way to position it:

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Basic Package (£250/month):

- 2x reels, 10 edited photos, captions

Growth Package (£400/month):

- 4x reels, 15 photos, 1 bonus video for ads

Send them an example of a past deliverable or testimonial to back it up.

Keep your tone helpful, not salesy.

What NOT to Do

- Don't ghost the hotel after the stay
- Don't send content late with no explanation
- Don't beg for work - lead with value
- Don't be vague: always give specifics when pitching again

Conclusion

Hotels don't want a new creator every month. They want someone who shows up, delivers great content, and makes their life easier. If you prove that once, they'll happily bring you back again - and start paying for it too.