



Choice Hotels

Online Brand Photography FAQs

The Choice Rules & Regulations state that all U.S. hotels must have professional photography for online distribution and hotels must obtain professional photography from a Choice qualified photography vendor.

Please review the following frequently asked questions in order to better understand the process for obtaining professional online photography.

When do I need to start coordinating hotel photography?

We recommend that hotels call a qualified photography vendor, get quotes and secure a contract at least 90 days before opening. All signed contracts must be faxed to 602-953-4969.

Do I have to use a qualified photography vendor?

Yes. You are required to use a Choice qualified photography vendor to ensure consistency and compliance with Choice's Online Brand Photography Specifications. In addition, using a qualified photography vendor makes it easy, as they are familiar with the requirements of Choice's Online Brand Photography Specifications. A list of qualified photography vendors can be found on ChoiceBuys.com.

Where will my professional photos be distributed?

The professional hotel photos will be used for online distribution in the following channels:

- ChoiceHotels.com eBrochure photo gallery
- Third-Party Websites (Travelocity, Expedia, Orbitz, etc.)
- Major Global Distribution Systems (GDSs)

All qualified photography vendors are required to supply both high and low resolution images making it possible for you to use your professional photos for rack cards and other local marketing efforts.

What areas of the hotel will be photographed?

Hotels must have a minimum of six photos (maximum of 30) that include at least one of each of the following applicable categories:

- Exterior
- Standard room types
- Suites/specialty room types
- MainStay Suites and Suburban Extended Stay properties must include a kitchen photo
- Fully stocked breakfast area with items that meet respective brand standards
- Pool/hot tub
- Lobby seating area/interior
- Fitness room
- Business center
- Meeting/event spaces (set as if a function is taking place)
- Restaurant/lounge

Can I take and submit photos of my hotel if I am unable to provide my professional photos prior to opening?

We know there may be instances when a hotel is unable to provide professional photography prior to opening. We may, at our discretion, accept hotel photos taken by a Choice employee or the hotel on a temporary basis until the professional photos are received.

How long will it take to receive my professional photos?

All qualified photography vendors automatically submit your photos to the Choice eCommerce department. Photos will be reviewed to ensure compliance with Choice's Online Brand Photography Specifications before being distributed online. This process can take up to 8 weeks.

If needed, how are re-shoots requested?

Re-shoots will be requested if a qualified vendor's photos do not comply with Choice's Online Brand Photography Specifications. There is no additional cost to hotels for re-shoots.

Do I need to submit a Photograph Release Authorization form?

A signed Photograph Release Authorization form, available on ChoiceCentral.com or a qualified photography vendor, must accompany all photos (both professional and temporary). This required form grants Choice the right to use your photos.

What is a virtual tour?

Virtual tours typically include streaming video presentations, 360° panoramic views and photo slideshows. If you purchase a virtual tour, it will be linked to your ebrochure on ChoiceHotels.com. Typically, the vendor will also distribute the virtual tour to leading travel websites like Orbitz and CheapTickets.com. In addition, some vendors also share virtual tours with visitor and convention bureaus and other marketing websites.

Am I required to purchase a virtual tour in addition to my still photography?

Virtual tours are not required, but can help increase online bookings.

Additional Information for Professional Photography:

- ChoiceBuys.com ▶ click on your brand link ▶ Identity Standards ▶ Online Brand Photography Specifications
- ChoiceCentral.com ▶ Marketing ▶ eCommerce ▶ Hotel Photography ▶ Preparing for your Hotel Photo Shoot
- ChoiceBuys.com ▶ click on your brand link ▶ Vendor Directory ▶