



Preparing For Your Professional Hotel Photo Shoot

What areas of the hotel will be photographed and how should they be set up?

- **Exterior photo:** make sure the hotel exterior is clean and presentable. Remove ashtrays and garbage receptacles if possible. Landscaping should be attractive and maintained; plant flowers, shrubs, trees, and other natural or decorative features if possible. Move hotel shuttle and try clear vehicles from entryway.
- **Bedrooms:** have the housekeeping staff on hand to ensure bedding is neat. Remove all literature materials. Try to keep one room from each room type available on the day of the photo shoot. Provide fresh flowers if possible. Turn off all televisions.
- **Breakfast:** make sure breakfast area is set up as if serving breakfast, including food set up. Provide fresh flowers for the tables if possible. Turn off all televisions.
- **Pool and hot tub:** keep area clean. Open all umbrellas and set up lounge chairs. Turn on hot tub before photo shoot begins.
- **Lobby/seating area:** remove all literature racks if possible. Provide fresh flowers if possible. Make seating area look inviting. Turn off all televisions.
- **Fitness room:** turn off all televisions.
- **Business center:** make sure all paper and literature are cleared off desktops. Turn off all computer monitors.
- **Meeting/event space:** set up as if a meeting or event was taking place.
- **Restaurant/lounge:** set up as if restaurant was open. Turn off all televisions.

Why can't I have people in the photographs?

Choice does not allow people in photos. The objective of professional photography is to showcase the hotel property and its features.

Am I required to provide a free room to the photographer?

No, however Choice recommends providing the photographer with a free or discounted room when requested and if available.

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 for quality 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 meet Choice's quality standards. There is no additional cost to hotels for re-shoots.

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.

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. This required form grants Choice the right to use your photos.



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How can I make my photo shoot run smoothly to ensure I'm receiving the best possible photo shoot?

- Have a reliable contact available for the photographer for any questions/concerns that may arise during the photo shoot.
- Photographer should photograph all on-site hotel features.
- Many standard items don't photograph well. It is best to clear these times before your photo shoot. Items include:
 - ◇ Media materials (rack cards, banners, point of sale materials, table tents, ads, etc.)
 - ◇ Paper products in breakfast area (forks, plates, napkins, plastic ware, etc.)
 - ◇ Dome lids on breakfast food items
 - ◇ Garbage cans and ashtrays
 - ◇ Plastic ice buckets and cups
 - ◇ Irons and ironing boards

Examples:

Wrong



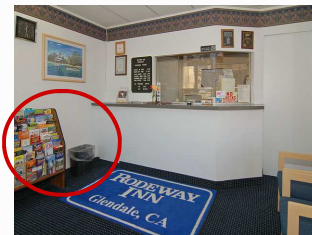
Right



Dome lids don't showcase the food items offered. When displayed without covering, the food items look more appetizing.



Paper products and garbage cans make the breakfast area look messy and cluttered. Removing these allows customers to focus on the food items offered.



Lobby looks cleaner and less cluttered with media rack and garbage can removed.