

# Expedia Group photo guidelines

## Present the photos that travelers value most

Photos are the most powerful tool you have to distinguish your property to travelers. Getting them right can make a big difference in converting guests. To help you get the most out of your Expedia Group™ listings, we've developed best practices for photo coverage and quality, based on search and booking data from Expedia Group sites.

### In this guide:

- ▶ Quantity guidelines
- ▶ Quality guidelines
- ▶ Primary image guidance

Learn about the type, quantities, and quality of photos we recommend to capture travelers' attention and convert browsers into guests. Use this information each time you plan photoshoots, upload photos, or check your listing content.



### Show travelers what they want

Expedia Group travelers view an average of 35 photos on their phones.<sup>1</sup> Our photo guidelines make sure you have enough of each type of the photos travelers want to see.



### Make your photos work for you

Nearly 94% of leisure travel shoppers switch between devices.<sup>2</sup> Our quality guidelines ensure your photos are clear and undistorted across all devices.



### Capture travelers' attention, fast

Web users read less than 28% of content on a page.<sup>3</sup> Use our guidelines to select a primary image that tells your story and drives click-throughs and bookings.

# Quantity guidelines

Create the most impactful photo gallery by including:

- ▶ 4 photos per room type, 1 of which is of the bathroom (Include 1 photo for view and 1 photo for kitchen, if applicable)

Reveal your upgrade potential with different photos for standard and deluxe rooms. Properties that use unique photos, such as room-specific views and amenities, for each guest room type average up to 11% higher conversion rates.<sup>4</sup> And don't skip the bathroom—60% of travelers rank bathroom images as very important.<sup>5</sup>

- ▶ 1 exterior photo

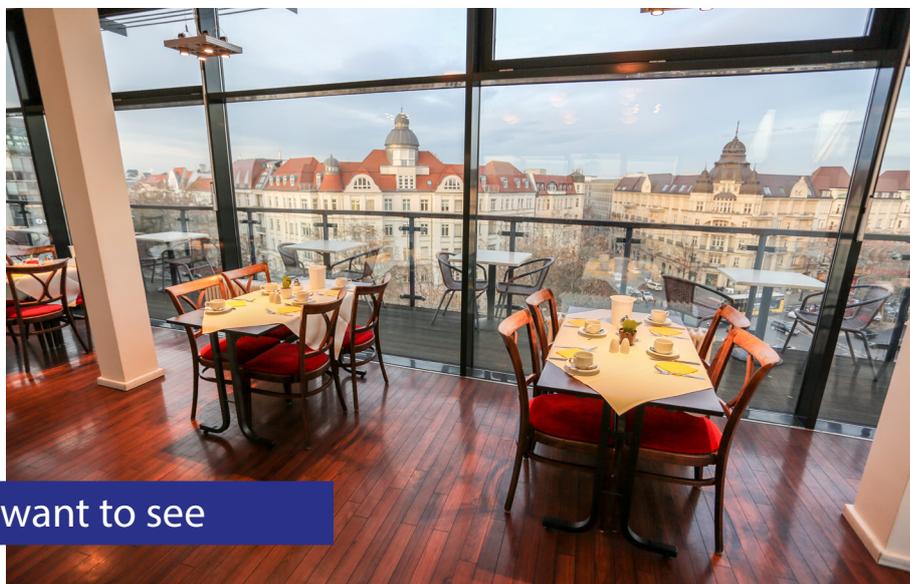
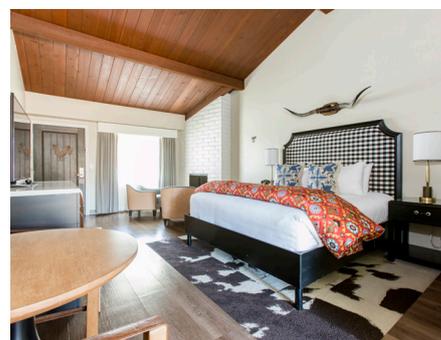
Showcase your building in relation to your surrounding community, and give your guests a sense of place.

- ▶ 1 entrance / lobby photo

Reassure guests of a warm welcome with a photo of your entryway, lobby, or reception area.

- ▶ 1 photo per key amenity

Images of a pool, restaurant, fitness center, spa, activities, and amenities important to our travelers help your listing stand out and encourage travelers to imagine themselves there.



Show travelers what they want to see

# Quality guidelines

## Photo orientation

Expedia Group sites display horizontal photos best, so use photos that are wider left-to-right than top-to-bottom. Vertical photos (portrait style) are accepted but not recommended, as they don't fully use available space.



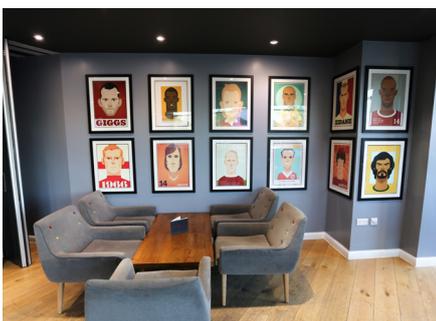
## Resolution

Even the most beautiful properties can appear uninviting if the photos are pixelated, tiny, or out of focus. Images that are 2,880 pixels or more on the longest side allow us to provide a high-quality experience on desktop and mobile devices. Images that are under 1,000 pixels on the longest side may be rejected.



## Authenticity

Our research shows that travelers distrust “distorted” images from telephoto or fisheye lenses, and making a room or pool appear bigger online leads to traveler letdown.<sup>6</sup> In general, select photos that show an eye-level view, straight lines, and give travelers a real sense of your property.



## How to get the right-sized photos

### Photo size and resolution

Resolution refers to the image size, and it's represented by the number of pixels the photo contains, expressed as width by height. We recommend a photo that is at least 2,880 pixels on the longest side.

### To find the size and dimensions of your image:

**PC:** Right click on the image file and select Properties.

**Mac:** Press Option while clicking on the image file, then select Get Info.

### Using your smartphone

Change your settings to High Resolution, High Definition, or High Dynamic Range (HDR).

For more information see our [Smartphone photo tips](#).

## What not to include

Leave out photos that show:

- ❌ People and pets
- ❌ Clutter
- ❌ Signs and text that display pricing or brand names other than your property name
- ❌ Identical or near duplicate images, such as the same view at a different angle
- ❌ Poorly lit scenes
- ❌ Black-and-white or styled filters

6. Expedia Group research, 2017.



# Select your best primary image

Lead with the image that makes the most impact

You select your own “primary” image—the photo that appears on most search pages and displays as the first image on your listing page.

This image should show what's unique and desirable about your property and set guest expectations. For example, if your property is ideal for sunny, relaxing holidays, select a bright, outdoor photo rather than a dark, interior image.



## Ideal primary images

- ✓ Unique exterior shot
- ✓ Quirky or stylish interior décor
- ✓ A pool, if it's a selling point of the property
- ✓ A room view, if it's near a major landmark



## Undesirable primary images

- ✗ Bathrooms
- ✗ Spa services/fitness facilities
- ✗ Dining areas
- ✗ Business facilities



# Room-by-room photo guidance

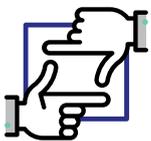
## Highlight the best features of each space with distinct photography approaches

### In this guide:

- ▶ Guest room tips
- ▶ Exterior and grounds tips
- ▶ Common spaces and amenities tips

Web users read less than 28% of content on a page,<sup>1</sup> so your photos need to communicate the experience of staying at your property. Seeing your property's unique personality and details can help travelers visualize their stay and can inspire them to make a reservation.

Learn how to best portray the areas of your property that travelers want to see, with the right angles and lighting. Share this direction with your professional photographer, or use it to take your own photos to improve your gallery.



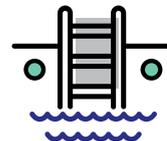
### Deliver photos that matter

Properties that use unique photos for each guest room type average 11% higher conversion rates.<sup>2</sup> Learn how to differentiate each area with styling, focal points, and angle recommendations.



### Show travelers your community

Travelers rank location above amenities, price, and ratings when determining which hotel to book.<sup>3</sup> Help them visualize your local community with outstanding exterior photos.



### Highlight your unique features

When travelers search for an amenity, they want to see it, too. Showcase your distinct property features with our guidance for photographing your pool, fitness room, and dining options.

# Guest Rooms

For each guest room type, Expedia Group recommends three different photos and one photo of the bathroom—for a total of four photos per type—but you should take extra photos so you can pick your favorites.

## Highlight the heart and soul of your property

### Use natural light

Natural light is more flattering than artificial light. Take photos during daylight hours, and open curtains to let the natural light in. Leaving sheer curtains closed will help to reduce glare, while still letting in light.

### Communicate with housekeeping

Schedule your photoshoot after housekeeping has cleaned the room but before check-in to get the rooms at their tidiest. Some photographers ask a housekeeper to accompany them during the photoshoot.

### Check final touches

Turn off televisions. Smooth the sheets and duvets. Spend some time arranging the furniture and curtains before you begin. Resist the temptation to add items like flower petals or gifts that won't actually be there when guests arrive.

### Capture what's noteworthy about the room

If different room types have different features, such as views, sitting areas, or larger bathrooms, include them. These images often inspire travelers to upgrade room types.

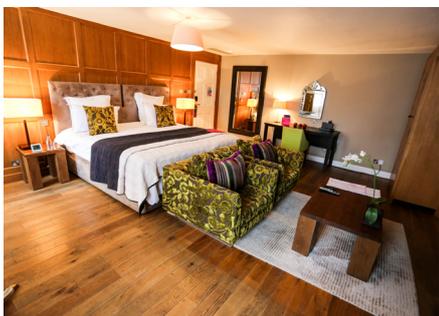


It's easy to confuse rooms, so before I start photographing a guest room, I write the room type on a Post-It note and photograph it. Then I know all the photos following that note are the 'Deluxe' room, until I see the photo of the 'Executive' Post-It.

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### Take shots from all four corners

Use diagonal lines to add depth and draw viewers eyes to a focal point. Taking photos from different corners of the room will give you more options to get your best view. Where possible, leave features like air vents and trash cans out of your images.



### Take some photos straight-on

Use your viewfinder's gridlines to make sure your vertical lines are straight. Using your room's architectural framework as a guide, point your camera so that it aligns perfectly with one of your walls. Position your desired focal points (pillows, windows) at the intersections of the grid.



### Test photographing the bed from a lower angle

This can add drama to a guest-room view, and add more diversity to your photo composition. If you are using a tripod, set it below shoulder height.



### Capture an equal amount of floor and ceiling

This adds a sense of balance to room shots. Whenever possible, try to include the floor. Rooms without floors can create a floating feeling. It's not always necessary to show the whole room in the picture. Sometimes just a small part of it gives the viewer the sensation of being there.

## Bathroom tips

### Reflections

Watch for the photographer reflection in the mirror, shower door, and windows. Test opening shower doors at different angles.

### Lighting

Try setting your camera to long or high exposure to resolve any issues created by poor lighting. If you're shooting in a bathroom with bright colors like white, shorten or reduce the exposure to help reduce glare.

### Small spaces

Photograph a cramped space from above to capture more of the scenery. If possible, remove the bathroom door to allow maximum visibility inside.

### Neat and tidy

Thoroughly clean mirrors and all surfaces, and don't forget to close the toilet seat. Have a full and folded toilet paper roll to assure guests that the bathroom has been cleaned.

### The small details

Towels hanging from racks should be of equal length and plushness. Likewise, any rolled towels should be new and plush. Rolled towels should face in the same direction with the fold turned toward the camera.

60% of travelers rank bathroom images as very important.<sup>4</sup>

# Exterior and grounds

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

## Give your property a sense of place

### Go golden

Capture outdoor photos during the “golden hour” of photography—just after sunrise or just before sunset. A daytime shot might show off the lovely weather and appealing landscaping, but an evening shot creates a welcoming ambiance with a rosy glow from indirect light.

### Capture outdoor amenities

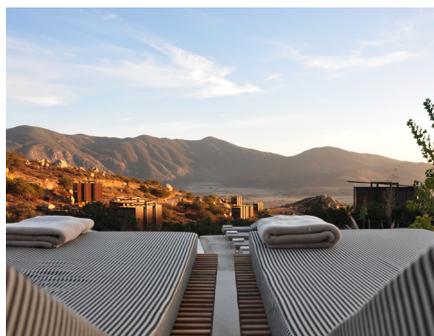
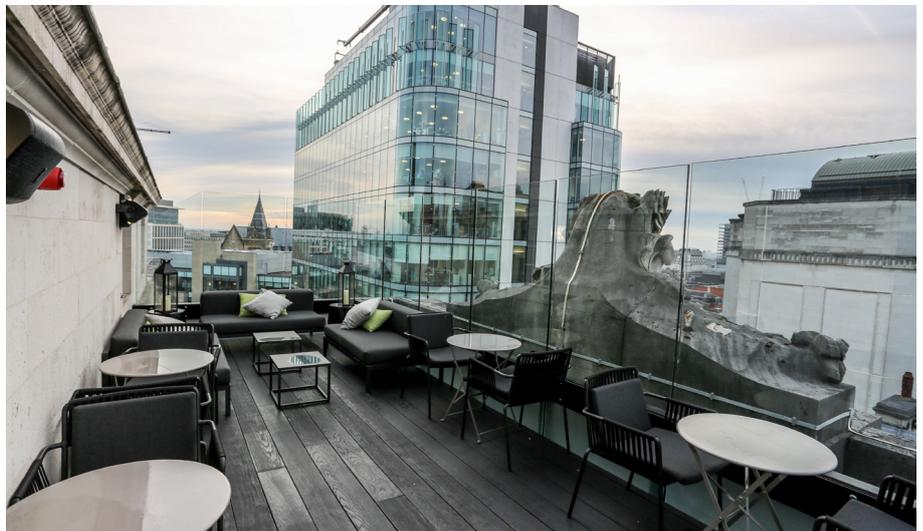
If a property has bikes for guests to use, don't miss a shot of them. But if the café next door doesn't belong to the property, skip it. Give your guests an idea of what to expect when they arrive at your property, or step outside their rooms for breakfast in the morning.

### Don't stray too far

Don't include images of area landmarks or views that you cannot see from the property. These lead to disappointment.

### Display your location

If you're removed from the city, include an exterior image that conveys the relaxing nature of the surrounding area. In a town square, try angling your camera upwards to show surrounding architecture.



# Common spaces and amenities

When travelers click through to your page after searching for an amenity like a pool or a fitness room, showing them an image of this amenity can help convince them to book.

## Show travelers your unique features

### Lobbies

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

### Key amenities

Images of a pool, business center, spa, breakfast or onsite café help differentiate your property.

### Dining

Highlight any unique food experiences such as communal dining, access to picnic spaces, or regionally specific food offerings. If you offer breakfast, be sure to include photos of any stations, buffets, or a few à la carte options.

### Community spaces and décor

Showcase the personality of your property through photos of striking artwork or sports memorabilia. Staircases photographed from above can also provide a dramatic effect.



We preferred our photographers to take images of the empty restaurant space as a blank canvas. That way, when we're selling it for groups and events, they can picture it as whatever they would want it to be instead of how we staged it.

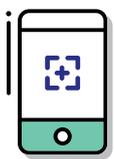
**LIZZIE RAUDENBUSH**  
KIMPTON SHOREBREAK



# Smartphone photo tips

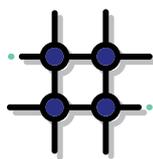
## Get the most out of your smartphone photography

With recent updates in smartphone technology, you likely have the power to take high-resolution photos right in your pocket. Smartphone cameras allow you to take inspiring property photos without the expense of a professional photographer. Knowing how to get the most out of your smartphone camera puts you in a better position to create high-impact photos that convert.



### Get expert photos, without a pro

Most smartphones can take high-resolution photos. Verify camera features with your manufacturer online, then follow our instructions.



### Leverage your phone's tools

Turn everyday snapshots into pro-quality gallery images using smartphone composition tools and a few industry design standards.



### Avoid common photo pitfalls

Don't get discouraged with difficult lighting or angles. Plan ahead to troubleshoot challenging set-ups and conditions.

### In this guide:

- ▶ Clarity and lighting settings
- ▶ Smartphone design guidance

Find smartphone camera settings for taking high-quality images, plus tips to compose engaging images and troubleshoot difficult set-ups. Follow this advice, and you'll be ready to take professional-level photos with a tool that's already in your hands.

# Adjust your settings

Use your smartphone settings to create professional looking images. With the right settings and a few handy tips, a cell phone camera can take some fantastic photos.

## Use HDR mode

Change your settings to High Resolution, High Definition, or High Dynamic Range (HDR). This will capture higher quality, clarity, color depth, and lighting than other settings. To find your HDR controls, check the heading bar of your smartphone app or go to your phone's app settings.

Image taken without HDR:



Image taken with HDR:



## Adjust your exposure

Exposure is one of the best tools to enhance low-light environments. Setting the exposure higher lets more light into the lens, creating a brighter, more vibrant photo.

Exposure settings on smartphones are often identified by a sun icon next to the “autofocus tracking box.” When taking a photo, some phones let you tap your screen to focus on one area, and an autofocus box will appear to highlight the clearest part of an image. Next to that box, look for a sun icon, which you can raise or lower to adjust the exposure.

On other phones, you can hold a point on your image to focus and adjust your exposure in the same move. Some phones offer a “pro mode” in their settings that lets you adjust exposure. Play around with this feature before your photoshoot.



## Keep it simple

### Use natural light

If you need to take photos without sunlight, adjust your exposure instead of using the flash. If you still need additional lighting, place a thin, white sticker or piece of tissue over the flash to soften the effect.

### Hold steady

Be careful not to tilt your phone forward or backward. This skews your vertical lines. Raise or lower your phone to get what you need in the frame. To keep your phone level and steady, rest it on a tripod or a stack of books.

### Don't digitally zoom

The zoom feature blurs images. Instead, walk forward to capture the image you want.

### Skip the filters

Resist the temptation to use photo editing apps to add filters or retouch your images. And if your camera has a Live feature that captures movement in photos, turn this off, since you will be capturing stills.



If a room is dark and you're facing a window, you often get a backlit photo. In this situation, cross the room to put the window behind you. That will fill the light in the direction you're photographing.

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# Think like a designer

Use simple design principles and smartphone functions to create engaging photos. Gridlines help keep your photos straight and can make composition easier.

## Gridlines

Adding gridlines to your image-viewer lets you see where straight vertical and horizontal lines appear in your photos. These lines will not appear in your photos—they just help guide your image set-up.

Photos with walls that appear on angles look distorted. Try to align the vertical and horizontal lines in the photo with the gridlines to avoid this problem.

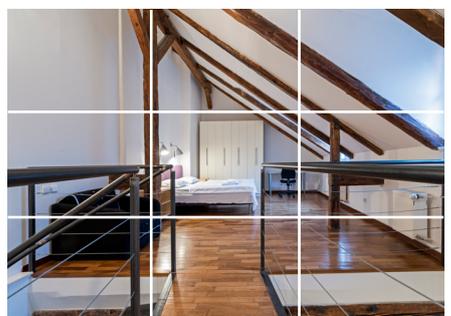
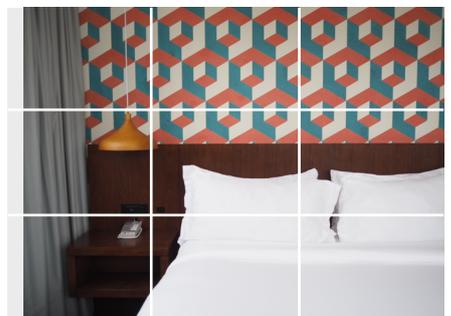
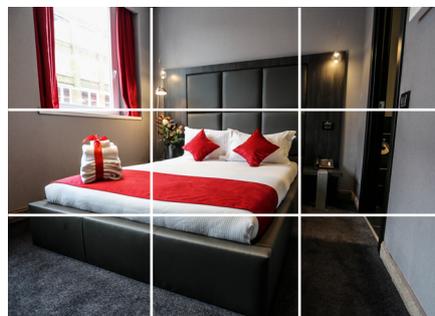


Gridlines help you line up key focal points in your photos. Most phones allow you to turn on gridlines in the camera app settings, located in the app itself, or in your phone's general settings under Photos or Camera. Look for Grid or Gridlines, and set this feature to On.

## Rule of thirds

Composition is the way that elements are arranged in an image. As a starting point for their composition, photographers often use the "Rule of Thirds." The theory of this rule is that the human eye is often attracted to images divided into thirds, where key subjects fall on the dividing lines of those thirds. Position your primary subject at the intersection of those lines to draw in the viewer's eye.

Use your gridlines to align your image. Then, position objects you want to highlight along the lines or at the intersection of those lines.



# Property Photo Checklist

Use the list below to make sure you have the photos travelers want to see. See the minimum number of photos that Expedia Group recommends below, but we recommend taking more in each category and then choosing your best images to upload.

## Photo sizing

Aim for more than 2,880 pixels on the long side. We may not accept photos smaller than 1,000 pixels on the long side.

**Exterior:** One or more photos of your building and grounds gives travelers a sense of place.

**Entrance / lobby:** At least one photo should show your entryway, lobby, reception area, and any common spaces or seating to let travelers know what to expect.

**Rooms:** Include at least four photos for every room type, including one of the bathroom. Also include one photo for view and one photo for kitchen, if applicable. Capture every element of the room, including any amenities specific to that room type, such as seating or desks.

	Room Type 1	Room Type 2	Room Type 3	Room Type 4	Room Type 5	Room Type 6
Room with bed	<input type="checkbox"/>					
Bathroom	<input type="checkbox"/>					
Room feature 1	<input type="checkbox"/>					
Room feature 2	<input type="checkbox"/>					
Room feature 3	<input type="checkbox"/>					

**Key amenities:** Many amenities you offer need one or more photos. Here are some examples.

- Activities and sports
- Beach
- Fitness center
- Gaming and entertainment
- Pool
- Safari / game drives
- Skiing / snowboarding
- Spa

**Dining:** Capture separate photos of any dining interiors and your signature dishes.

- Bar
- Breakfast
- In-room dining
- Kitchen (shared)
- Local food options
- Restaurant

**Nearby points of interest (to upload in a separate category) and additional images:**

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

