



Photographer Brief

Which photos you need:

- Primary image. (Most iconic / recognizable / main image. Could be interior or exterior.)

Outdoor:

- Front view
- View showing where you are in the neighborhood / shows area / street
- Garden or entertainment area
- Pool
- Pool lounging area
- Patio / outdoor seating
- Outdoor dining or breakfast
- Other amenities

Indoor:

- Reception or lobby
- Lounge
- TV Room
- Breakfast room
- Dining area (e.g. if you offer dinner or if tis a 2nd room separate from breakfast)
- Breakfast buffet or plated
- Other plated food if you offer dinner or snacks
- Shared kitchen (if applicable)

Room Type:

Repeat these for each room type.

Room Type 1:

- From the door.
 - From the window.
 - Of special details or the view.
 - Of the bathroom (make sure to show bath / shower).
- 24 photos in total.

Room Type 2:

- From the door.
- From the window.
- Of special details or the view.
- Of the bathroom (make sure to show bath / shower).

If you're short, add more Area scenes and garden or entertain from different angles.

Shooting a primary image:

Your primary image is the one that appears on search pages and as the first image in your gallery.

A successful primary image shows what's unique about your property.

Options include:

1. Interesting exterior shot (showing garden or surrounds).
2. Unique interior decor shot.
3. Pool, if you have one.
4. An impressive view from the room.

Photo specs:

- Landscape orientation
- 2880 pixels on the longest side. Resized to 2048 x 1536 pixels (about 3.1 megapixels) for Booking.com and 1024 x 450 pixels for TripAdvisor.

Hints and guidelines:

1. Use natural light: no flash. Switch lights on and open curtains.
2. Ensure housekeeping has just been so everything is spotless.
3. Style the room: remove any clutter, turn off the TV, smooth the bedcover, remove rubbish bins.
4. Shoot from all four corners to capture the whole room.
5. Capture the differences between room types (to encourage upgrades). Show differences in decor, layout, views and bed configurations.
6. Vary shots: take some straight on and focus some on small details within the room.
7. Ensure there's an equal amount of floor and ceiling in the photos. Photos without floors feel like they're floating.
8. Include photos of food offerings - a communal kitchen, breakfast station or picnic spots.
9. At least 1 photo of the breakfast spread: in detail (no crumbs on the table, no extreme close-ups).
10. Eye-level view and straight lines (no telephoto or fish-eye lens) to give as accurate a view of the property as possible.
11. Include a primary image, exterior shots and bathroom pics.

Exterior shots:

Give a sense of your property 'in situ' - how it relates to its surroundings (whether that's a garden, a beach, or a busy street).

- Shoot during the 'golden hour' just after sunrise or just before sunset.
- Manage expectations: only show what's included in the accommodation (for example, don't take a photo of bicycles if there aren't bicycles available to borrow) and what you can see from the property (no major landmarks or attractions unless they're visible).

Bathroom tips:

- Make sure the bathroom has been thoroughly cleaned, particularly mirrors.
- Close the toilet lid.
- Have a full toilet roll so the bathroom looks freshly serviced.
- Be aware of reflections in mirrors or shower doors.
- Hanging towels should match and hang at the same length.
- Rolled towels should match and face the camera.
- If the bathroom is very white and there's too much glare, shorten or reduce exposure.
- If the space is too small to capture properly, try shooting it from above.

What not to do (don't include):

1. People, pets and clutter: make it look as neat and tidy as possible.
2. Duplicate images: for example, the same view from a different angle.
3. Badly lit rooms.
4. Black and white or filtered photographs.
5. When taking 4 photos per room, don't just take the room from 4 different angles. Include different aspects, for example the view, desk, seating and bathroom.