

Presented by Aisling Magill

CAPTURING EXCELLENCE:

The Visual Standard of
Award-Winning Hospitality

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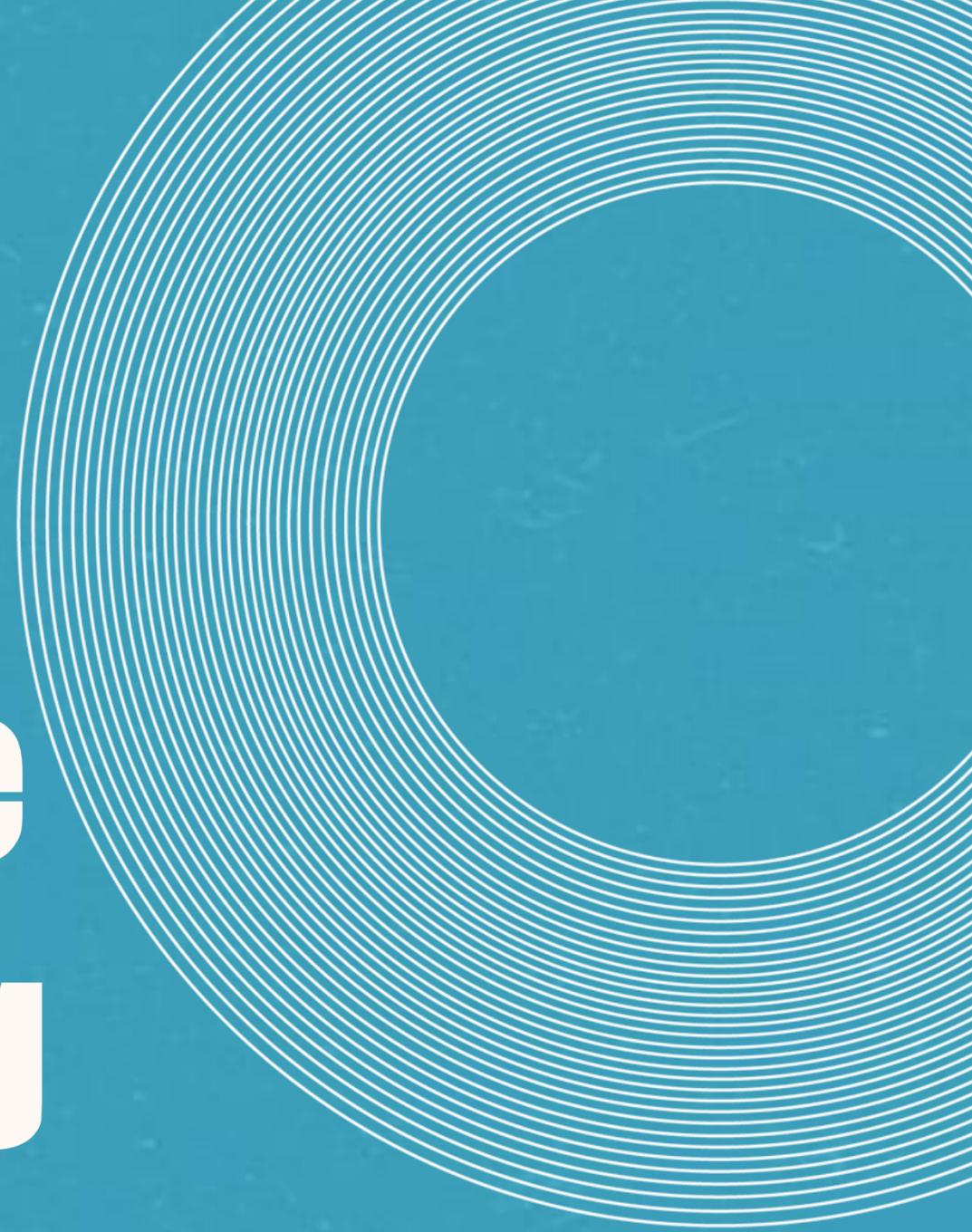
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HELLO! My Name is Aisling

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

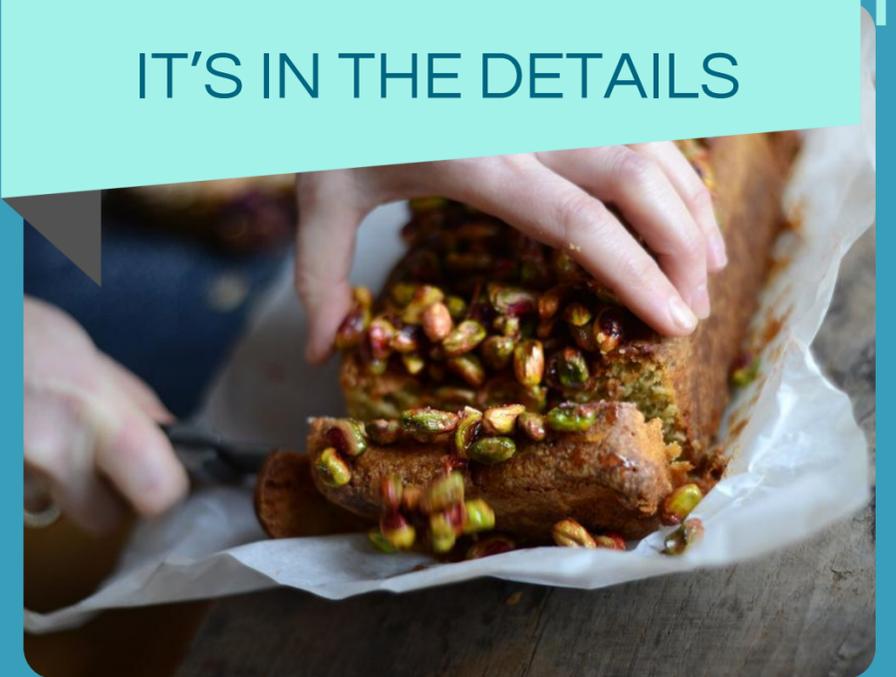
LIGHT IS KEY



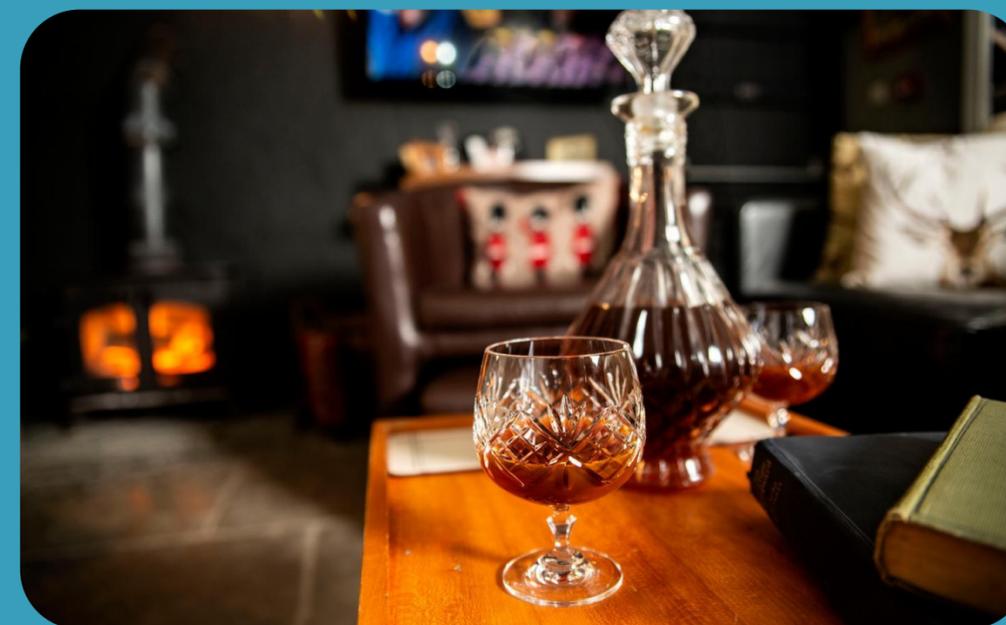
LAYERS CREATE LUXURY



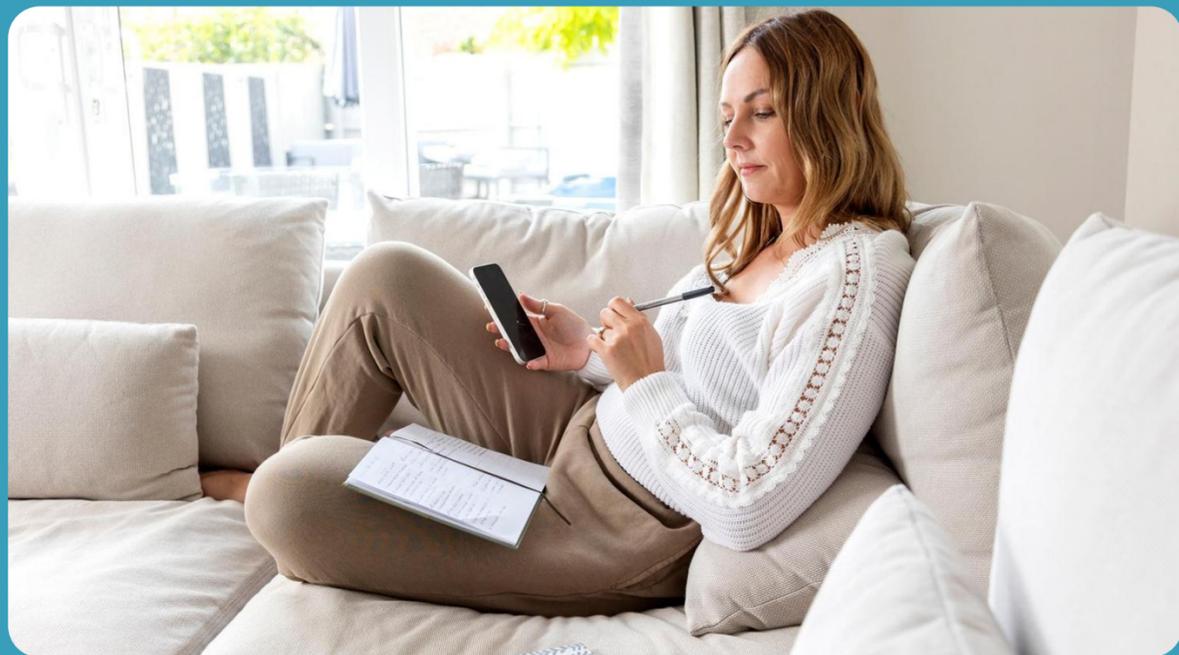
IT'S IN THE DETAILS



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

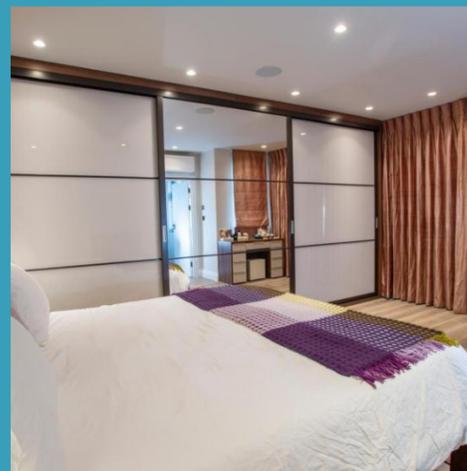
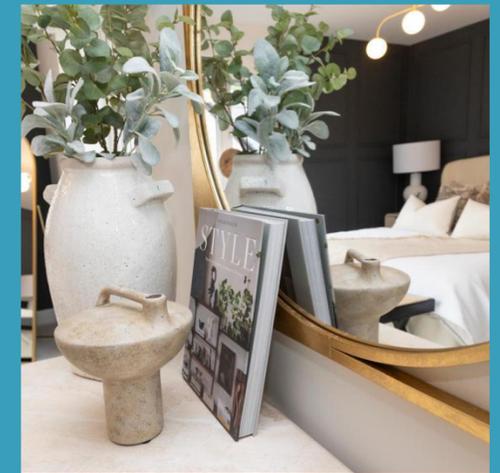
BUILD CONSISTENCY THROUGH
EVERY PART OF THE BUSINESS

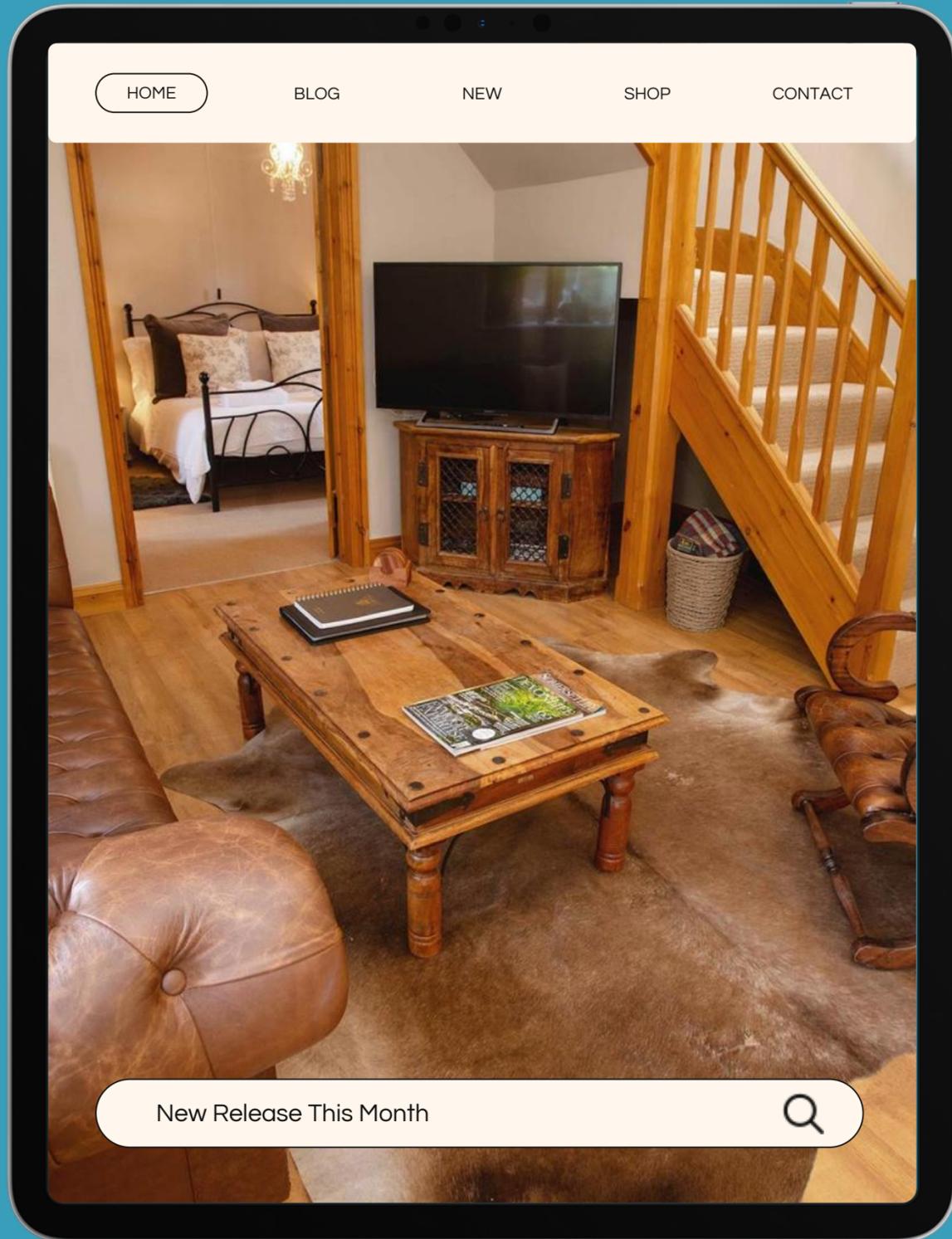
Use brand colours throughout

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