

TAKE GREAT PHOTOS

and attract more travelers to your property

Here are some simple photography tips you can use to make your property photos look amazing on any device from desktop monitors to high-resolution mobile devices.

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MAKE YOUR PROPERTY SHINE

on any device used by travelers

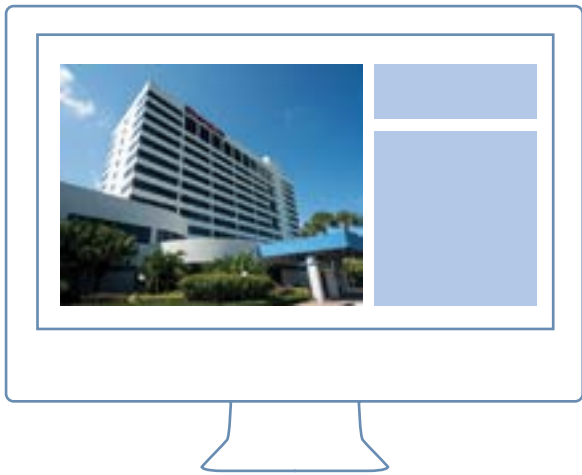


No more size restrictions! Follow these simple tips to promote your property no matter which devices your customers use.

Expedia Suggests

-  Use at least 20 high-quality photos of your property. More photos get more bookings.
-  Show travelers what your property has to offer. Give us a wide variety of photos that display all areas—lobby, guestrooms, pool, and more.
-  Highlight what makes your rooms unique. Provide at least 4 photos for each room type—and don't forget the bathroom!
-  Don't resize your photos. We'll produce the sizes needed for different displays and devices.

MOVING FROM DESKTOP TO MOBILE






An image that looks great on the desktop...



might look pixelated or blurry on other devices.




Send us your highest resolution photos to ensure that travellers see your property photos at their best on every device.

Resolution Tips



-  Set your camera to its highest possible resolution.
-  Don't crop or resize your photos.
-  Don't use high compression on your photos.

Lighting: Please Do







-  Use natural light when available.
-  Bounce a smaller light source off a wall or ceiling to create illusion of larger light source.
-  Use enough light to ensure the photo is not blurry.

Lighting: Please Don't




-  Use on-camera flash if other lighting is available.
-  Use harsh floodlights that can create an unflattering edge look.

Composition: Please Do






-  Focus on a corner to give the illusion of a larger room.
-  Experiment with offsetting your point of interest (the Rule of Thirds).
-  Clean up the background so you don't show distracting items like trash cans or air vents.
-  Experiment by taking multiple photos so you can select the best one.

Composition: Please Don't



-  Center your subject in the photo.
-  Take just one photo and be done with it.
-  Forget to have a subject in your photo.

Highlight Amenities: Please Do








-  Show off the unique aspects of your hotel.
-  Pay attention to the background of your amenity.
-  Display as much of the amenity as possible.

Highlight Amenities: Please Don't




-  Use photos not associated with your property.
-  Use outdated or conflicting imagery of the same amenity.

Exterior Photos: Please Do











-  Show multiple exterior shots.
-  Use natural outdoor light.
-  Use sunrise or sunset to make your photos more impactful.
-  Show as much of the building as possible.
-  Show your property in the context of its surroundings.

Exterior Photos: Please Don't

-  Show locations that don't highlight your hotel.
-  Show multiple building fronts that make it difficult to identify your property.
-  Show only the doorway or entrance.

Some Smartphone Tips

A smartphone camera is a great tool—especially if you subscribe to the adage that the best camera is the one you have on you at the time. Although it looks super simple on the surface, there are some tricks you can use to get the most out of its features. Most camera features are similar across iPhone, Android, and Windows-based phones. Please refer to your phone's user guide for more information.

-  Use your smartphone's standard camera application.
-  Turn on High Dynamic Range (HDR) to get better color depth and overall photo quality.
-  Turn on the grid feature to better ensure that your photo isn't crooked.
-  Hold your smartphone with both hands to avoid blurry pictures (unless you have a tripod).
-  Don't use your smartphone's digital zoom.
-  Don't use your smartphone's flash.
-  Don't resize the photo.
-  Don't take the photo in a low-light environment.