



HOW TO: PREPARE A GUEST ROOM



*Have a key
contact list
available for the
photographer*

Declutter everything and remove all collateral material from the rooms

Ensure windows are clean and metal surfaces are polished and rubbish bins are hidden

Linen and curtains should be free of creases and pressmarks. Carpet should be free of footmarks

Electrical cords, remote controls, compendiums and luggage rack should be hidden

Ensure all light bulbs and lit signage are in full working order, and that globes on bedside tables are the same type (either warm or cool white tones)

Have a luggage trolley available to carry equipment and props between shoot areas, an iron/ironing board and steamer to remove creases in linen





HOW TO: PREPARE FOR A PHOTO SHOOT (DAYS PRIOR)

Ensure all rooms being photographed have been booked out well in advance and set up a few hours prior

Lawns and gardens should be manicured, swept and trimmed ahead of time



Be prepared with a brief for the photographer about your brand, your target audience and the story you are trying to tell

Flowers and any other props you will be using in your shots are scheduled to arrive either first thing on the day or the night before

Photography run sheet is distributed to all staff members, regardless of their role

Ensure model release forms have been signed for any staff appearing in photo shoot

Choose the right photographer. Your photos are an investment in your business, and telling your story through visual content is crucial to sales success



OTA BEST PRACTICE

Your OTA Content Score is affected by image quantity per room and per property, image quality, whether you have labelled each one of your images, listing all of your property's amenities and how complete your profile is.

High resolution images as per each OTA's minimum and maximum sizing requirements

Minimum 4 images per room. Bathroom shots must be included, as well as exterior and interior shots. Avoid duplicating images across room types.

Keep images relevant to the guest experience. Make sure your images align with the facilities and services of the property. Take your guests on a 'virtual tour'

Ensure the images you are using look great across devices. What appears on desktop, will appear different on mobile

Update your 'hero image' seasonally (for example make the image warm in winter and cool in summer)

Properties with higher "Content Scores" will **always** rank higher. Engage with your OTA Market Manager for support and tips



Why update OTA images when they take commission?

*Studies have found that over 75% of guests booking through a hotel's own website **first came across them on an OTA.***





TIPS & STATS

From Spinal Cord Injuries Australia: People with a disability account for 17% of the total tourism revenue in Australia, worth \$3.3 billion and the fastest growing travel sector in the country. many Australian hotels and tourism businesses fall short in offering truly accessible and comfortable spaces for people with accessible needs

Contact us for more information and an introduction to Accessible Accommodation, who will support you in catering to this market



SPECIAL OFFER
for Yarra Ranges
Tourism operators:
2 x complimentary
drone images and
2 x 25-second video
walk-throughs for
your social channels,
with any full day
shoot booked with
Mauro. Valued at
over \$600!

Mention Yarra Ranges Tourism Industry
Training. Valid for shoots confirmed by
30 November 2023.

According to Expedia, hotel reviews, star rating and brand all play a part in the purchasing decision. But images outrank them all; a single photo increases a hotel's likelihood of conversion by 225%

For SEO purposes, ensure your naming conventions and photo title are SEO friendly and descriptive so a customer knows what they were getting

Siteminder has found that 84% of millennials are more likely to plan trips based on someone else's vacation photos on social media

High quality images results in more time spent on your website or listing, more engagement, more bookings and **more revenue**





SUPPORT?

Additional resources :
www.hotelphotographer.com.au/blog
[Follow Mauro on LinkedIn](#)
[Tourism Australia - Image Guide](#)



Mauro Risch is an Australian-based photographer whose passion for telling stories through pictures has made him a specialist in hotel and resort photography. Being versatile, his photo shoots cover a range of interior, exterior, luxury, food and beverages, travel, lifestyle, aerial drone shoots and videography.

Mauro is a multi-award winning photographer including the prestigious Lion Award at the Cannes Advertising Festival, and both Photography Grand Prix Award, Photographer of the Year Award at the Brazilian Advertising Association (Premio Colunistas) and London Festival Finalist.

Mauro Risch

**One perfect photo is worth 1,000 bookings.
We look forward to working with
you to capture 'that' image**