

Property Photos

1.17

Property Photos

Policy Statement

Each Franchisee is required to provide Professional Photos of their property that meet the photo requirements specified by Hospitality International. Photos will be approved and uploaded to promote your property on StayhiHotels.com and all appropriate internet and media websites. Photographs should accurately reflect current hotel amenities and available rooms. Photos should be updated regularly to ensure guest satisfaction and improve overall bookings.

Photo Shoot Preparation

- ❖ Hotel Managers/Owners should inspect property and rooms very carefully before the photographer arrives using the Photo Ready Checklist located in Appendix C
- ❖ It is recommended that a person is assigned/designated to assist the photographer with any questions the photographer may have and to ensure that the photo shoot runs smoothly
- ❖ All hotel staff should be informed of the date of the photo shoot and arrangements made to keep all housekeeping carts and cleaning equipment out of the photo shoot area
- ❖ The photographer's job is to take images, not to straighten bedcovers or plump the pillows. Rooms designated for the photo shoot should be prepared the night before

Hotel Managers/Owners must check that the following areas are staged and 'Photo Ready'

➤ Exterior

- Landscaping to be neat and tidy and free of weeds and trash
- Exterior areas are to be clear of housekeeping carts, shopping carts, cars that distract or block the view of the hotel, people, trash cans or equipment that does not belong outside
- Exterior lighting and signage to be in good working order

➤ Lobby and Public Areas

- Make public areas look more spacious, clean, and professional by minimizing clutter
- Check that all plants are healthy and looking good or remove them temporarily
- Floor Mats are clean, straightened, and properly placed on the floor
- Breakfast areas should be fully stocked
- Visible cables and cords should be neat and tidy, using ties or Velcro straps
- Vending machines should be fully stocked and clean

- **Guest Rooms**

- Bedcovers are neat, tidy, and straight and bed corners are perfectly tucked in. *Watch How To Triple Sheet with Penny Duell* <https://www.youtube.com/watch?v=eRe8D1n8UXY>
- Pillows are new, if possible, and pillowcases are wrinkle free and tidy
- Bedding is wrinkle free - iron if necessary
- Lamps are straight and without plastic wrapping
- Drapes are looking their best, not blown about by A/C units
- No garbage
- Room doors are closed
- TV is OFF
- Toilet seat is down
- Towels are neatly folded and fully stocked
- Shower Curtain is wrinkle free. Install a new one if needed

- **Pool Area**

- Pool water should be clean and clear
- Open all umbrellas and set up lounge chairs in an orderly fashion
- All lighting is in working order and turned on, including underwater lights
- If an ADA compliant pool lift chair is present - please remove the cover
- If the pool is indoors, windows and mirrors are to be clean and de-fogged

Working with the Photographer

- ❖ If any potential situations occur that may affect the scheduled photo shoot, the Franchisee must inform the photographer/company as soon as possible to discuss the situation and reschedule if necessary
- ❖ A copy of the following Photo Criteria sheet, together with a list of rooms and areas to be used in the photo shoot should be given to the Professional Photographer prior to the photo shoot to ensure that the correct photos are taken

Photo Criteria

(Information for Professional Photographer)

A minimum of two photos for each available room/area
as detailed in each category below

Room Type	Building Exterior	Public Area
King Size	All Sides	Front Desk
Queen Size	Entry Way	Lobby
Rooms with two beds	Landscaped Areas	Breakfast Area
Specialty Rooms (e.g. Jacuzzi)	Recreational Areas	Indoor Swimming Pools
Suites	Shot to include Great Sign or Entry Sign	Meeting/Banquet Rooms
Kitchenettes	Outdoor Pools	Exercise Facility
		Business Center

Please ensure all submitted photos are:

- ❖ 2000 pixels (minimum)
- ❖ 300 dpi
- ❖ Horizontal (Landscape)
- ❖ JPEG format
- ❖ Permission is granted for commercial use by Hospitality International Inc.

Photos must be submitted As Soon As Possible to:

pictures@hifranchise.com

Questions or Concerns about Your Photo Shoot?

Contact: Bridget Lohnes

blohnes@hifranchise.com or (770) 270-9266