



FIVE TO THRIVE

GUIDE TO MAXIMIZING PHOTO & VIDEO SALES



CONTENTS

03 INTRODUCTION

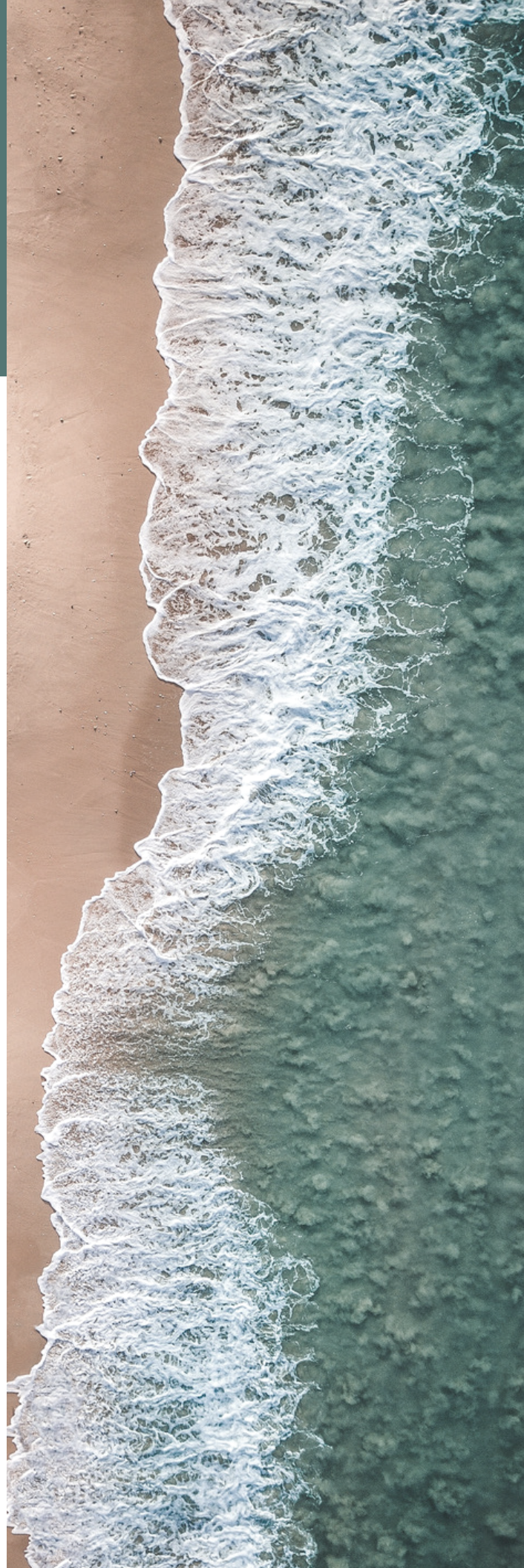
04 GROUP SHOTS

05 CAPTURE
MOMENTS YOUR
GUESTS CANT

06 MULTIPLE
PHOTO OPPS

07 REAL CAMERA

08 PART OF THE
EXPERIENCE



WHAT GUESTS WANT

PicThrive has polled hundreds of guests to find out exactly what they want in their tour and activities photos. We listened, cross-referenced their feedback with top photo sales performers, and identified the five elements needed to provide guests with the photo experience that they actually want. Use the **PicThrive Five to Thrive** as your guide to delivering an outstanding photo product that guests can't wait to buy!

Guest want...

- Professional photos
- Group shots with their family & friends
- To be informed that photos will be a part of their experience
- Variety in their photos
- To be captured during the peak of their experience

Our survey shows that the closer a company follows these five elements in their photo program, the **more likely** their guests are to buy their photos and share their experience with family and friends.

Give guests exactly what they want, without them having to ask for it!



“ Only part of the people in our party are in the photos ”

TAKE GROUP PHOTOS

Group photos sell themselves. Period.

Why? If guests take group photos themselves, they won't have a photo of their entire family or friend group!

Guests want photos with their friends and family - not with the strangers on the tour with them. Guests will likely ask you to take a photo of their family on the tour, whether or not you sell them photos. Why not provide a professional, hassle free and profitable option without your guests having to ask?

Guests will see the value of a professional photo and be grateful to be able to continue their experience without having to take out their phone to snap a pic of their family or friends - one of which they might not be apart of!

Benefits and Tips to capturing group photos:

- Ask guests to assemble with their groups (families, couples, etc.) before the tour to allow the photographer to understand who is attending the tour together and who they should be capturing in group photos. Snap a pic of them before, during and after the tour.
- Capturing group photos allows guests to have personalized photos with their friends and family
- Group photos encourages groups to buy, share their photos on social media, and recommend your tour and photo package to their friends and family

CAPTURE MOMENTS GUESTS CAN'T

“I would have liked
a few more with
great canyon
scenery”



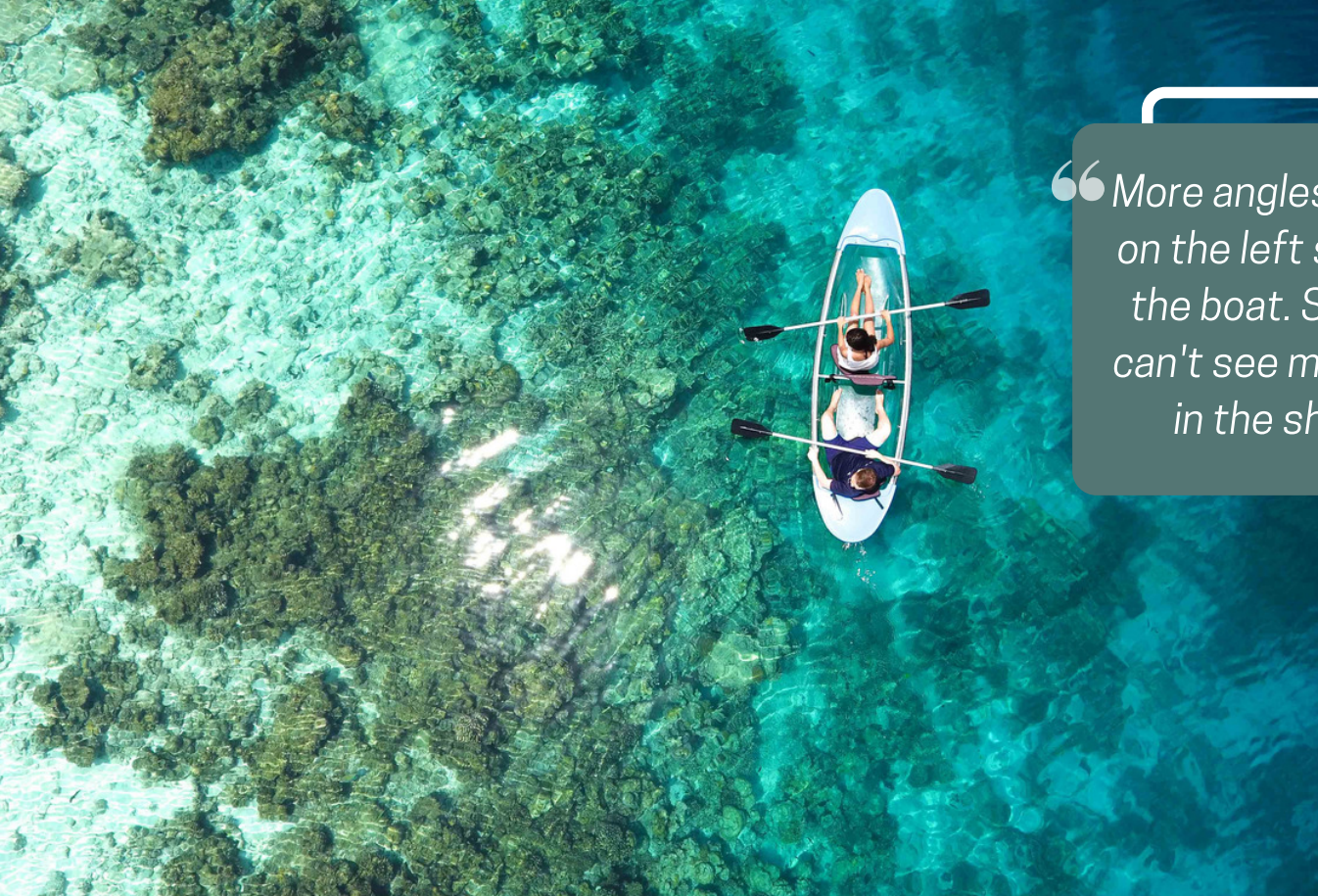
As a Tour Operator, you have the advantage of knowing the tour/activity course inside and out - presumably better than your guests! Use your expert knowledge to set up the best photo points throughout the course - **capture guests' experiences as they're experiencing it!**

Taking photos that guests aren't able to snap with their own devices, whether it's due to the nature of the tour or weather conditions on the day of their tour, is extremely valuable to guests. Guests don't want to purchase photos they took already on their phone, but they DO want to purchase photos that they couldn't take themselves.

Ideas for capturing photos guests cant:

- Candid action shots with guests showing their emotions
- Candid action shots during peak experience
- Candid action shots that show off landscape
- Scenic photos of the course during pristine weather conditions

Don't Forget! Guests want quality photos of the landscape too to show their friends and family where they were. **Ask us about Souvenir Photos!**



“More angles. I was on the left side of the boat. So you can't see my face in the shots”

MULTIPLE PHOTO OPPS

Guests want photos from **more than one location**, at more than one point throughout the tour - so let's make that happen!

Photos provide guests with the opportunity to remember and share specific highlights of their experience. The more highlights that are captured, the more likely guests are to purchase multiple photos.

When you take photos from only one location, you risk:

- Not capturing everyone on the tour - based on where guests are sitting, some guests may be hidden from the camera
- Each guest will enjoy different sections of the tour based on their personal comfort level and fears, make sure you're offering guests photos from points at which they're loving the experience
- Guests may not pay attention at the one photo opportunity, making their only photo available to buy not valuable enough to purchase

Guests are less likely to buy photos if they're not flattering - multiple photo opportunities is an easy fix to the problem!

USE A REAL CAMERA

“Have a photographer who is familiar with the camera features. Our group photos are focused on trees instead of humans.”



Just because the smartphone camera is the most widely used camera today, doesn't mean it's the best camera for your business!

Yes, smartphone camera capabilities have advanced dramatically in the past few years and have killed the compact camera market, however, smartphones have not replaced the professional camera market. It's a simple fact: **smartphones can NOT produce higher quality images than professional cameras.**

Benefits of using a professional camera for you photo program, over a smartphone:

- Higher-quality images
- In-focused, zoomed-in action shots (impossible for guests to take themselves)
- In-focus continuous shooting capabilities
- Ultra-wide-angle capabilities for landscape shots
- Macro capabilities for close-up photography
- Underwater image quality (colors, definition & focus)

Using a real camera, lens and a designated photographer, will drastically **increase the attractiveness of your photos to you guests.** Smartphones are unable to capture action shots at the peak of the experience, with the right focus on the right subject, at the right time.



“Let us know when the photo opp is coming up. Sadly, my daughter is not in ANY of them”

PART OF THE EXPERIENCE

The **biggest challenge for an action photographer - not having anyone looking at the camera.** Let's change this!

To ensure your guests' photos are of the highest quality, **give them a heads up!**

Tell guests beforehand that photos will be taken so that...

- Guests know why/when/who is taking their photo
- Guests are prepared for the photo opp with a smile or funny pose
- Guests can identify if they're not willing to be photographed
- Guests can fix their hair or clothing

Photos add to the experience because:

- Guests can recall their once-in-a-lifetime memories later on
- Guests have an opportunity to be goofy and having fun in their photos
- Guests have a memento to share and show friends and family

Having a **person designated to photos gives your guests the chance to truly enjoy their experience** without the hindrance of documenting everything themselves. Our surveys have shown that a photographer who makes the photo opp a personalized interaction receives higher commission, and higher photo sales for you.



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