

PHOTOGRAPHY GUIDELINES FOR HOTELS AND RESORTS



CONGRATULATIONS! Your hotel property will be professionally photographed by Velocity Aerial Imaging, the premier provider of Aerial photography and videography services in the Pacific Northwest. Velocity Aerial Imaging is an FAA certified aerial services company and a featured photography and videography service provider in the Sky Eye Network, which is the largest network of professional drone entrepreneurs in the world.

In order to ensure that your photo and videoshoot goes as smoothly as possible, it is imperative that you review this guide and prepare for the shoot in advance. Follow the simple instructions in this guide and we can ensure that your photos and videos come out perfect.

PREPARATION IS THE MOST IMPORTANT ASPECT OF A SUCCESSFUL PHOTOSHOOT

Please ensure that the following steps are taken and the following preparations are made in advance of your scheduled photoshoot:

HOTEL PREPARATION LIST

- Remove duvet insert from duvet cover
- Steam or iron bed skirt
- Smooth and steam pillow cases; use only new foam pillows
- Have your housekeeping and maintenance staff available during shoot - Make sure all light bulbs are fully functional and clean your pool

HOTEL PROP LIST

- Wireless mouse for business center/work zone - White towels for fluffing pillows
- Steamer/iron for touch-ups
- Tape, zip ties, and Velcro for hiding wires
- Safety pins to straighten bed skirt or duvet
- Parking cones and caution tape to block front parking spaces
- New foam pillows
- Happy employees with pressed clothes and combed hair

PHOTOGRAPHER RESPONSIBILITIES

- Lighting
- Styling the room
- Shooting image to specs
- Styling as required

WHAT VELOCITY AERIAL IMAGING WILL DELIVER

HOTEL PHOTOGRAPHY STANDARDS

Photos will be a minimum of 3000 x 2000 pixels compressed as high resolution JPGs.

All images will be in landscape orientation.

Images will be accurate representations of the property.

IMAGE REQUIREMENTS:

- At least 10 aerial photos of exterior.
- Front desk or hub.
- At least 2 photos of the lobby
- At least 2 photos of the Breakfast Serving Area
- Images of Guestrooms (3 images of each room type)
- Additional image of Suite Living Space (where applicable)
- Guestroom Bathroom (one image per room type)
- Accessible Bathroom
- Hotel Bar (where applicable)
- Hotel Restaurant (3 images where applicable)
- Meeting / Event / Banquet facilities (3 images where applicable)

A minimum of 6, including any combination of the following, but no more than 2 images from any one category:

- Pool
- Fitness Center
- Business Center
- 24/7 Snacks (Where applicable)
- Outdoor sitting area

PHOTOSHOOT REQUIREMENTS

GENERAL REQUIREMENTS

- Your hotel should maintain in its records the original signed copies of all necessary releases, agency agreements, work-for-hire agreements, non-disclosure agreements and all other agreements related to its submitted images, content and sites.
- Velocity Aerial Imaging will leave you with photography release forms for all hotel images.

EXTERIOR SHOTS

- Since cars can quickly date a picture, we strongly recommend that you do not include them in your shot. We suggest placing orange cones in all non-accessible parking spaces the evening before the photo shoot. Block off any side parking spaces that may be visible from the front of the building.
- The curtains in the lobby should be open for the exterior shoot.
- Make sure the area around the front of the building is freshly landscaped.

FRONT DESK OR HUB

- The front desk should be completely free of clutter and lower computer monitors so they are not seen above the top of the guest side of the desk.
- No magazines or newspapers on display.
- Remove all clutter from behind the desk, clear all memos, notes, paper and reward plaques from the desk.
- Confirm a staff member is available for the photo shoot.
- The team member should be looking at the camera smiling. Any person who appears in this shot, whether a team member, guest or friend, must sign the publicity release form.
- All lights should be on and working properly.

LOBBY

- Smooth all pillows and clean floors and table tops.
- Remove all props, such as magazines, luggage, beverages, or computers.
- Turn on all the lights.
- Turn on fireplace to include in shot, if applicable.
- Remove telephones.
- Angle chairs so backs of chairs do not face the camera.
- If breakfast serving area in shot, close doors.
- Over drape should be open and sheers should be open or closed based on lighting needs.
- The community table is the focal point of the shot. The community table may feature one large decorative accessory or a series of small scaled accessories to be placed on table.
- Angle the shot towards the TV and focal wall. TV must be off, and the focal wall should be decorated per the required design elements.
- Align chairs and tables in a symmetrical fashion.

BREAKFAST SERVING AREA

- Make sure the breakfast area is clean, all signs are clean and straightened vertically, lights are turned on, and the floor has been mopped.
- Remove the Health Department's inspection sign and any other non-branded signage.
- Unplug any distracting cords.
- Position all food items with labels outward, make fresh waffles, clear clutter and use clear plastic covers over pastries.
- All food items seen in the shot must be full (overflowing) and fresh looking.
- Make sure all food labels face outward toward the camera.
- Have the chaffing dishes closed.
- Showcase the ample food selections and include waffles and/or oatmeal in the shot.
- Remove all waste cans, cleaning products, napkins, plates, bowls, and high chairs.
- Ensure single serve condiments are clean and arranged neatly for display.
- Ensure that any pitchers in the shot do not have condensation.
- Do not include ice if using clear pitchers.

MEETING ROOM/CONFERENCE FACILITY

- If featuring a larger space utilized for evening receptions, you may set the room as you would typically set for such events. For example, upgraded linens, seat covers, and additional amenities.
- Select the type of room setting that best utilizes the meeting space.
- All lights must be turned on.
- All tables and chairs should be aligned.
- Angle chairs toward the camera if the spacing allows.
- Place current notepads and pens at each seat.
- Include the buffet area in the shot, ensure the food and drink area is clean and uncluttered. Make sure there is not condensation on the drink pitcher. If using a clear pitcher, do not include ice.
- Include the projector screen in the shot.

BUSINESS CENTER OR WORK ZONE

- Remove any packages, pen caddy, staplers, mouse pads, calculators, and other clutter on the work stations.
- Remove all props, including luggage, briefcases, magazines, shredders, wastebaskets, pens and notepads. The space should appear clean and uncluttered.
- Use a wireless mouse for shot.
- All computer screens should be off.
- Hide all wires when possible. Organize any wires that you cannot hide neatly and tie together with a zip tie or tape.
- Unplug the keyboard and hide the wire under the computer monitor, so it is not visible on the table.
- All chairs must be neatly aligned and angled toward the camera. Feature one chair per computer monitor.
- Angle the printer so it takes up minimal space. Include the Printer On Keypad in the shot.
- Window curtains, sheers and blinds must be pulled open, if applicable.

24/7 SNACK AREA

- Make sure the area, including the freezer, is fully stocked with labels facing outward.
- Place the biggest or bulkiest items in the middle and place smaller items on the left and right sides of the shelf. This creates a pyramid shape.
- Merchandise in the area must be organized and neatly arranged. Move merchandise close to the edge of each shelf to show a plentiful selection of inventory.
- Do not include any price tags or price signage.

FITNESS CENTER

- Clean mirrors and equipment screens.
- All towels and machines must be neatly arranged.
- Include mirrors in the shot.
- Do not use props such as gloves, additional towels, magazines, books. Yoga and Kettle balls are acceptable.
- Machine screens must be off and TVs must be off.
- Secure all cords on the cardio machines with tape so the emergency key does not hang from the equipment.
- Tilt blinds upward or close completely if the exterior is distracting.
- Turn on all lights.
- Arrange all dumbbells neatly and in order by weight.
- Waste baskets must be removed.

GUESTROOMS

- Often times the natural light from the window casts shadows onto the bed creating darker areas on the duvet. In order to prevent the dark shadows, it's encouraged to remove the duvet insert from duvet cover so the bed appears completely wrinkle-free.
- Remove lumbar pillows.
- For pillows, only use new pillows so they appear taller and smoother in the shot. Do not tuck the pillow case, so the pillow appears longer. To ensure the pillows look full and fluffy, you may consider placing rolled towels between the headboard and pillows. Make sure a member of the housekeeping staff is available during shooting to fluff the pillows and smooth the duvet cover.
- Bed skirts, duvets, and pillow cases must be ironed or steamed and wrinkle-free.
- If applicable, reserve rooms on a higher floor so parked cars do not appear through the window.
- Remove all other graphics or printed materials from the shot. All collateral, brochures and remote controls must be removed.
- Remove unnecessary items that are distracting such as internet table tents, phone books, guest directory or other items that may take the focus away from the primary goal of conveying cleanliness.
- Remove all wires to lamps, alarm clocks, and other clutter. You may secure these behind tables with zip ties or tape.
- Angle the desk chair toward the camera and pull it out slightly to block the view of the HVAC unit.
- Consider placing soup cans under the decorative chair to raise the height, so the chair is

visible in the shot.

- Only show Flat screen TV's in the shot, they should be off, and turned toward the camera.
- All lights must be on.
- All curtains and sheers must be fully open. You may close sheers if there is a distracting background.
- Props (flowers, magazines, fruit bowls, etc.) should not be in the rooms.

SUITE LIVING AREA

- Make sure the seating area is clean and tidy.
- Make sure to capture the mini fridge and microwave in the shot.
- Cables must be hidden or removed so they are not visible in the shot.
- All lights must be on.
- All curtains and sheers must be fully open.
- You may close sheers if there is a distracting background.

GUEST BATHROOM

- Make sure the bathroom is clean and tidy.
- Leave shower curtain hanging in the middle of the tub.
- Include brand approved bath amenities in the shot.
- Arrange towels neatly.
- Do not include the toilet in the shot.
- If applicable, show the curved shower rod.
- Do not include any props in this shot.

ACCESSIBLE BATHROOM

- Make sure the area is clean and tidy.
- Pull back the shower curtain.
- Pull down the shower seat to showcase this feature.
- Angle shot to include all accessible features: seat, shower heads, and rod.
- Do not include any props in this shot.

POOL SHOT

- Pool area must be tidy and organized.
- All gardens must be pruned; remove any dead or dying plants or flowers.
- All chairs and tables must be set and aligned, umbrellas must be open, and chairs toward the camera.
- All towels must be neatly arranged and folded.
- No used towels, drinks or food by the pool.
- Remove the guard rope separating the deep and shallow ends. Remove the pool supplies; such as, cleaning tools.
- If the guest room windows are included in the shot, close all sheers.
- All chairs and tables must be set and aligned, umbrellas must be open, and chairs toward the camera.
- All towels must be neatly arranged and folded.
- There should not be any people in the pool area during the shoot and no props in the

pool.

- It's suggested, but not required, to wet the pavement around the pool area prior to the shot.

HOTEL BAR/RESTAURANT

- The angle of this shot will be a slight diagonally with the focus on the bar.
- Include as much of the bar area and any additional seating as possible.
- Make sure the whole area is cleaned.
- Chairs must be neatly tucked in and angled toward the camera.
- Remove all waste cans, non-permanent/unapproved signs, computers and computer monitors.