



ALPINE WINTER & SKI HOTELS

Luxury hospitality content, without another full shoot.

AI-native social campaigns for alpine hotels: property-led visuals, winter lifestyle storytelling, Reels, carousels and seasonal content built from assets you already own.

PORTFOLIO CONCEPT

Maison du Col d'Argent — a fictional, AI-imagined alpine resort
Property-led. Guest-led. Ready to publish.



THE OPPORTUNITY

Turn existing property assets into a campaign guests can picture themselves in.



WHAT THIS ADDS

- Fresh content without arranging a full new model shoot
- A coherent visual world across images, Reels and carousels
- Faster seasonal campaigns for suites, spa, dining and ski experiences

Most alpine hotels already have beautiful photography. What is often missing is a steady stream of social-first content: seasonal lifestyle scenes, vertical crops, carousels and campaign variations.

We use hotel-approved imagery as the source of truth, then create new property-led and virtual-guest assets that stay recognisable, on-brand and ready to publish.



THE PROPERTY WORLD

One property can fuel an entire winter visual system.



A single alpine property already contains the ingredients for a full seasonal campaign: rooms, wellness, dining, arrival, views and social spaces. The goal is not to invent a new hotel — it is to reveal more ways guests can picture themselves inside the one you already have.

THE LIFESTYLE LAYER

Bring the stay to life — while keeping the hotel central.

Virtual guest scenes add scale, emotion and a sense of experience.
The guest supports the story; the property remains the hero.



AI-generated portfolio concept. Real-hotel work uses hotel-approved source assets and approval before publication.

HOW IT WORKS

From approved property assets to a winter-ready content system.



01

Source assets

You share approved rooms, wellness, dining, lobby and arrival imagery.



02

Campaign direction

We map the strongest seasonal storylines: arrival, suites, spa, dining and ski moments.



03

AI content creation

We produce property-led visuals, virtual guest scenes, vertical crops and short-form content.



04

Delivery & publishing

You receive polished assets ready for Instagram, Stories, carousels and campaign use.



No new full model shoot required.



Fast seasonal production, while keeping the property recognizable.

THE OFFER

Start with a winter pilot. Scale into a monthly partnership.

Winter content pilot

€750

one-off test project

- 4 final images
- Up to 2 lifestyle scenes
- 1 short Reel
- 1 carousel
- 2 Story adaptations
- 1 revision round
- Delivery in 7–10 working days once assets are approved



Monthly winter partnership

€1,000 / month

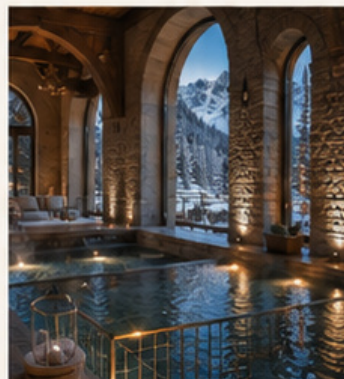
ongoing seasonal content

- 8 final images
- Up to 4 lifestyle scenes
- 2 short Reels
- 1 carousel
- 3 Story adaptations
- 1 revision round per cycle
- Best for suites, spa, dining and ski-season storytelling



Optional add-ons

- | | | |
|---|---------------------------|-------------------|
|  | Extra final image | €125 / image |
|  | Additional revision round | €100 |
|  | Paid campaign usage | From €150 |
|  | On-site travel & capture | Quoted separately |



All prices are exclusive of VAT. Custom scopes available on request.



ALWAYS-ON WINTER CONTENT

One winter season can cover the complete guest journey — not six versions of the same post.

01

Signature arrival

snowy arrival, façade, lobby and the first emotional impression.

02

Suites & mountain living

rooms, fireplaces, bathrooms and views that justify the stay.

03

Spa & wellness recovery

pools, thermal areas, saunas and post-ski relaxation.

04

Ski access & alpine adventure

slopes, lifts, gear moments and alpine lifestyle.

05

Gastronomy & fireside evenings

breakfast, aperitivo, dinner, wine and warm social moments.

06

Romance, festive & shoulder season

couples, holiday periods, wellness weekends and late-season escapes.



OPTIONAL ADD-ONS

Reels & short-form edits | Carousels & story templates | UGC integration | Seasonal offers | Paid social variations



NEXT STEP

Let's create a winter campaign for the property you already have.

For selected hotels, we can prepare a private concept based on one approved suite, spa, lobby or arrival image before moving into a wider monthly content plan.

Reply to the email that accompanied this brochure to request a tailored concept or discuss a winter content pilot.

PORTFOLIO TRANSPARENCY

Maison du Col d'Argent is a fictional, AI-generated alpine portfolio concept created by Marsyn Studio to demonstrate our hospitality-content approach.

All real-hotel work is created from hotel-approved source assets and remains subject to hotel approval.