

Presented by Aisling Magill

# CAPTURING EXCELLENCE:

The Visual Standard of  
Award-Winning Hospitality

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# HELLO! My Name is Aisling

## ABOUT ME

I'm Aisling Magill, a brand and commercial photographer. Working with purpose-led businesses and hospitality brands for the last 10 years to help your visual communications stand out



## 0.05 Seconds (50 Milliseconds): The "Gut Reaction"

In less than the blink of an eye, users form a visceral opinion about your website's visual appeal and professionalism.

## 2.6 Seconds: The "Scan"

This is the average time it takes for a visitor's eyes to settle on the specific area of your site that most influences their first impression, such as your logo, main navigation, or [hero image](#).

## 5 to 7 Seconds: The "Relevance Check"

Users decide if they trust your brand enough to stay. If your site doesn't load quickly or immediately show them they are in the right place, they will likely "bounce" (leave).

## 10 to 20 Seconds: The "Value Decision"

They look for a clear value proposition. You have about 15 seconds to explain what you offer and how it helps them; otherwise, they'll lose interest.

# WHAT "AWARD-WINNING" LOOKS LIKE

CONSISTENCY



CLARITY

CONFIDENCE



# AMBIENCE YOU CAN FEEL

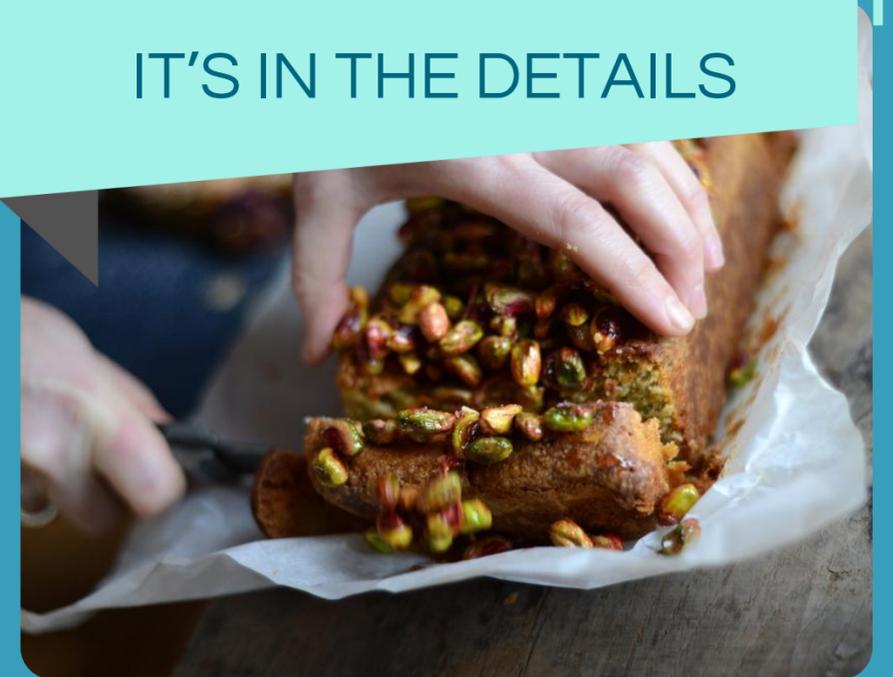
LIGHT IS KEY



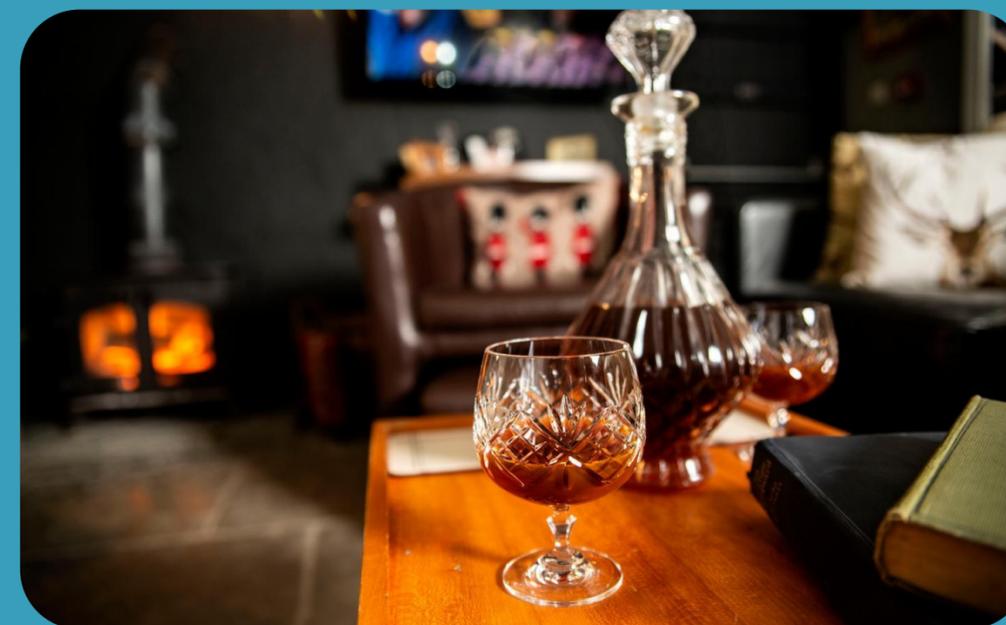
LAYERS CREATE LUXURY



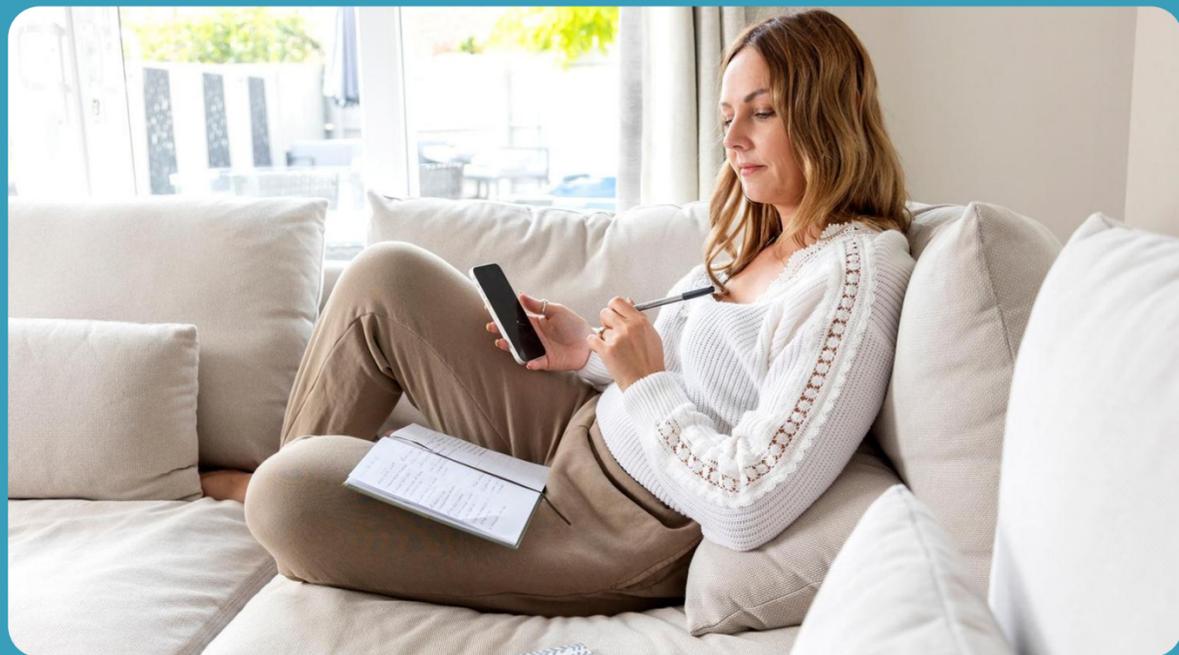
IT'S IN THE DETAILS



# SEASONAL TIMING



# FOUNDER IN THE FRAME



## BUILDING BRAND TRUST

Including images of your team builds trust with your guests and allows them to feel like they know you before even stepping through the door.

# AWARDS-READY STORYTELLING

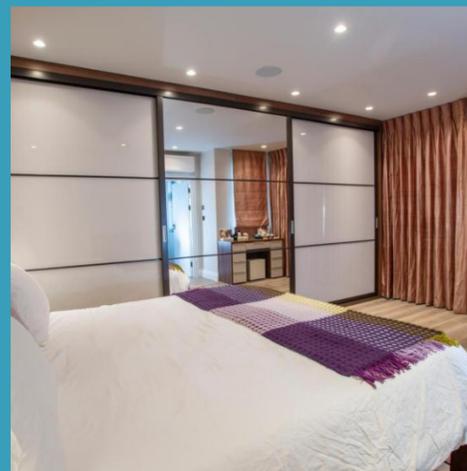
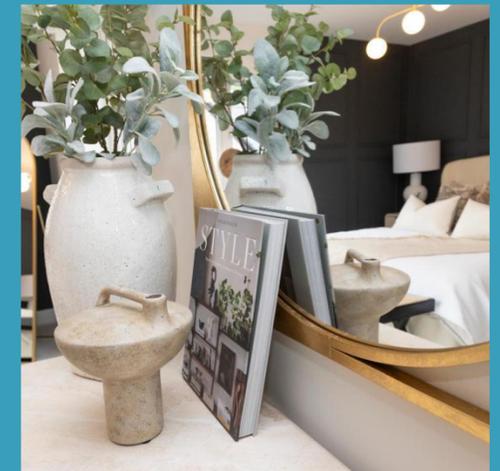
BUILD CONSISTENCY THROUGH  
EVERY PART OF THE BUSINESS

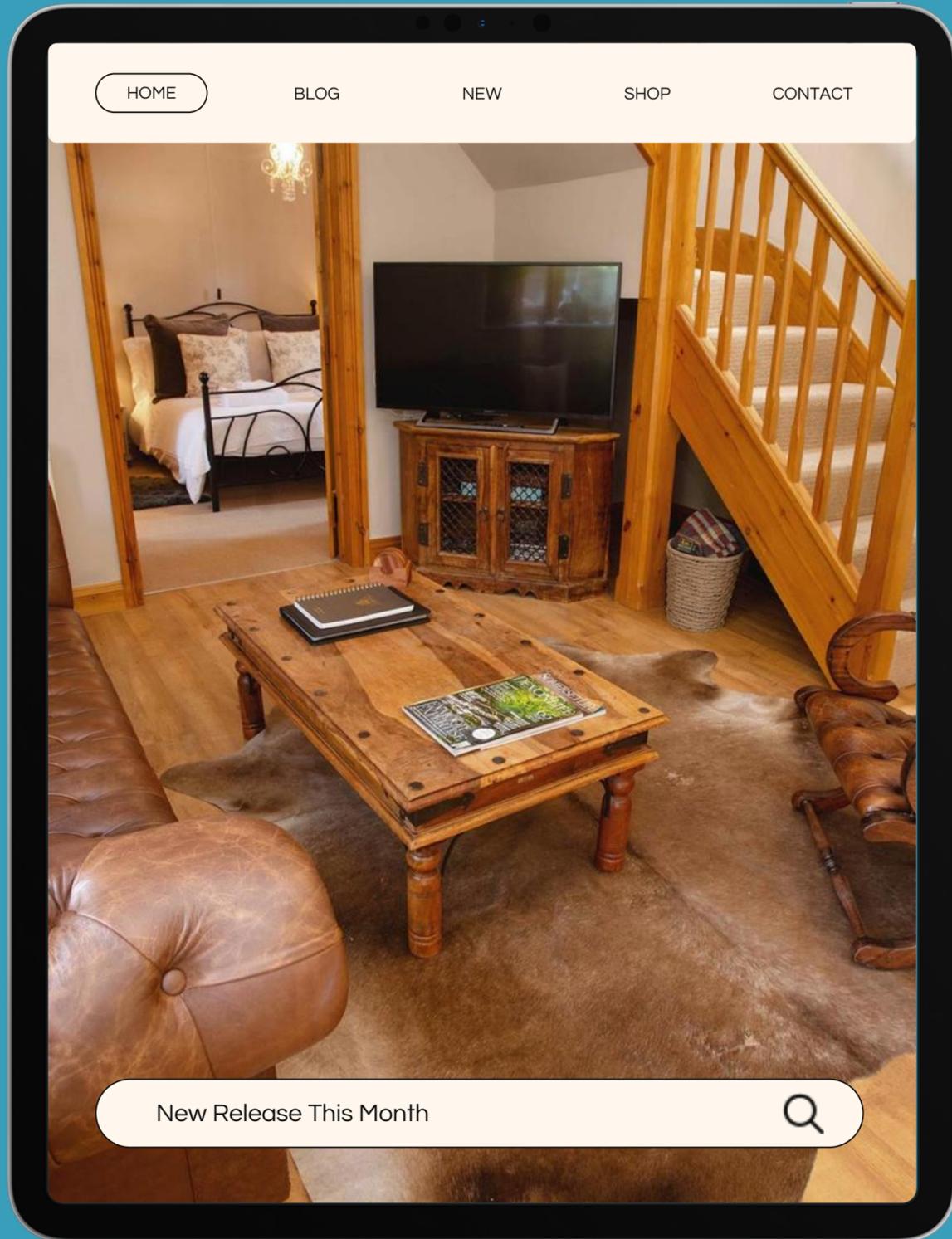
Use brand colours throughout

Create a style gallery for staff

Show how people use the spaces

Keep it authentic





# FINAL THOUGHT

YOUR PHOTOGRAPHY IS NOT A  
RECORD OF WHAT YOUR  
BUSINESS LOOKS LIKE.

IT'S ABOUT HOW YOUR  
BUSINESS MAKES PEOPLE  
FEEL.



**LET'S CONNECT**