

Delight Travelers

With Beautiful Photography

Attract More Travelers. Realize More Bookings.

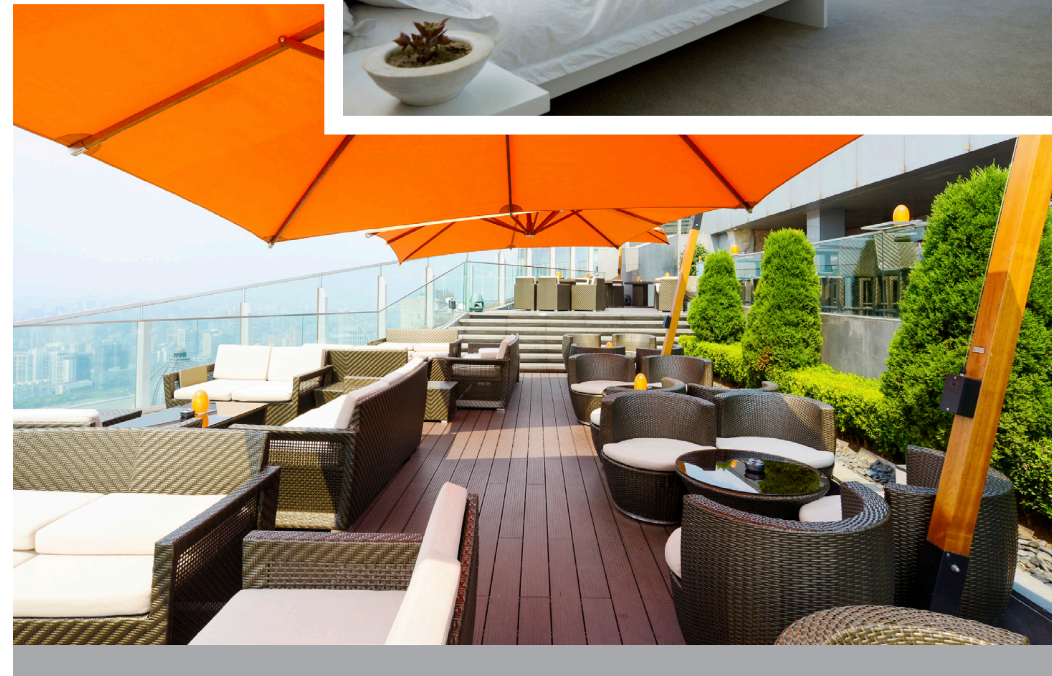
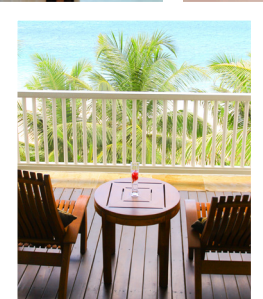


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A bright, modern bedroom with a large window, a wooden armchair, a bed with white linens, and a colorful chandelier.

Expedia PartnerCentral

Photos that Delight Travelers

Are your Photos Inspiring Travelers to Book a Stay at your Property?

Beautiful photos are the most effective way to attract travelers and inspire them to book a stay at your property. Photos allow travelers to explore your property and experience what makes your property unique.

Expedia photography guidelines are based on tested traveler preferences and help you optimize your property's visual story. Use this guide to:

Evaluate

The photos associated with your property

Identify

Opportunities for improvement

Optimize

Your photos across Expedia Group websites¹



Did you know?

Travelers are **150%** more engaged on listings with more than 20 photos.²

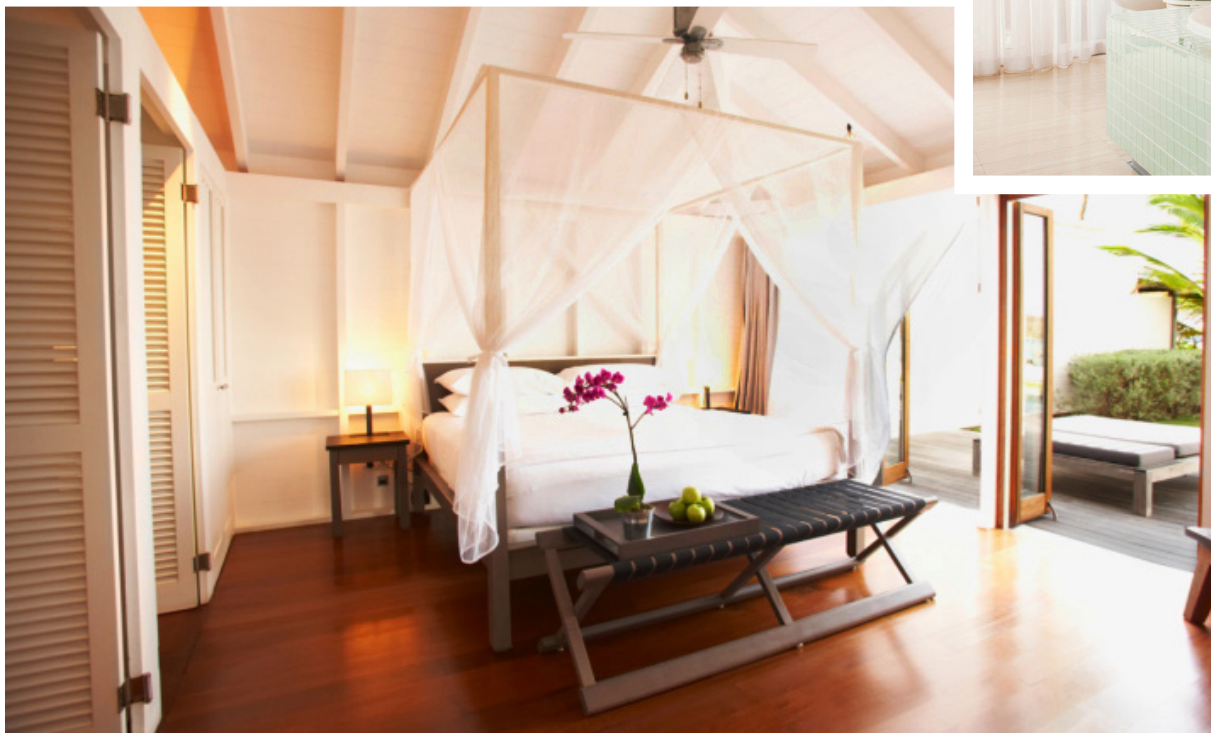
More than **50%** of travel is inspired by photos shared by friends.³

Photos by the Numbers

Travelers want to know why they should choose your property over their other options. Whether they are traveling for business or leisure, all travelers want to see where they are going to sleep, where they are going to shower, and where they are going to relax after a busy day.



60% of
travelers rank
bathroom
images as very
important.⁴



Traveler Preferences

Include at minimum:

20 photos of your property
4 photos per guest room type
1 photo of the bathroom

Provide as many images as you desire for travelers to peruse on Expedia Group websites.

Resolution

Travelers draw their first impression of your property from your images. Even the most beautiful properties can appear uninviting if the photos are pixelated, tiny or out of focus.

We use your property photos to generate images for mobile and tablet devices. **High quality source images** allow us to provide a high quality experience **on every screen**.

75% of leisure travelers switch between devices when planning and booking a trip.⁵

We recommend at least **2,880** pixels on the image's longest side. Your smartphone may be capable of taking high-resolution photos.



How Do Your Property Photos Score?

Expedia PartnerCentral helps you quickly evaluate the **quantity** and **quality** of your property photos. Your Photo Completion Score in EPC provides a snapshot of how your photos stack up against Expedia Brand guidelines and helps you identify opportunities for improvement. Track your progress as you update your photography.

Photo completion progress

Photos: 100%



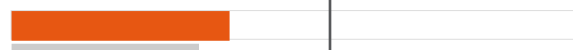
Competitor average: 100%

High resolution: 71%



Competitor average: 77%

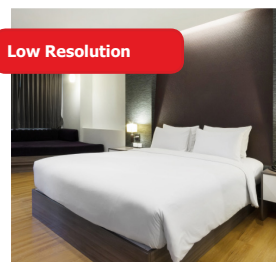
4+ photos per room: 38%



Competitor average: 33%

Quality

Photos that do not meet our recommendation of 2,880 are clearly marked.

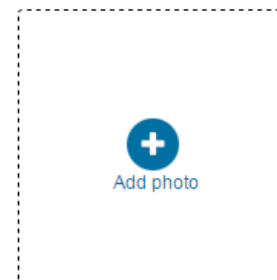


Quantity

Providing the recommended minimum **20 photos** will result in a score of 100%.

Each guest room type should include at least **4 photos**.

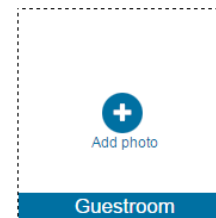
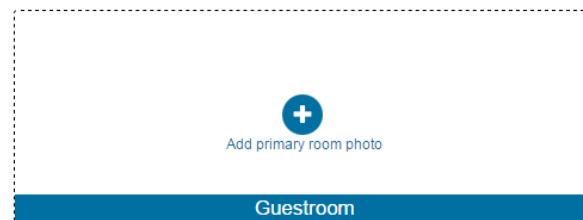
Pool



Completeness

Easily identify missing property photos. Upload new photos, or assign existing photos to property categories, so that travelers can view all of the guest room and amenity options at your property.

Deluxe King View Room



Property Exterior

Travelers prefer images that showcase your building in relation to your surrounding community. This is especially true for urban properties. The use of **light and movement** encourages travelers to imagine activities that are just outside your front door.

Removed from city life? Include an exterior image that conveys the relaxing nature of the surrounding area.

Local exploration is a main motivator for choosing destinations. Help travelers visualize your local community.⁶



6. TripBarometer 2015, Tripadvisor.



Travelers rank guest rooms as the **most important image** when booking a trip.⁷



Guest Rooms

Our research shows travelers are delighted by:

A Room with a View

If a window is available, include an image with an abundance of natural light.

A Sense of Spaciousness

Photos should include as much of the room as possible. However, avoid utilizing wide angle lens or fisheye settings. Travelers find these settings inauthentic and they negatively impact bookings.

Seating Areas

Travelers enjoy relaxing in seating areas other than the bed if available.

Travelers want to explore **every detail** of your guest rooms prior to booking. Provide at least **four images** of every guest room type. Include images from multiple angles and don't forget the bathroom.

Including an image for **every room type** available at your property positively influences your bookings.

Lobby and Community Spaces

Travelers look for **bright, well lit** lobbys with **seating areas** where they can relax and research their next activity or catch up on social media.

Lobby and community spaces are also an opportunity to showcase the **unique personality and décor** of your property.

22 The average number of websites a traveler visits before booking a trip. Stand out from the crowd.⁸





#1 most searched
amenity⁹
Pool



Facilities and Activities

What experiences can your property offer to travelers during their stay? Do you have a **pool** where they can lounge or their kids can play, a back deck where they can enjoy an afternoon cocktail, or a **spa** that provides the opportunity to schedule a relaxing massage after a busy day?

Include a photo of **every activity or unique facility** travelers have access to during their stay.



Dining

How many images of food do you come across in your social media feeds every day? Food is social, indulgent, and increasingly inspires travel.

Include photos of your **restaurant, bar, poolside cocktails, and room service** so that guests understand all of the food opportunities available to them at your property.

Highlight any **unique food experiences** such as communal dining, access to space where guests can picnic, or regionally specific food offerings at your property.



47% of US travelers peruse pictures of food when planning a trip.¹⁰



10. The Rise of Food Tourism, Skift, 2015.

Expedia PartnerCentral

Take Great Photos



Getting Started

Improving your property photos is easier than you think.

1. Login to Expedia PartnerCentral and review your property photos.
2. Identify photos that are missing or need to be updated.
3. Select your photographer and identify the camera they will use.
4. Ensure you don't miss any important photos during your shoot with our Photography Checklist.
5. Schedule your photography shoot during a time when the areas you need to photograph are not in use. Ideally during daylight hours.
6. Prepare each area to be photographed by ensuring they are organized and immaculate.

ExpediaPartnerCentral.com



Select Your Photographer

You invest in services that delight your travelers and enhance the experience of your property but these details can be lost in sub-optimal photography. Investing in professional photography is the best way to ensure that you have beautiful, high-resolution photos that stand out with travelers.

Good Smartphone Photography

If you are only missing a couple of photos, or want to highlight a seasonal program or amenity, taking a photo with a smartphone might be an acceptable alternative to hiring a photographer.

Many new smartphones on the market have the ability to produce high-resolution images.

Better Staff Photographer

Digital photography has become an increasingly accessible hobby. It's possible that a member of your staff has a passion for photography. If you discover a photographer among your staff, set up a trial session to capture a couple of new property photos of your lobby or grounds before jumping into a full overhaul of your property images.

Best Professional Photographer

With the rise of freelance professional services sites, finding a local photographer that meets your budget and specific needs has never been easier. If possible, we recommend that you select a photographer with experience shooting homes or building interiors.

Expedia creates all the files required to reach every screen from the photos you provide. **High resolution photos** ensure a **high quality experience** across desktop, mobile, and tablet devices.





Do
Use a tripod if
available.



Smartphone Photography

Taking photos with a smartphone is an easy way to fill in property photo gaps such as amenities or dining options.

Many smartphones in the market have the capacity to take high resolution photos. You can verify camera features with your manufacturer online. Optimal images are 2,880 pixels or higher. Acceptable images are at least 1000 pixels.

For optimal quality, use the Grid and High Dynamic Range (HDR) capabilities of your phone. The Grid feature will make it easier to line up photos and the HDR feature will result in better color depth and composition.

Keep your phone level when taking a picture. Avoid tilting your phone forward or backward. Instead of zooming in, walk forward to produce the image you desire.

Resist the desire to utilize photo editing apps to add filters or retouch your images.

Don't
Use your phone's digital zoom.
Picture quality decreases.

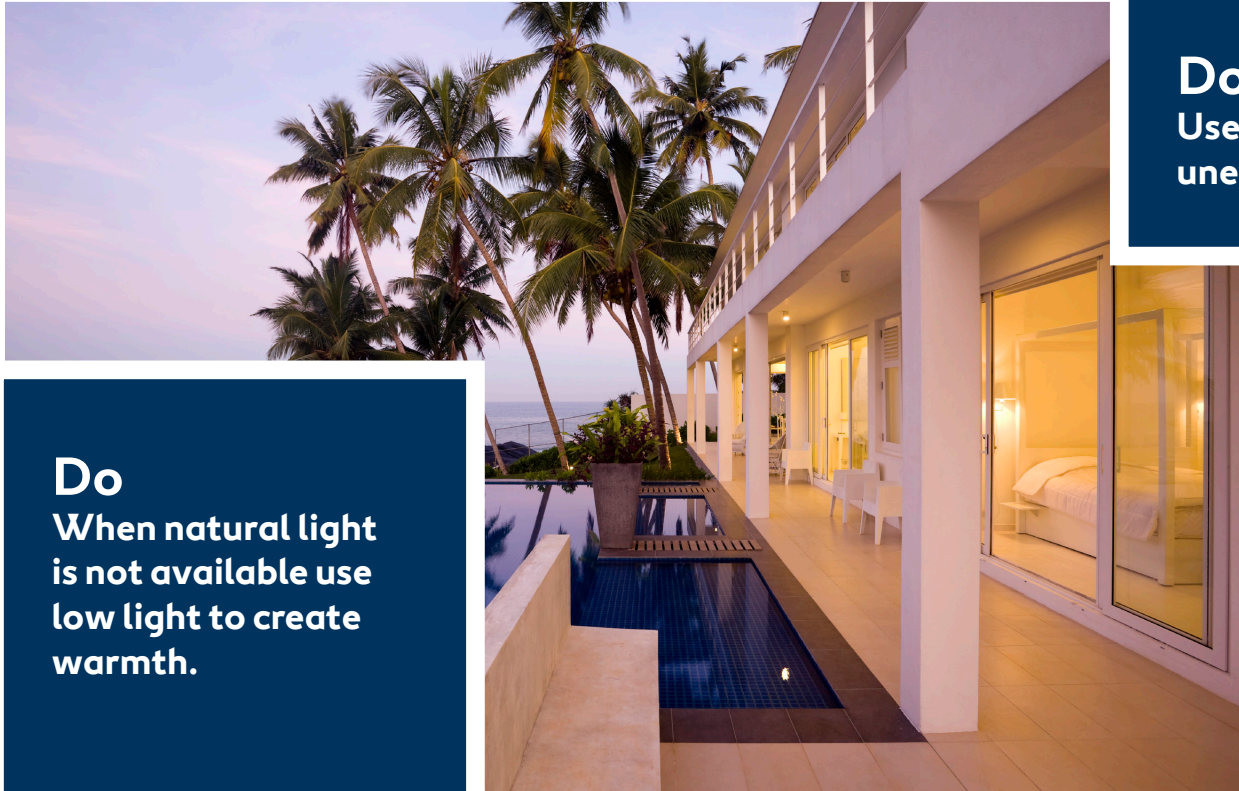
Lighting

Photos should be bright and inviting. Always opt for **natural light** versus utilizing a flash. Travelers find it more pleasing and welcoming. Open doors and curtains to let light into guest rooms and seating areas.

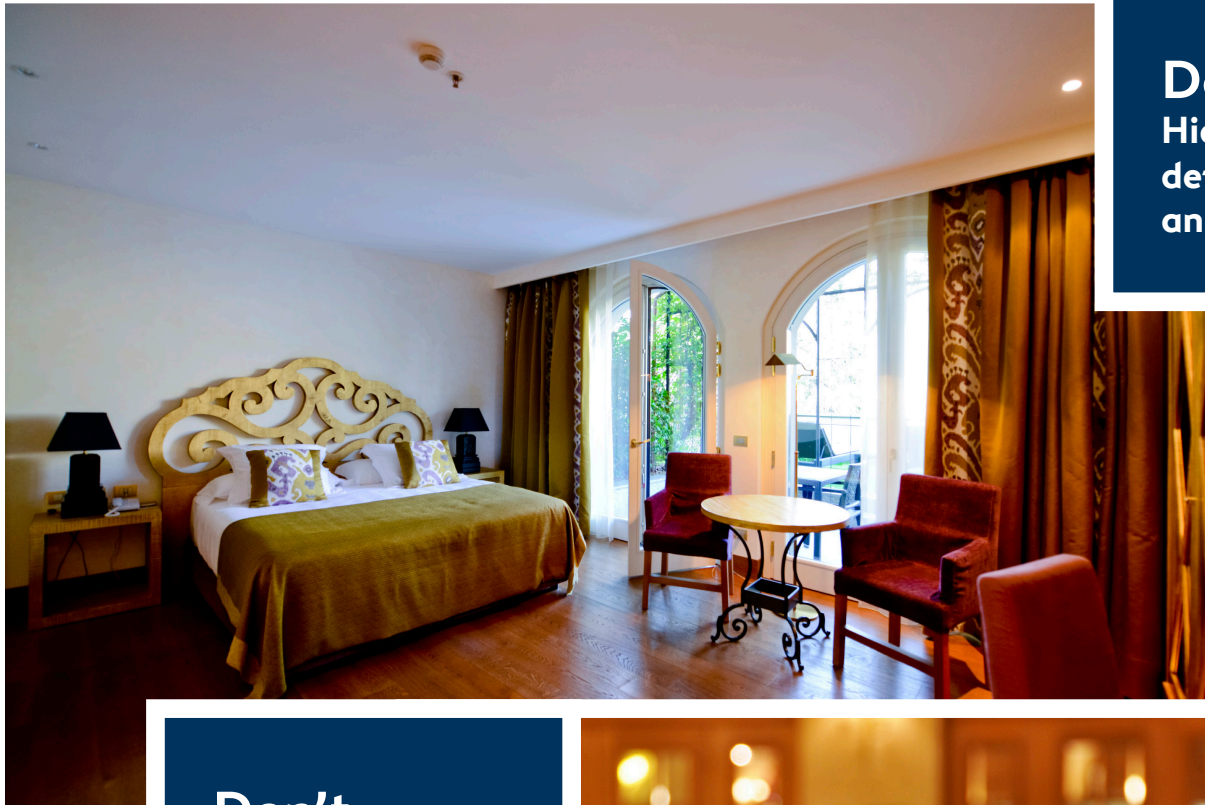
If you have a single-lens reflex (SLR) camera, you should use a tripod and adjust the aperture, ISO settings, and shutter speed to optimize light and focus on the details you are highlighting.



Don't
Use a flash or
uneven lighting.



Do
When natural light
is not available use
low light to create
warmth.



Do
Highlight the unique
details of your property
and guest rooms.

Styling

Your images should accurately portray and be the best example of your property. Before taking a picture, make sure the couch pillows are upright, the bed is crisply made, and the items on your desk or table are organized.

Don't feel the need to over-decorate or stage but do add a pop of color with some fresh flowers or add an inviting touch, such as a book and fresh cup of coffee for your balcony table.

Don't
Include photos of
generic details.



Framing and Composition

Take pictures from multiple vantage points in a room. Shooting from a corner or entry way allows you to capture a broader view of the room and creates a sense of spaciousness.

Shooting straight on only when taking long images versus close-up.

Take photos at eye level. Photos taken from low or high vantage points can be distorted.

If possible, capture an equal amount of ceiling and floor.



Exterior

Travelers prefer images that showcase your building in the greater context of your surrounding community. This is especially true for urban properties.

Avoid images that are shot from the ground up and include only your building and the sky.

Do
Include the
surrounding
community.

Don't
Take a
picture
looking
straight up.



Property Photography Checklist

Determine your photography needs and check off images when they are captured.

Guestrooms: Include photos for every room type. Capture images from multiple angles. View rooms: include both the bed and view in frame if possible.

Room Type_____	Room <input type="checkbox"/>	Bathroom <input type="checkbox"/>	Closet <input type="checkbox"/>	Seating <input type="checkbox"/>	View <input type="checkbox"/>
Room Type_____	Room <input type="checkbox"/>	Bathroom <input type="checkbox"/>	Closet <input type="checkbox"/>	Seating <input type="checkbox"/>	View <input type="checkbox"/>
Room Type_____	Room <input type="checkbox"/>	Bathroom <input type="checkbox"/>	Closet <input type="checkbox"/>	Seating <input type="checkbox"/>	View <input type="checkbox"/>

Notes:_____

Exterior: Capture the surrounding area. Avoid shooting a photo from the ground to the sky.

Includes surrounding area <input type="checkbox"/>	Natural Light <input type="checkbox"/>	Outdoor Seating <input type="checkbox"/>
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Notes:_____

Lobby: Include any seating areas. Natural light and movement from exterior windows provides travelers with a sense of nearby activity.

Includes seating <input type="checkbox"/>	Open, unblocked entrance <input type="checkbox"/>	Exterior windows <input type="checkbox"/>	Unique Details <input type="checkbox"/>
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Notes:_____

Important Amenities: Don't forget to include a photo of your pool. Include all community seating and lounge areas on the property.

Pool <input type="checkbox"/>	Fitness center <input type="checkbox"/>	Business center <input type="checkbox"/>	Spa <input type="checkbox"/>	Recreation <input type="checkbox"/>
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Notes:_____

Dining: International travelers enjoy experiencing local cuisine but also appreciate dining options that include familiar items.

Restaurant <input type="checkbox"/>	Bar <input type="checkbox"/>	In-room dining <input type="checkbox"/>	Local food options <input type="checkbox"/>
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Notes:_____

Additional Images:

_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>	_____ <input type="checkbox"/>
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Attract More Travelers. Realize More Bookings.

Beautiful photos are the most effective way to attract travelers and inspire them to book a stay at your property.

Schedule a time to update your property photos and upload the best images to Expedia PartnerCentral.

ExpediaPartnerCentral.com



Hotels.com



hotwire

trivago



AirAsiaGo