

"La Quinta Inn Travel Collection Western Edition"



"La Quinta Inn Travel Collection: Western Edition"

This is an aspirational Collection of pictures that were taken with the idea that they would end up being the generic photos that a hotel uses in hopes of providing authenticity. These are the pictures that line walls, are in the elevators, and sometimes even the rooms. They are clichés, yet they resonate. These were directly inspired by photos observed in numerous Hampton Inns.

I picked La Quinta as my imaginary client as they seem to be a sincere brand and most of their properties are well done. They strive to appear more prestigious than their price point would suggest. Lower end brands don't care to provide authenticity. Higher brands do it in more refined ways. La Quinta falls right in the middle, but wants to skew upward.

I've noticed that in similar chains, but not yet in La Quinta, there are certain themes that seem obligatory in the West: mountains, trees, lonesome structures, clouds, fields, off-kilter highway shots, among others. Mostly they are black and white, but some, in special areas – behind the front desk, in the breakfast room – can be in color.

These pictures are un-ironic, even if they are obligatory. They are authentic; they represent the brand.

*(Not affiliated with La Quinta Inn & Suites)

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Obligatory: "We know you're tired; you're one night closer to home."

La Quinta Inn Travel Collection

steve austin | photography



"Harvest moon rises above the never ending road."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Road weariness and still a long way from home."

La Quinta Inn Travel Collection



Obligatory: "Road weariness and still a long way from home."

La Quinta Inn Travel Collection

steve austin | photography



sda

"The miles I've put behind me."

La Quinta Inn Travel Collection

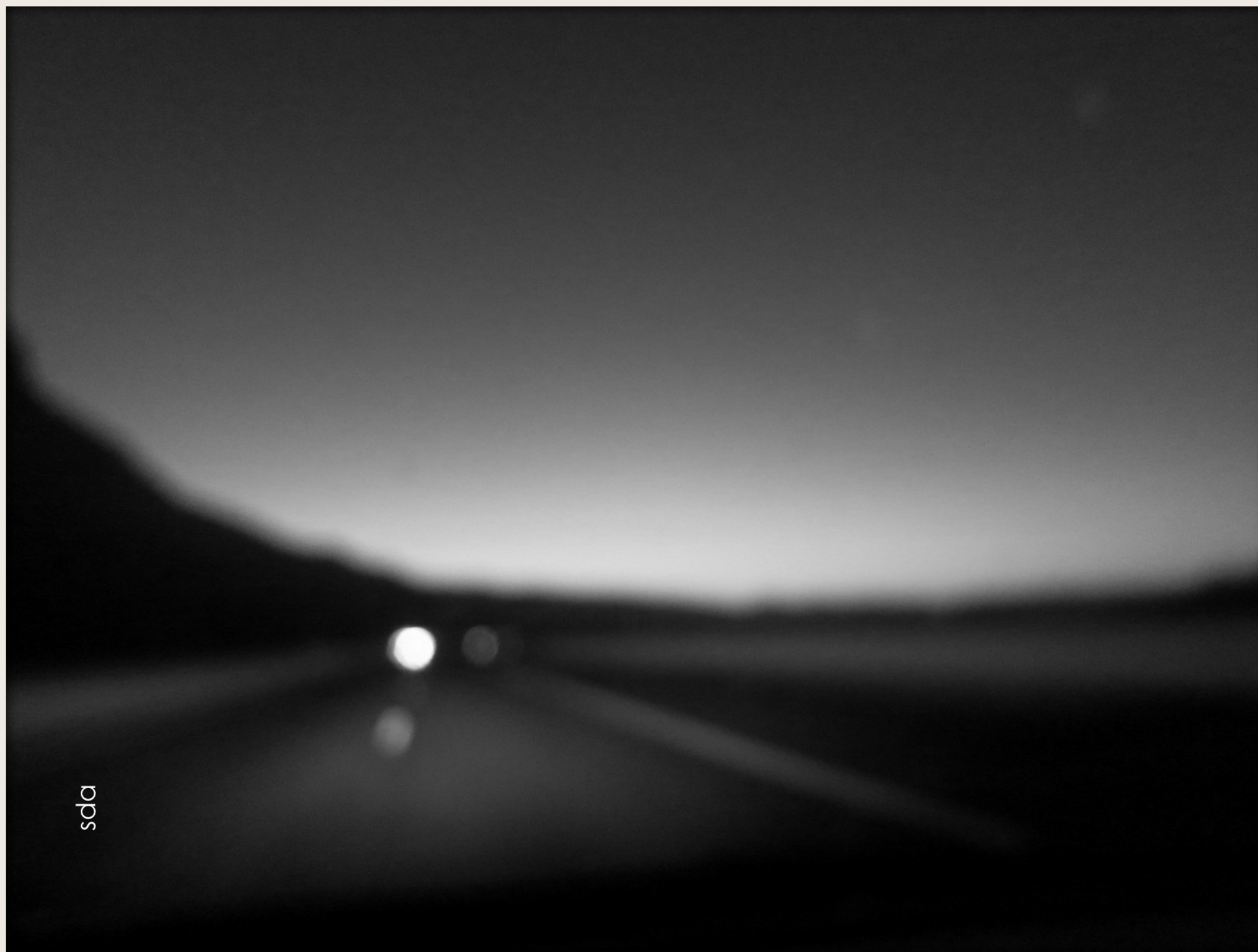
steve austin | photography



"The future seems a mirage."

La Quinta Inn Travel Collection

steve austin | photography

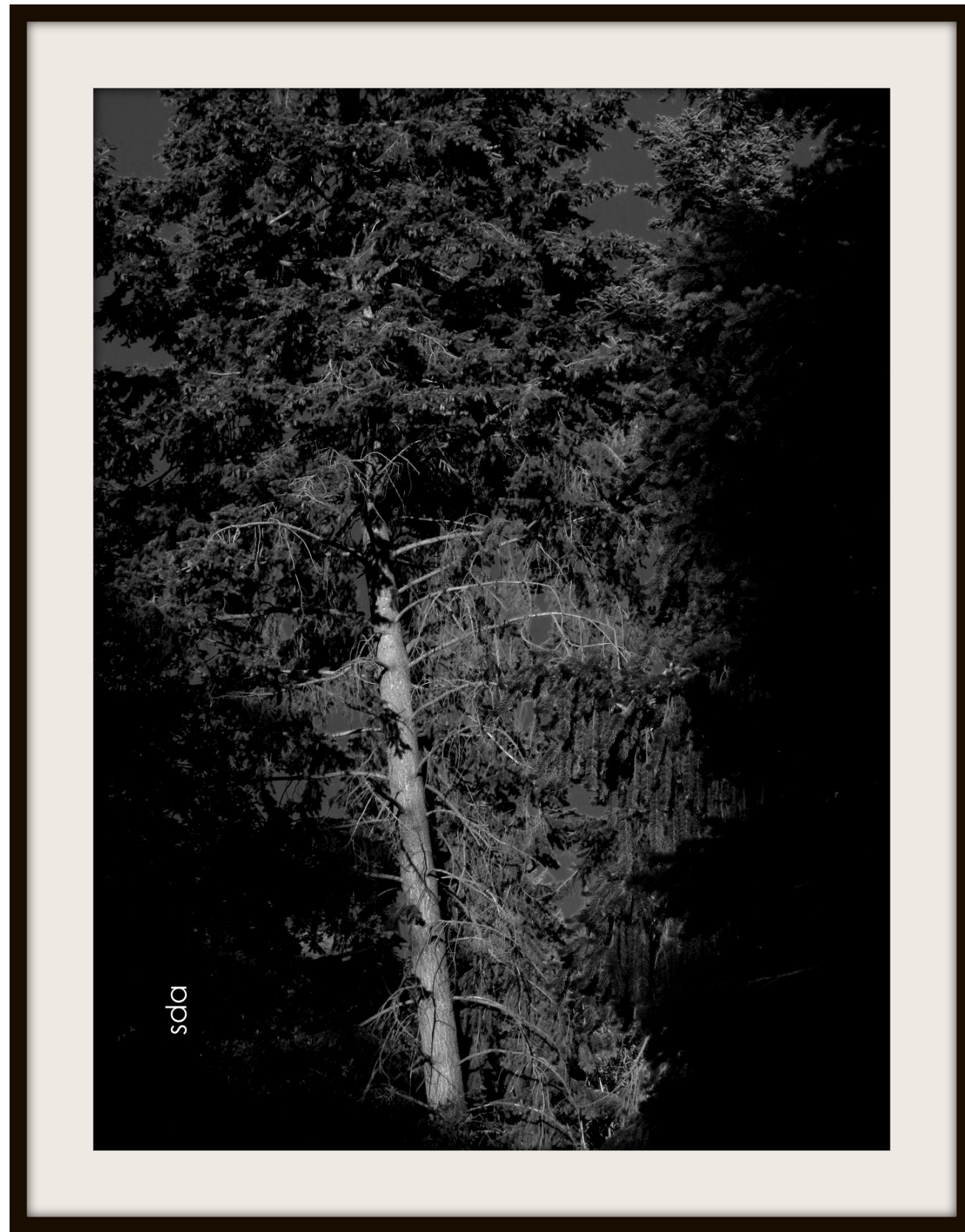


sda

"Some days, twilight lasts forever."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Tree with light on it symbolizing that you are almost home and all is peaceful so relax at this hotel.."



Obligatory: "Peaceful forest clearing, relax."

La Quinta Inn Travel Collection

steve austin | photography



"The road is monotonous – enjoy your respite."

La Quinta Inn Travel Collection

steve austin | photography



sda

"Deep forest equals relaxation."

La Quinta Inn Travel Collection

steve austin | photography



"There is tranquility here."

La Quinta Inn Travel Collection

steve austin | photography



sda

"Sleep so good, you'll remember your dreams."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Misty mountain makes you think of sleep."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: " Get some ZZZZZs."

steve austin | photography



Obligatory: "Get some ZZZZZs."

steve austin | photography



Obligatory: " Get some ZZZZZs."

steve austin | photography



Obligatory: "Dream field."

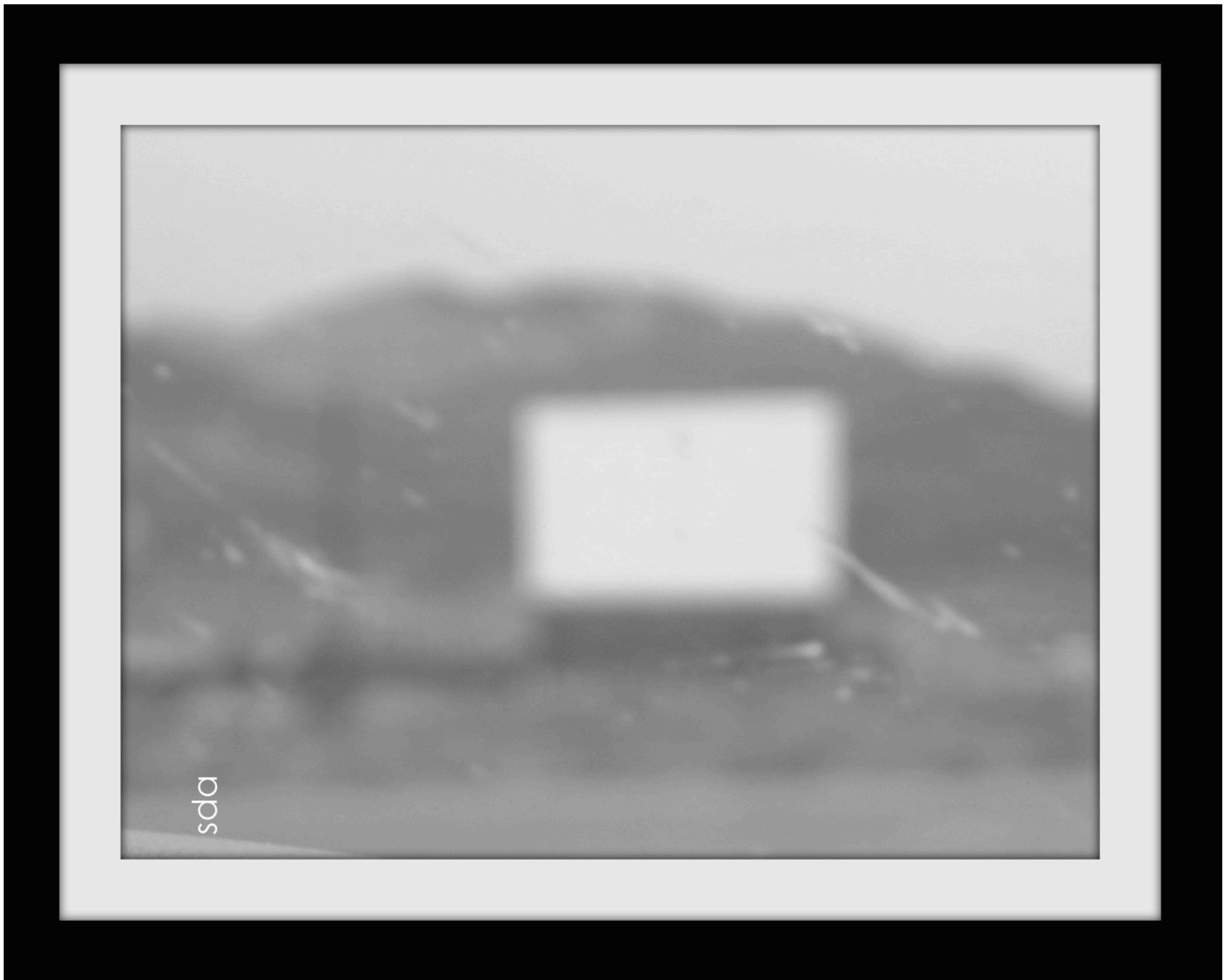
steve austin | photography



Obligatory: "Silver-toned mountains."

La Quinta Inn Travel Collection

steve austin | photography



"Lonesome Drive In - Butte"

La Quinta Inn Travel Collection



Obligatory: "Authentic scenes from our part of the country."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Authentic scenes from our part of the country."

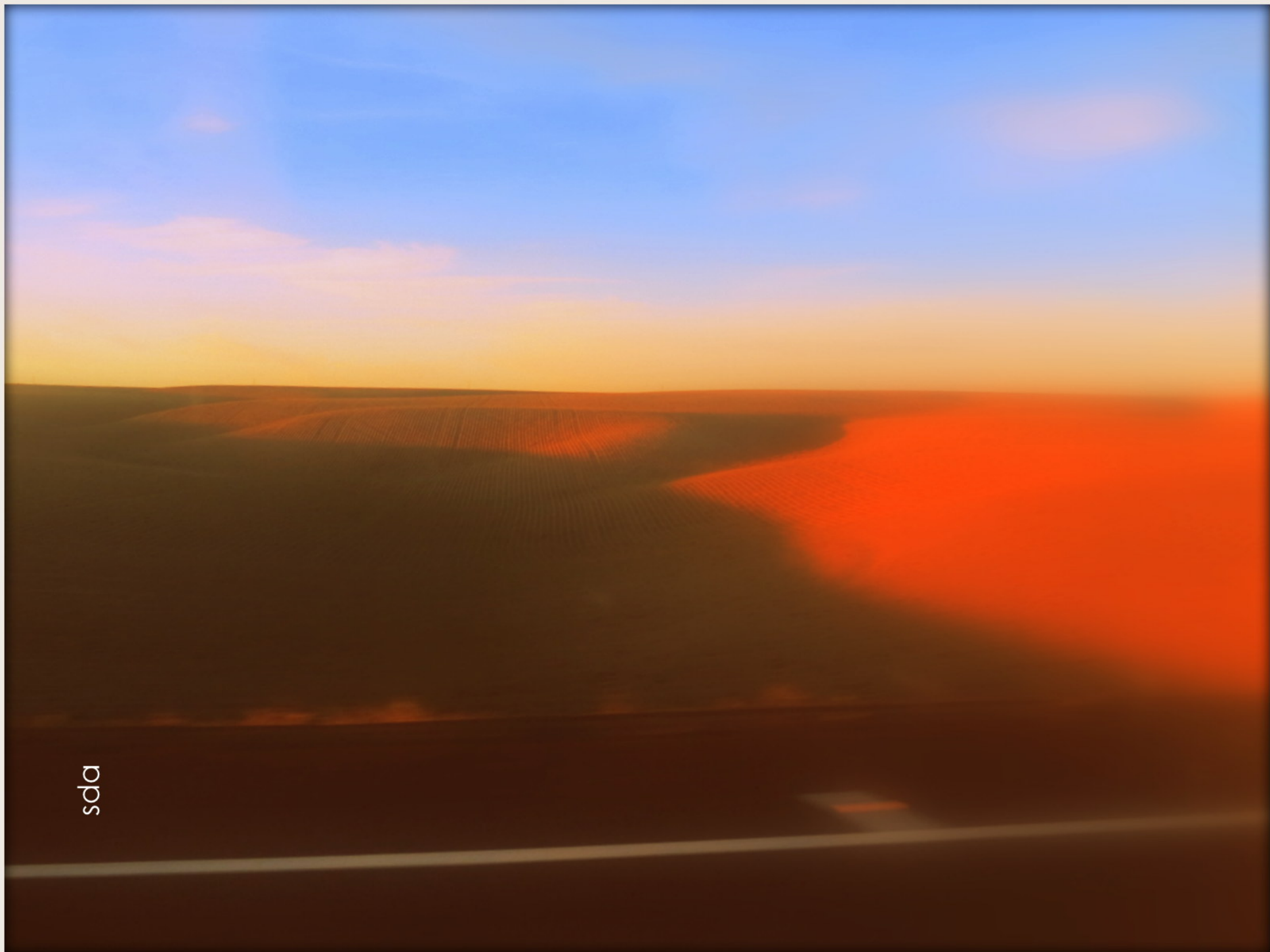
La Quinta Inn Travel Collection

steve austin | photography



"Arch City"

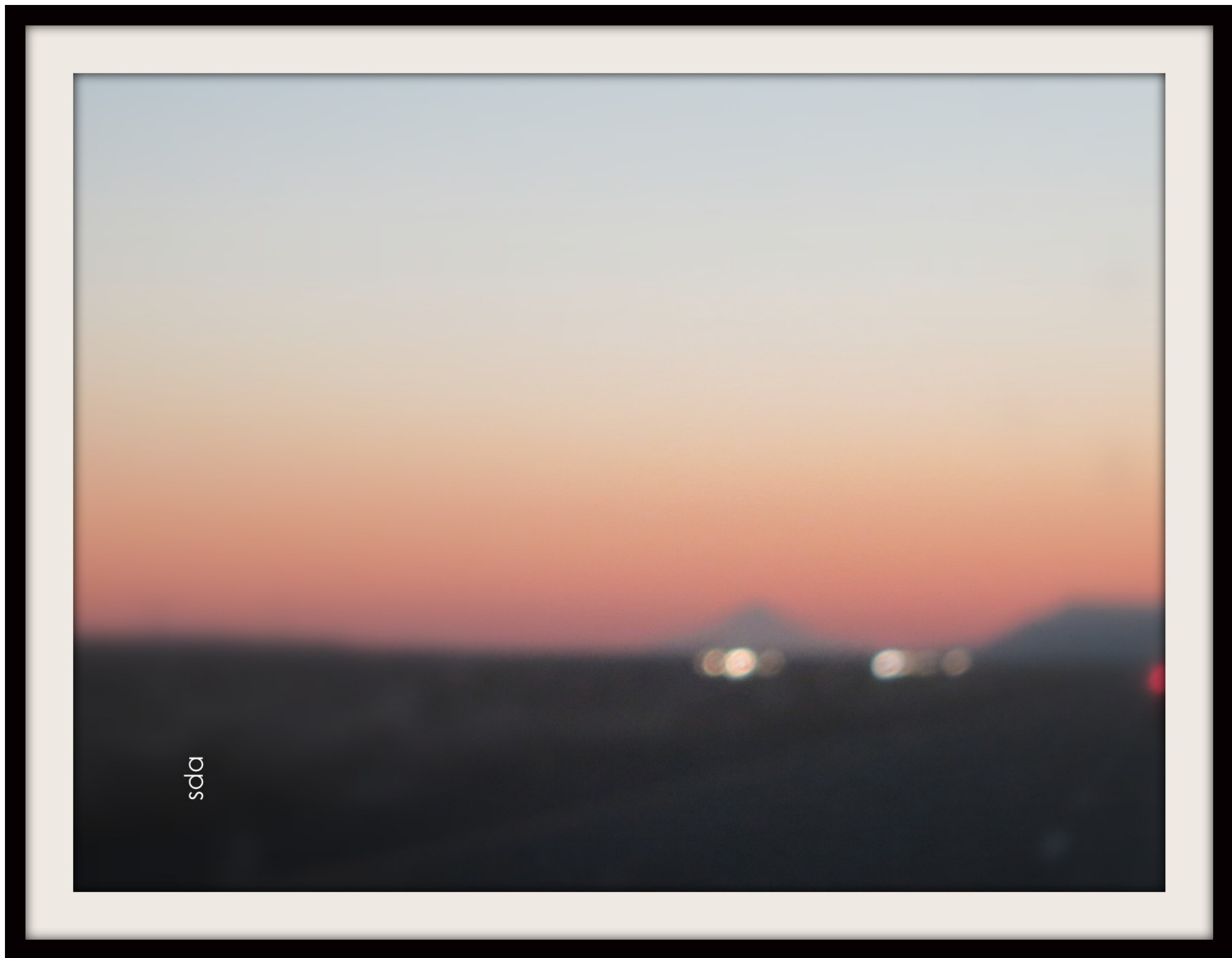
La Quinta Inn Travel Collection



Obligatory "The colors of the road – Palouse after harvest."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Colors of the road -Mt. Hood highway"

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "Colors of the road –rain on the windshield."

La Quinta Inn Travel Collection

steve austin | photography



Obligatory: "The colors of the road – eastbound"

La Quinta Inn Travel Collection

steve austin | photography