

LUXURIOUS online

LUXURY CONTENT PARTNER COLLECTION

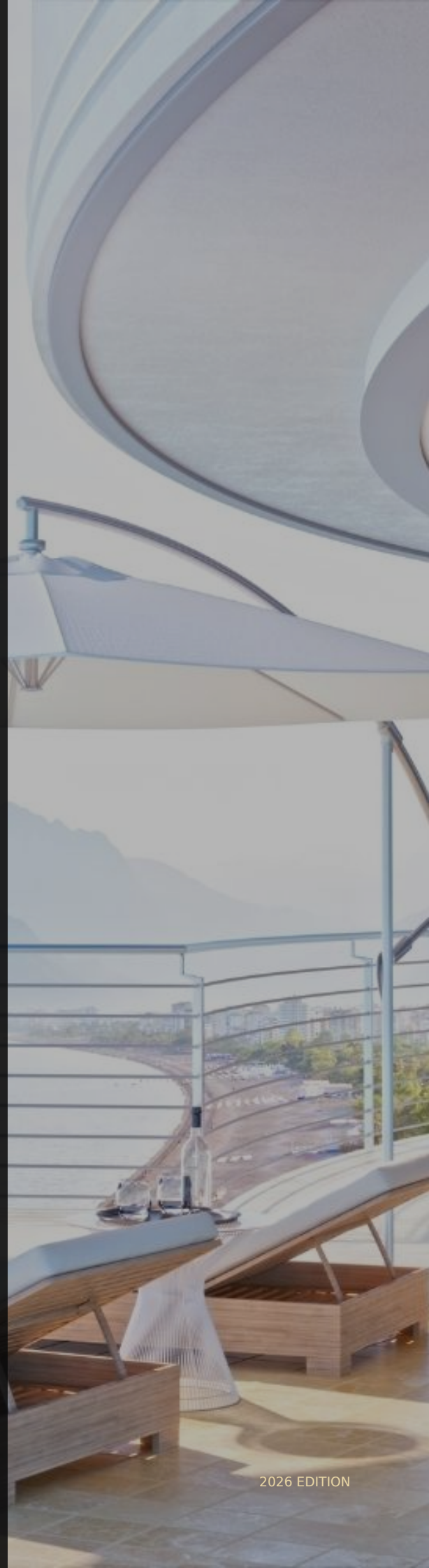
Show the world what exceptional feels like.

A selective content collaboration program for exceptional stays, dining, style, travel and experiences.

FIRST COLLECTION

Sydney / Melbourne / Gold Coast
Brisbane / Port Douglas

2026 EDITION



THE OPPORTUNITY

A living editorial for brands people travel to discover.

Luxurious Group brings complementary luxury partners into one considered guest journey. We visit, stay, dine, travel and experience a partner offer to create current, useful media that looks and feels at home across our luxury ecosystem.

01

CURATE

A clear partner story, location, product and audience fit.

02

CAPTURE

Still, motion and useful campaign cuts made to an agreed shot plan.

03

CONNECT

Sponsor placement, global listing and cross-category editorial context.

04

REFRESH

A current content library for seasonal campaigns and future use.

IMPORTANT DISTINCTION

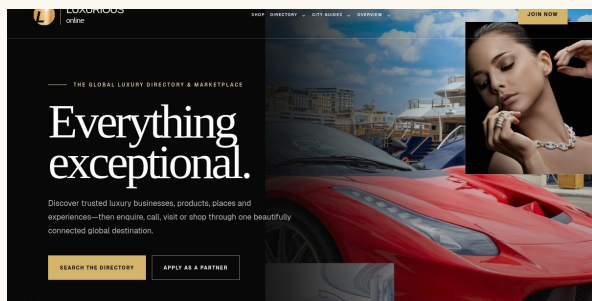
This is a defined collaboration - not a promise of outcomes.

Every feature is subject to an agreed scope, availability, venue or brand approvals and current editorial priorities. We do not guarantee bookings, sales, publicity placement beyond agreed deliverables, or rewards participation.

THE LUXURIOUS ECOSYSTEM

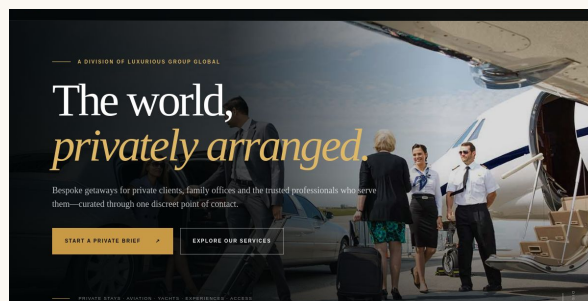
One campaign. A world of connected discovery.

Selected content can be adapted for the Luxurious Online directory and relevant sister platforms so the partner is seen in the context in which high-value clients already search, plan and transact.



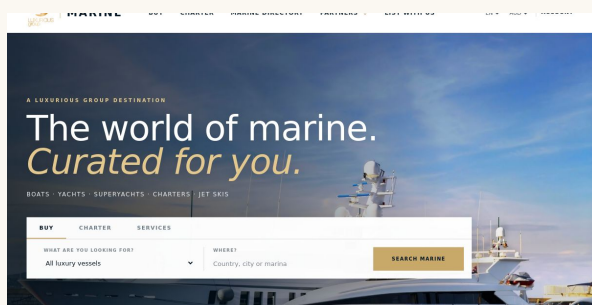
LUXURIOUS ONLINE

Global directory and lifestyle discovery



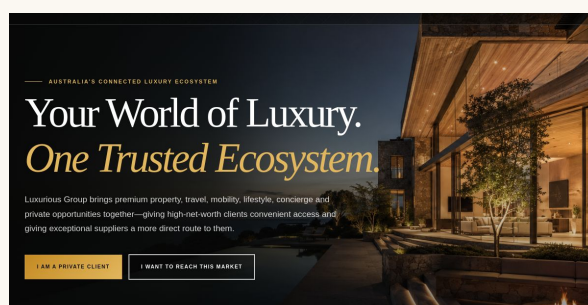
LUXURIOUS GETAWAYS

Travel and experience-led content



LUXURIOUS MARINE

Premium leisure and coastal access



LUXURIOUS GROUP

Partner network and strategic reach

FIRST COLLECTION

A sequence of connected luxury stories.

We begin with five Australian destinations and build a repeatable editorial route - accommodation as the anchor, with dining, transport, style, wellbeing and experience partners connected around it.

01 SYDNEY

Harbour stays / iconic dining / style / private transfers

02 MELBOURNE

Design hotels / fashion / culinary / private clubs

03 GOLD COAST

Beachfront stays / marine / golf / wellness

04 BRISBANE

City stays / restaurants / luxury vehicles / retail

05 PORT DOUGLAS

Tropical stays / reef and marine / spa / destination dining

THE CREATIVE PATH

A partner may participate in one shoot or be connected into a wider route. Each proposal is tailored to the category, city, season, available assets and client journey.

INDICATIVE PARTNER VALUE

\$24,950+ of defined creative and publishing value.

The exact scope is customised per partner. The figure below is the indicative equivalent value of a full flagship collaboration. It is not a cash price, guarantee of results or obligation to proceed.

Creative direction and production plan	\$2,250
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Story framework, call sheet, shot plan and approvals workflow.

Photography and short-form video capture	\$11,500
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Hero, editorial, detail, vertical and motion-led captures.

Content selection, edit and delivery	\$4,200
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Polished campaign library with agreed formats and selects.

Global directory sponsor listing	\$3,000
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Complimentary first 12-month sponsor listing, where approved.

Ecosystem publishing and campaign use	\$4,000
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Profile, content feature, selected cross-platform placements and link paths.

THE PARTNER RECEIVES

A tangible content library and a complimentary global directory sponsor listing as part of a curated luxury story - without a listing fee for the agreed initial period.

TAILORED CATEGORY INVITATIONS

Each opportunity begins with a simple, custom scope.



01 / CUSTOM PARTNER PACKAGE

Accommodation & hospitality

Turn a stay into a complete reason to travel.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)



02 / CUSTOM PARTNER PACKAGE

Restaurants & fine dining

Place the table inside a full luxury day or destination.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)



03 / CUSTOM PARTNER PACKAGE

Fashion, shoes & accessories

Style the story and place the product where aspiration feels real.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)

EVERY CATEGORY IS CONNECTED

Each opportunity begins with a simple, custom scope.



04 / CUSTOM PARTNER PACKAGE

Prestige vehicles & transfers

Give the luxury journey movement, presence and an arrival worth remembering.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)



05 / CUSTOM PARTNER PACKAGE

Wellness, day spas, golf & private clubs

Capture restoration, belonging and the refined use of time.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)



06 / CUSTOM PARTNER PACKAGE

Aviation, marine & private travel

Create the transition from destination to journey - with authority and care.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)

— EVERY CATEGORY IS CONNECTED

Each opportunity begins with a simple, custom scope.



07 / CUSTOM PARTNER PACKAGE

Destinations & signature experiences

Give discerning visitors a complete reason to choose the destination now.

[VIEW CUSTOM PACKAGE AND SHOT GUIDE →](#)

— A CONNECTED CHAPTER

A destination story makes every partner more useful.

The best travel content shows how a guest moves through a place - not only where they sleep. A signature experience can be paired with a stay, dining, wellness, marine, vehicle or private transfer partner when the fit is right.

A CLEAR REASON TO DISCOVER, STAY LONGER AND RETURN.

PHOTO AND FILM SCENARIO COLLECTION

Build a collection of moments - not a catalogue of products.

The following scenes give the photographer and videographer a practical starting point. Each is adapted to the venue, product, local light, access and brand style guide.

01

THE ARRIVAL

Car, transfer, lobby, welcome and first impression.

02

THE SUITE

Room reveal, texture, view and easy morning light.

03

THE EDIT

Wardrobe, footwear, accessories and deliberate detail.

04

THE TABLE

Service, atmosphere, hands, pour and signature plates.

05

THE RESET

Spa, pool, wellness, golf or a quiet private moment.

06

THE JOURNEY

Boarding, road, water or sky - movement with purpose.

07

THE PLACE

Architecture, landscape, local culture and destination feel.

08

THE INVITATION

A final moment that makes someone want to enquire.

PRODUCTION GUIDE

A calm, credible presence in every frame.

Eli and Samantha can be featured as optional on-camera hosts, helping the audience understand the experience as a connected lifestyle story. Final host use, styling and call sheet are always co-approved with the partner.

PHOTOGRAPHY

- Hero wides that establish the place
- Human-scale service and arrival moments
- Close details: texture, product, food, materials
- Portrait, profile and silent luxury frames
- Stills with space for partner copy and campaign crops

VIDEO

- 8-15 second vertical story cuts
- Natural movement: doors, pour, walk, water, light
- Ambient sound or voice-over options only when approved
- Location-led b-roll for future edits
- Capture designed for website, social and directory screens

No surprise shoot days: style references, intended outputs, accessible areas, people releases and venue operating priorities are confirmed before we arrive.



ASSET, PROPERTY AND VEHICLE CARE

Luxury needs the same care behind the camera as it receives in front of it.

LOANED PRODUCT / STYLE / PROPERTY

- Every loaned product, wardrobe item, accessory or vehicle is listed with a condition record, approved user, collection and return time.
- Loaned items are kept in controlled custody, protected in appropriate packaging and are never modified, re-loaned, unapprovedly handled or used outside the agreed content scope.
- Return check, cleaning requirements, transport method and any brand-specific handling terms are agreed before collection. Gifted items are labelled as gifted in writing.

VEHICLES / AVIATION / MARINE

- For vehicles: valid authorised driver and licence confirmation, vehicle-provider permission, route/time window and fuel/charging return requirement are recorded before key handover.
- Insurance is not assumed. Current insurance, excess, liability allocation and any additional driver or production requirements must be confirmed in writing before use. Provider terms prevail.
- For aviation and marine: the operator, captain, pilot or crew controls access, safety, weather and filming permissions at all times. Operational safety outranks every shot.

PRE-SHOOT ASSURANCE CHECKLIST

- ☐ Approved story and schedule
- ☐ Access and property rules
- ☐ Loan / gift classification
- ☐ Named custodian and handback
- ☐ Insurance and driver/operator confirmation
- ☐ Brand approval, image use and sign-off

———— NEXT STEP

Let us create the version that fits your brand.

Choose your business category, city, available experience or assets, and preferred timing. We will respond with a tailored concept, deliverables, operational requirements and a proposed content route.

01

EXPRESS INTEREST

———— Tell us the category, destination and experience you would like us to consider. ————

02

AGREE THE SCOPE

———— We confirm the content plan, access, assets, timing, approvals and care requirements. ————

03

CAPTURE & PUBLISH

———— We capture the agreed story, deliver content and activate the approved partner placement. ————

VISIT [LUXURIOUSONLINE.COM/CONTENT-PARTNERS](https://luxuriousonline.com/content-partners)

This kit is an invitation to discuss a tailored commercial collaboration. It is not a binding agreement. Final terms, use rights, safety and operational conditions are confirmed in writing before a shoot or asset handover.