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sstkTravel

A Shutterstock Content Brief





Overview

Authentic content for modern travel

We always need fresh takes on authentic travel content that resonates with local audiences. Whether it is diverse groups of friends exploring a new city, families navigating airports, or senior travelers booking flights online, it is essential to capture real and relatable moments that reflect both the joy and the challenges of modern travel while representing diverse groups of people.

Remember to use the keyword **sstkTravel** when submitting your content to this brief.



Scenarios

Demographic diversity represented in travel

Groups of Friends Exploring a City: Groups of friends doing activities like sightseeing, dining, doing biking tours, or exploring local attractions in both urban and rural settings. Show people booking and paying for these activities.

Local Cultural Experiences: Travelers immersing themselves in local traditions, food markets, night markets, festivals, or participating in hands-on experiences like cooking classes or artisan workshops.

Family Travel: Older adults, parents, and children traveling together, sharing special moments like visiting museums, historical sites, or experiencing local culture. Capture all aspects of the travel narrative to tell a complete story. For example, show families packing, in transit, checking into a hotel, kids eating snacks, playing, exploring their surroundings, etc. It's also important to show the difficult moments of family travel such as moments of exhaustion or confusion.



Scenarios

Demographic diversity represented in travel

Beach parties: Focus on casting diverse groups of people at a beach party or festival. Include diverse ethnicities, body types, sexual orientations and age groups enjoying beach settings.

Wellness Tourism: People going on wellness retreats, digital detoxes, yoga travel programs, mental health retreats, or people in general incorporating mindfulness practices into their travels.

Sustainable & Responsible Travel: As environmental concerns influence travel choices, content reflecting sustainable practices becomes increasingly valuable.

Romantic Trips: Partners enjoying a romantic getaway.

Travel Bloggers: Such as slow travel diaries or showing local culture from an outsider-with-respect perspective.

Accessible Travel: For example, individuals or families traveling with limited mobility, special needs, or neurodivergent kids, family travel as a single parent or caregiver, and mental health challenges like anxiety.



Scenarios

New experiences through travel

Outdoor Adventures: Diverse groups enjoying nature. Based on Shutterstock's search data, we recommend the following activities: camping, surfing, skiing, hiking, jet skiing, sailing, scuba diving, rock climbing, kayaking, motorbiking, mountain biking, and water-based sports.

Group Dining and Sharing Meals: Groups or families enjoying local cuisine, eating together in authentic restaurants, street food markets, or while picnicking outdoors. This can also be people having one-of-a-kind or fine dining experiences.

Adventurous and Unique Experiences: Tourists seeking thrilling activities and experiences, such as hot air ballooning over scenic landscapes, exploring hidden caves, diving in exotic locations.

Different Modes of Travel: Families or friends taking a road trip, traveling in a recreational vehicle (RV), or taking the train.



Scenarios

Cost conscious travel

Budget Travel and Local Transport: Travelers using local transportation in a variety of settings, capturing realistic moments of navigating a foreign public transport in cities. Show money-saving hacks, free experiences, and simple accommodations.

Car-Free Zones in Cities: People enjoying urban environments like city squares, town plazas, and other pedestrian-only areas.

Day at the Beach, Lake, or Pool: Families, friends, or individuals spending time swimming, sunbathing, reading, socializing or being active by the water. Showcase fun fashion including swimsuits, bikinis, hats, and sunglasses to bring more personality to these visuals.

Young People Exploring the World: Give a complete narrative of young people seeing the world on a budget, such as backpacking around urban and rural areas, hitch hiking, train travel, checking into and staying at a hostel, making new friends, and having simple picnics.

Models and Styling



People

Diverse casting is essential to this brief! Focus on casting models of diverse backgrounds, especially Black, Indian, Asian, and Latin American people. Include different age groups, sexual orientations, and abilities.



Wardrobe

It's important models are relatable. Make sure models are wearing realistic clothing given the scenario they are depicting. Include gear and proper accessories.



Location

Capture what's around you. Whether you are shooting in a big city or small town, include distinct visual characteristics of your location. Include wide shots that show the environment and add location info to your metadata.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkTravel** content. For more examples, view [this content collection](#). We encourage you to use these examples as references while creating content that is also sincere to your unique style and part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concept into your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkTravel** when submitting content for this brief! The following page contains other keywords that are relevant to this content brief.

Top sstkTravel keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

abroad, adventure sports, airplane, asia travel, backpacker, backpacking, beach, beach festival, beach party, blogger, bus, camping, camping backpack, car, city, climbing, concierge services, cruise ship, cycling, europe, explorador, explore, explorer, exploring, family, family outing, first class, flying kite, friends traveling, group, guest, happy tourist, hiking, holiday travel, hospitality industry, hospitality management, hot air balloon, hotel front desk, hotel luxury, hotel management, hotel reception desk, hotel relax, hotel vacation, infinity pool, kids, kids travel, kite flying, lounge, luxury, luxury hotels, man with suitcase, motorcycling, mountain, nature, outdoor, passport photo, reading in bed, resort, resort swimming pool, river walks, road trip, safari, strolls, suitcase, technology, tour, tour guide, tourism management, tours, train, travel adventure, travel agency, travel and tourism, traveler, traveling people, trekking, water park, youth

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

activity, adventure, culture, experience, fun, holiday, journey, mindfulness, on the go, plan, planning, planning travel, stress, tourism, travel concept, wellness



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Thanks!

**We can't wait to see
what you create.**

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ItzaVU