

How Niche Market Photographers Can Enhance Resort and Golf Course Properties

Everyone has heard the expression 'a picture is worth a thousand words.' In marketing, especially print and Website marketing, this old adage couldn't be more true. A picture or photograph can communicate a great deal of information about a product or service. A truly great photograph has the power to create desire. It can enhance any product or service and show it to its best advantage. Superior quality photographic images can create a positive and long lasting impression on viewers that will remain long after they have forgotten everything that may have been said or written. This is especially important in promoting businesses in the extremely competitive tourism industry. Hotel and resort properties, and golf course properties above all, benefit from being presented to consumers in the best possible light, as a product that stands out from the crowd.

Using the services of a good niche market professional photographer that specializes in photographing a particular segment of the tourism industry can be tremendously important in strengthening marketing efforts. For example, a golf course photographer will be particularly knowledgeable about the golfing industry. He will most likely be a golfer himself and will understand what qualities attract golf enthusiasts to a course and what qualities may actually turn customers away. He will know how to take the right shots to enhance the property to make it appear extremely desirable in photographs for websites, brochures, and other print materials.

Creating lasting impressions that generate desire and bring out the natural beauty of a location is what good commercial photography can do. It is particularly important to find a professional photographer that specializes in the niche market you are trying to promote (i.e., hotel or resort property, golf course, wedding, etc.). Additionally, a photographers passion for the art of taking pictures, experience shooting pictures of the image you are trying to highlight, as well as his or her reputation within the photography market are extremely important to take into consideration.

After all, creating a good first impression can make all the difference in whether a business will be successful or not. In print and website marketing, nothing can do more damage than unflattering photos. It is well known that people are attracted to beautiful images. By taking advantage of a niche market photographer, a business can utilize the power and effectiveness associated with a good photo image that highlights a property's strong points and general atmosphere.

In resort and golf course marketing, what really is being sold is lifestyle - a dream of an ideal holiday or a perfect day on the course - not an actual physical product. By capturing stunning images, a professional niche market photographer can strengthen marketing efforts to attract more visitors to a property to fulfil their dream.

About the Author

Ashworth Photo Group Inc. specializes in superb quality photography for resorts, golf courses, weddings, and special occasions. For more information, please contact Kevan Ashworth at 519-641-8666 or visit [Ashworth Photo Group Inc.](http://www.ashworthphoto.com)

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