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George Randy Bass
P h o t o g r a p h y

Project Review
Andell Inn, Kiawah Island, SC



Photography & Videography Project Overview

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ABOUT US

Outstanding photographers of people, places and things.

Areas of Expertise

360 Photography & Virtual Tours
Architectural & Interior Design Photography
Promotional Video Capture & Development
Aerial Video & Photography
Google Street Views

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Project Goals

Andell Inn, Kiawah Island, SC

To capture high-quality point of interest & lifestyle images throughout the Inn & neighboring Freshfields Village. The Andell Inn needed photographs that meet or exceeded the extraordinary quality standards set by Marriott Corporation for their elite properties. In addition, the Ownership/Management Group that included Donald Semmler & Managing Director, William Pittman, challenged our team to capture & develop marketing materials that demonstrated the proximity & value-added relationship between The Andell Inn & neighboring Freshfields Village.

This challenging, creative, & unique opportunity allowed our talented & experienced staff to fully utilize our extensive experience in photography, videography, & video development.

It is our goal that the exceptional work here demonstrates our team's unique talents & will lead George Randy Bass Photography to become a Marriott Approved Photography vendor.

About Andell Inn

Residence Inn by Marriott Kiawah Island/Andell Inn is a boutique style hotel. Beautifully situated adjacent to Freshfields Village, Andell Inn is surrounded by the natural beauty of the islands, has convenient access to the local beaches and golf courses, and is within close proximity to historic Charleston, SC.



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Project Deliverables

Point of Interest Images

Point of Interest images are the most effective way to convey your property, product, or service. Magazine quality images that captures the viewers attention. Critically important, especially in today's competitive marketplace.



Lifestyle Images

Product and décor photos are not enough to gain the trust & business of your customers. Professional lifestyle images create a personal, touch & mindset, that looks fun & inviting. "I want to vacation, shop, play, eat & stay there!"



Aerial Photography

Aerial photographs & video's make an extremely effective marketing tool for your destination property. These images permit far greater viewing area & angle than ground level imagery. The unique angle of view grabs the attention of the viewer.



Video Production

Relevant & engaging hotel videos are proven ways to reach potential guests. In fact, Google discovered that 56% of people traveling on business, & 35% of those on pleasure trips, interacted at some point with hospitality related videos.





Point of Interest

Villa-Style Rooms

The Anndell Inn villa-style suites were designed with the guest in mind, providing fully equipped kitchens & plenty of space for work or relaxation. Fusing contemporary decor & practical features, the Kiawah Island accommodations will pamper you with luxurious amenities, plush sleeping quarters, & stunning island views. If you are in need of extra room while traveling, the inn is happy to offer spacious one- & two-bedroom Kiawah lodging options.

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Point of Interest Gathering Places

Hotel Executives understand the importance of developing meeting & gathering spaces that are inviting & that guests want to remain in. Capturing magazine quality images for your gathering places will help to attract the leisure & business traveler.



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Resort Saltwater Pool

Refresh your mind, body & soul with a dip into our resort saltwater pool. Resting peacefully overlooking Andell Lake & complete with comfortable lounging & chairs. It is the perfect place to get active or simply unwind.



Guest Office



Fitness Club



Point of Interest

Amenities



Point of Interest

Around the Inn

Various images taken in and around Andell Inn.

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LIFESTYLE IMAGES

A Personal Touch

Lifestyle photography depict one person, or a larger group in a life-related activity. Product & décor photos are not enough to gain the trust & business of your customers. Professional lifestyle photographs create a personal, touch & mindset, that looks fun & inviting. "I want to vacation, shop, play, eat & stay there!"

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Aerial Photography

Aerial photography enabled our team to clearly demonstrate the proximity & the value-added relationship between Andell Inn & neighboring Freshfields Village. In addition to the nearby local golf courses and beaches. Such photographs & videos are an extremely effective marketing tool for destination properties.



Advantages of aerial photographs over conventional ground level photographs & videos include:

Permits far greater viewing area & angle of view that far exceeds ground level imagery.

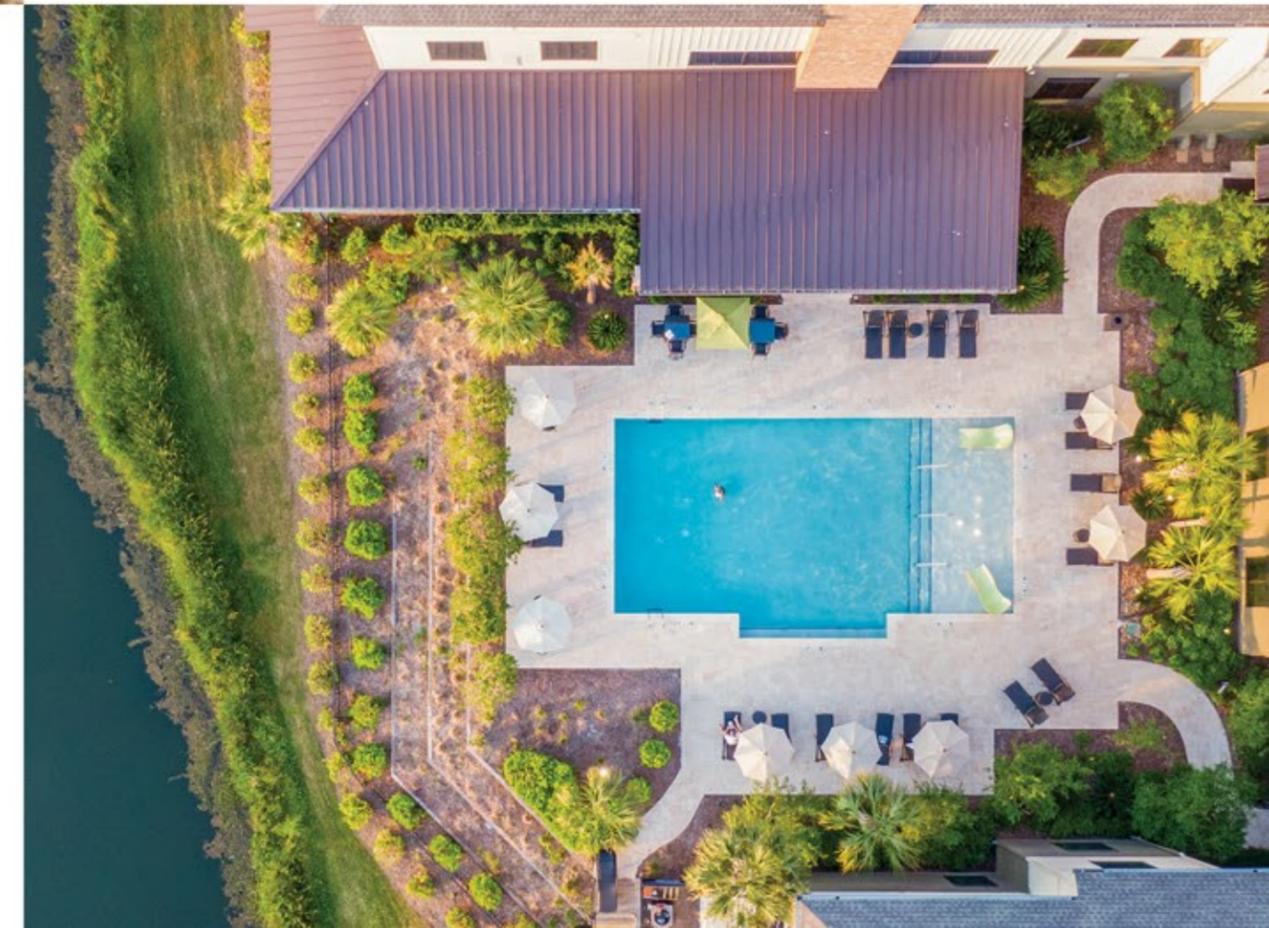
Unique angle of view grabs the attention of the viewer.

Single image can clearly communicate property boundaries.

Provides a clear view of the proximity of local parks, highways, restaurants, shops & entertainment.



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Video Development

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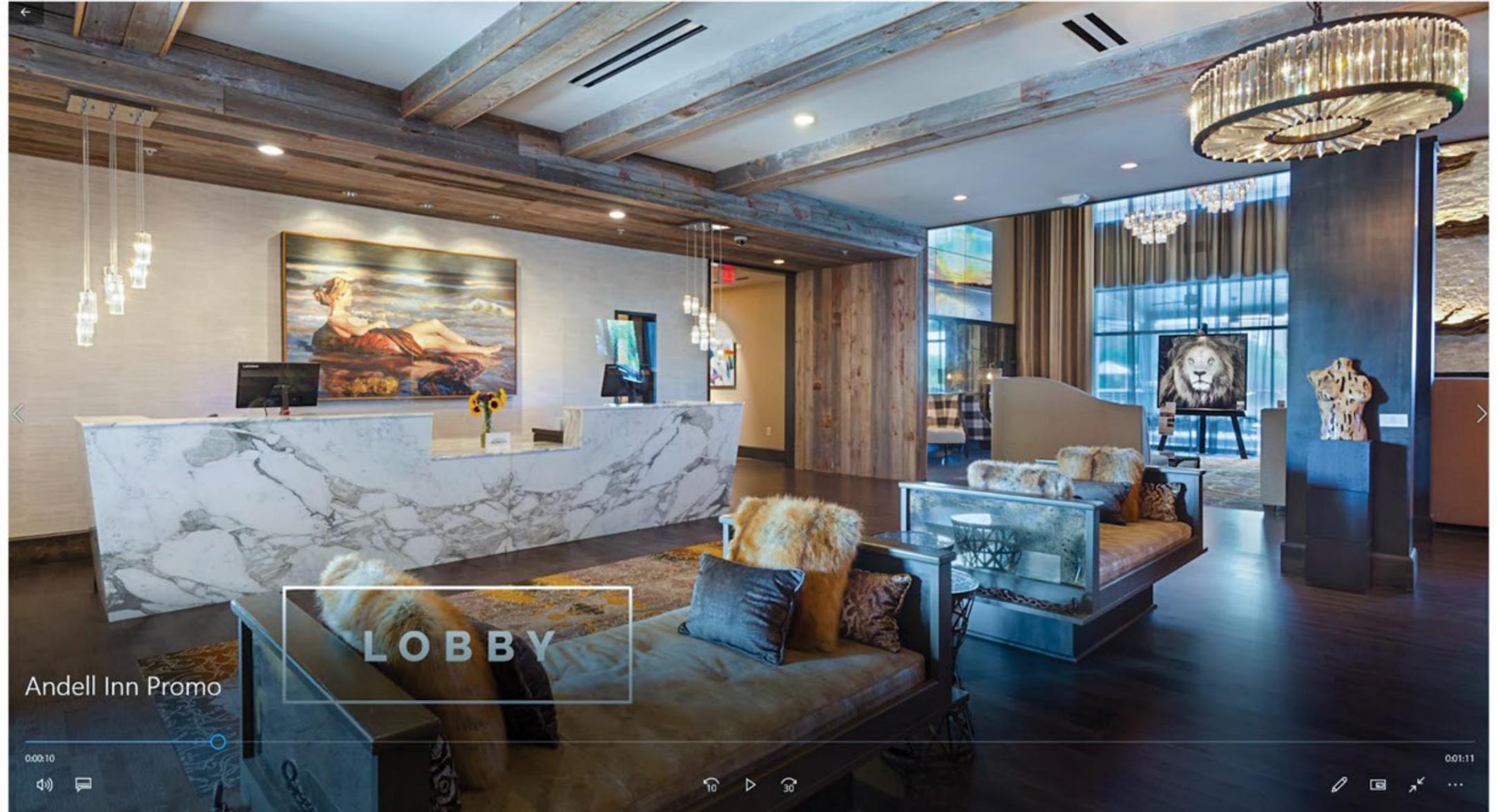
The video we created for Andell Inn incorporated aerial & ground level videos & point of interest images taken throughout & above the Inn. In addition to lifestyle images & videos depicting guests leaving the Inn for an enjoyable outing at neighboring Freshfields Village.

View video at:

<https://andellinn.com/all-amenities/>
<https://vimeo.com/georgerandybass/andellinn>



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Project Review



Pre-Photoshoot Planning

Pre-shoot planning is a critical component of a successful photography & videography shoot. Our workflow was developed & reviewed by our team & our clients long before the first image was captured. Our team & the management team at the Andell Inn had developed clear plans & expectations of each party.

While on Site

Our team worked closely with key staff at Andell Inn to coordinate & schedule our photography shoot throughout the Inn. Areas that included the villa-style rooms, gathering places, pool, & common areas. An emphasis for our team was to have as little interference and disruption to guests and staff as possible.

Post Shoot

Once the on-site work was completed our team reviewed, edited, & enhanced images that would meet our high standards. It is our goal to provide five-star quality in everything we do. While carefully adhering to brand & industry guidelines.

The client was routinely informed on our post shoot progress. Links to a shared drive was provided that enabled our client to comment on & critique images as needed. The Andell Inn & Marriott Corporation executives were pleased with the quality of the images as were delivered.

Upon approval of the still images both by Andell Inn & Marriott Corporation we began work on developing a promotional video. The video comprised point of interest images & video footage taken at ground level & aerial.



Conclusion

The Management Team at Andell Inn was pleased with our communications, timeliness, and the quality of our work. Our team is delighted with the results and eager for upcoming opportunities to serve extraordinary destinations such as Residence Inn by Marriott Kiawah Island/Andell Inn.

