

How to Land Your First Free Hotel Stay

A practical, proven guide for content creators who want to start collaborating with hotels - without a huge following or previous experience.

1. Set Up Your Profile to Sell

Before you message a hotel, make sure your socials instantly show you're a creator worth working with.

- Use a travel/lifestyle-focused TikTok or Instagram
- Have 5-10 videos showing aesthetics or travel-related content
- Bio example: 'Travel Creator | Hotel Collabs | UGC'
- Pinned content and portfolio links help build trust quickly

2. Create Hotel-Style Content Without a Hotel

Use cafes, Airbnbs, rooftops or styled bedrooms to fake the vibe of a hotel collab. Film:

- Room tour-style edits
- Morning aesthetic routines
- Voiceover POV content

Use CapCut and trending audio to make it feel polished.

3. Craft a Pitch That Gets Replies

DM Example:

"Hey! I'm a travel content creator currently in [LOCATION]. I love your hotel and would love to offer a short video or photo package in exchange for a 1-2 night stay. Let me know if that's of interest!"

Make it clear, casual, and direct. Email versions work too - just adjust the tone slightly.

4. Message 10 Hotels a Day

This is a numbers game. Focus on:

- Boutique hotels with <10 rooms
- Active social media profiles



MUOB Creators

- Properties tagged by creators already

Track everything and follow up after a few days if needed.

5. Deliver Content That Gets You Invited Back

Overdeliver. If you promise 3 videos, send 5. Tag the hotel, send all content neatly, and follow up with a thank-you message. This builds reputation and helps you get future stays easier.

Templates & Tools

DM Tracker Sheet:

<https://docs.google.com/spreadsheets/d/1-Uaeu3Iru3C7NcvDj6dGoqUVL3S2j-JqxPc0zpwuwdM>

Video Idea Bank:

<https://docs.google.com/document/d/1L1Ub27CsizsYUoZQglCDovnQEwQVJg6dNsbh99WWwUs>

Let your content do the talking. Let the bookings follow.

Join MUOB Creators - and turn your camera into your career.

