



# How to attract guests with stunning photography

Present the photos that travelers value most

expedia group™

# 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.

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 photos without the expense of a professional photographer.

## In this guide

- **Quantity guidelines** Learn about the 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.
- **Quality guidelines**
- **Photo tips and best practices**



## Show travelers what they want

Travelers report needing an average of nine photos to decide if they're interested in staying at a property.<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

Profiles with high quality photos receive 63% more clicks than profiles with low-quality or no photos.<sup>3</sup> Learn tips and best practices for making everything about your photos – from content to angle – really stand out.

# Quantity guidelines

Create the most impactful photo gallery by including:

**4 photos per room type, including 1 of the bathroom. Also include 1 photo of the 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 – it's one of the most desired photos for 61% of travelers.<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

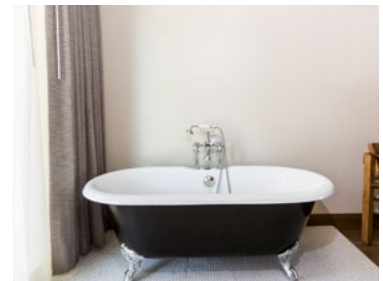
Reassure guests of a warm welcome with a photo of your entryway, lobby, or reception area.

## 1 photo per key amenity

When travelers search for an amenity, they want to see it, too. Showcase your distinct property features, like the pool, restaurant, fitness center, spa, activities, dining options, and amenities important to our travelers. These photos help your listing stand out and encourage travelers to imagine themselves there. .



Show travelers what they want to see

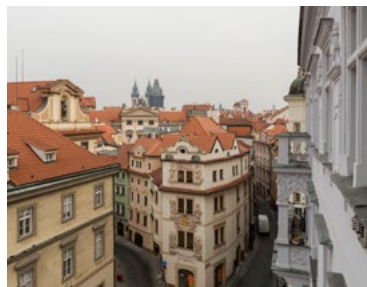






# We're taking the guesswork out of photos

**We select the primary image and gallery sort order for your property**



Our technology organizes your photos based on significant research into which images are most appealing to our customers. We take a look at why they're traveling, what's important to them, and how they interact with your listing. We use this data to select a primary image and refine the order to make your listing stand out while they browse. Think of it as the right photo at the right time-and potentially more bookings for you.

# Quality guidelines



## Photo orientation

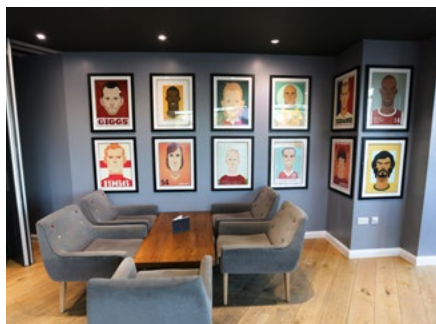
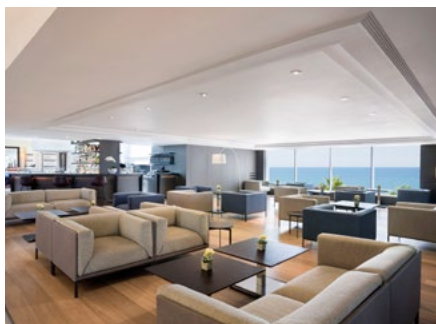
Expedia Group sites display horizontal photos best, so use photos that are wider left-to-right than top-to-bottom. Vertical photos (portrait style) are accepted but not recommended, as they don't fully use available space.

## 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.

## Authenticity

Our research shows that travelers distrust “distorted” images ultra-wide lenses, and making a room or pool appear bigger online leads to traveler letdown.<sup>6</sup> Use high-quality, bright images that truly represent your property to help guests feel confident in their decision to book. Photos that show an eye-level view and straight lines give travelers a real sense of your property. Pro tip: Turn on “Lens correction” in your phone camera settings to reduce the distortion from wider lenses.



## What not to include

### Leave out photos that show:

- 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

### Don't digitally zoom.

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

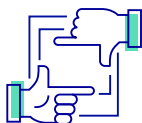
6. Expedia Group research, 2017.



# Room-by-room photo guidance

**Highlight the best features of each space with distinct approach to your photographs**

Website visitors read less than 30% of content on a page and are more likely to scan for information,<sup>6</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.



## Deliver photos that matter

Properties that use unique photos for each guest room type average 11% higher conversion rates.<sup>7</sup> Learn how to differentiate each area with styling, focal points, and angle recommendations.



## Show travelers your community

58% of travelers believe that location is one of the top three factors when considering a hotel listing.<sup>8</sup> Help them visualize your local community with outstanding exterior photos.



## Let your images do the work

Convince travelers to book by showing them an image of what they're searching for, whether it's a pool, fitness center, or breakfast.



# Guest rooms

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

## Magnify 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.

### Showcase rooms at their best

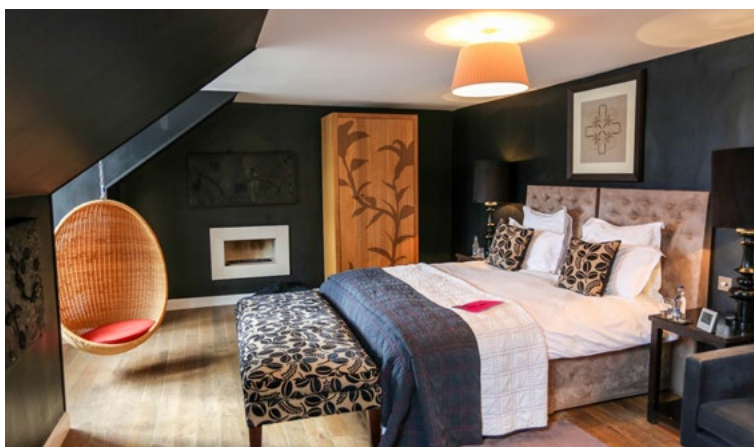
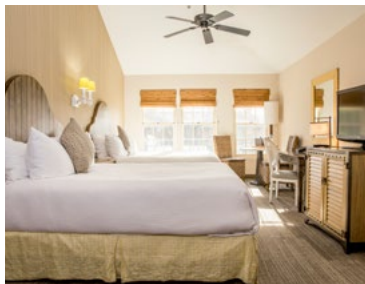
Schedule your photoshoot after housekeeping has cleaned the room but before check-in to get the rooms at their tidiest.

### 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 convince travelers to upgrade room types.



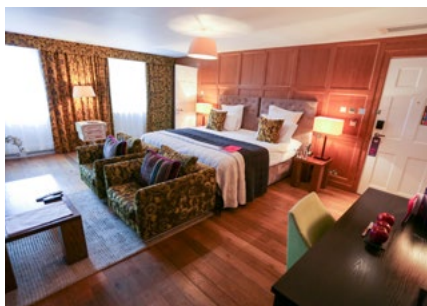
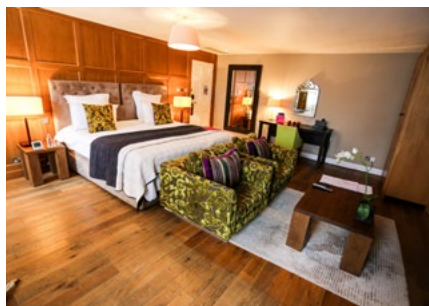
If a room is dark and you're facing a window, your photos may be too dark. In this situation, cross the room to put the window behind you. That will fill the light in the direction you're photographing.

**Andy Rogers**

Expedia Group, Media Producer

## Capture the room from all four corners

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

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) off-center.



## Capture an equal amount of floor and ceiling

This adds a sense of balance to room photos. 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.

## 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.

## Bathroom tips

### Reflections

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

### 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. Rolled towels should face in the same direction with the fold turned toward the camera.

**61% of travelers rank bathroom images as very important.<sup>9</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

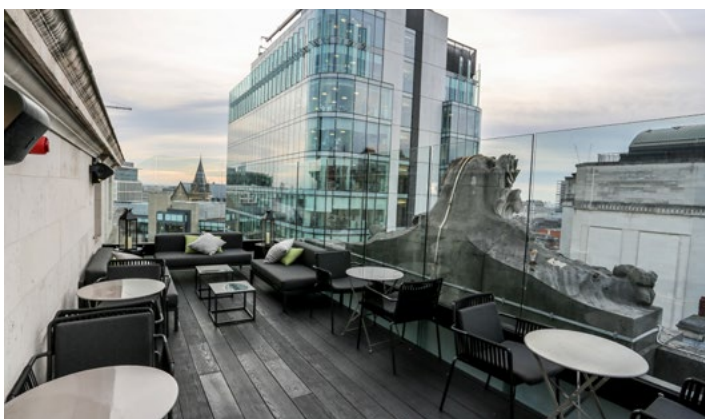
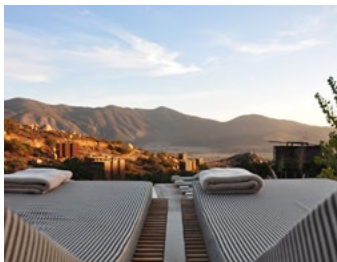
If a property has bikes for guests to use, don’t miss a shot of them. But if the café next door doesn’t belong to the property, skip it. Give your guests an idea of what to expect when they arrive at your property or step outside their rooms for breakfast in the morning.

### 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.

### 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.



# Common spaces and amenities

When travelers click through to your page after searching for an amenity like a pool or a fitness center, 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

# 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.

☐ **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 with bed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room feature 1 (e.g. desk or seating area)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room feature 2 (e.g. room view)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room feature 3 (e.g. kitchen)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

- ☐ Pool
- ☐ Beach
- ☐ Spa
- ☐ Outdoor areas
- ☐ Gaming and entertainment
- ☐ Fitness center
- ☐ Skiing / snowboarding

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

- ☐ Breakfast
- ☐ Restaurant
- ☐ Bar
- ☐ In-room dining

**Points of Interest:** Take photos of popular nearby attractions to upload as Points of Interest in Partner Central.

☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_ ☐ \_\_\_\_\_



# Capture your property like a pro

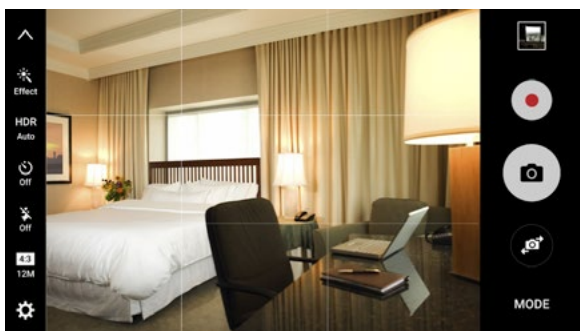
Think like a designer using these advanced tips

## Gridlines

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.

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 setup. 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.

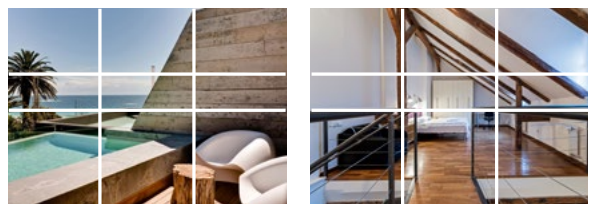
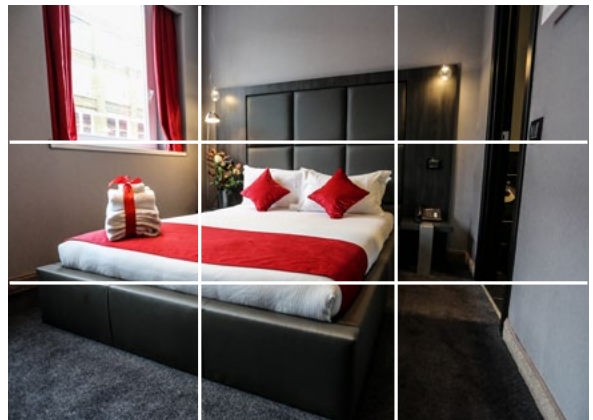
Gridlines will also help you avoid crooked architectural lines. You can also achieve crisp architectural lines by using a level, available on most professional cameras, or a tripod. Highlighting the true beauty of your property can help convince more travelers to book!



## 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.

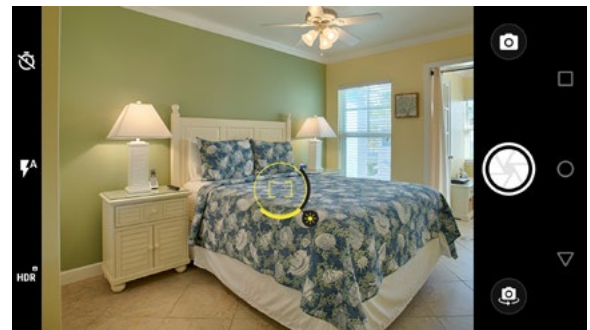


## Adjust your exposure

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.



## 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.

If you’re a skilled editor, it may be wise to take photos with the lights both on and off and merge these in post-production. You could also try supplementing the light by bringing in studio lights to make the room feel warm and inviting.



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

**Andy Rogers**

Expedia Group, Media Producer

## Take a variety of photos to ensure you have the right shots

If you don’t end up using them in your listing, you can always use them for social media, email marketing, or other types of advertising!

# Bringing the world closer to you, one booking at a time

Collectively, our traveler websites cover virtually every aspect of researching, planning, and booking travel, from choosing the best airplane seat, to reading personal travel reviews of hotels, to planning what to do in a destination once you arrive. We serve both leisure and business travelers with tastes and budgets ranging from modest to luxury. The Expedia Group family of travel brands includes Brand Expedia®, Hotels.com®, Vrbo®, trivago®, Orbitz®, Travelocity®, Hotwire®, Wotif®, ebookers®, CheapTickets®, CarRentals.com™, ExpediaCruises™, and more.

Join us to reach millions of travelers around the globe.

[welcome.expediagroup.com](https://welcome.expediagroup.com)

## **Already a partner?**

Explore the [tools and insights](#) available to help you rebuild your business, or log into [Partner Central](#)

