

# Hotel Photography Guide

Creating the best visuals for your hotel



Orange  
hotel marketing

Powerful photography invites you to sink into that huge bed, sip from a cocktail or dive into the glistening water of the pool.

Guests rely heavily on images when selecting a hotel or even a destination. These images play both a functional and an emotional role. On one hand it showcases your hotel as a product. On the other hand, if done right, it can also evoke positive emotional connections to your brand.

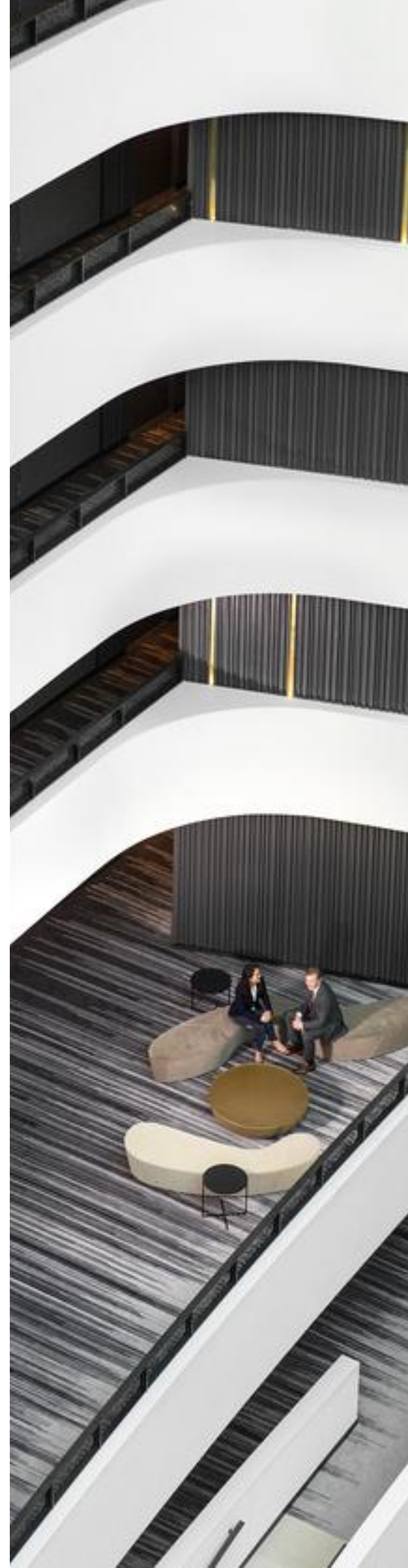
Although such high quality images require an investment, it will most definitely have a positive effect on your brand perception, market share and ultimately your rates and revenue.



# *Table of Contents*

## *The Hotel Photography Guide*

- Creating a Shot List 4
- Preparing for a Photo Shoot 6
- Interior Photography 8
- Exterior Photography 23
- Lifestyle Photography 31
- Food & Beverage Photography 35
- MICE Photography 41
- Beyond Images - Hotel Videos 46
- Choosing a Photographer 48



# CREATING A SHOT LIST



# Creating a shot list

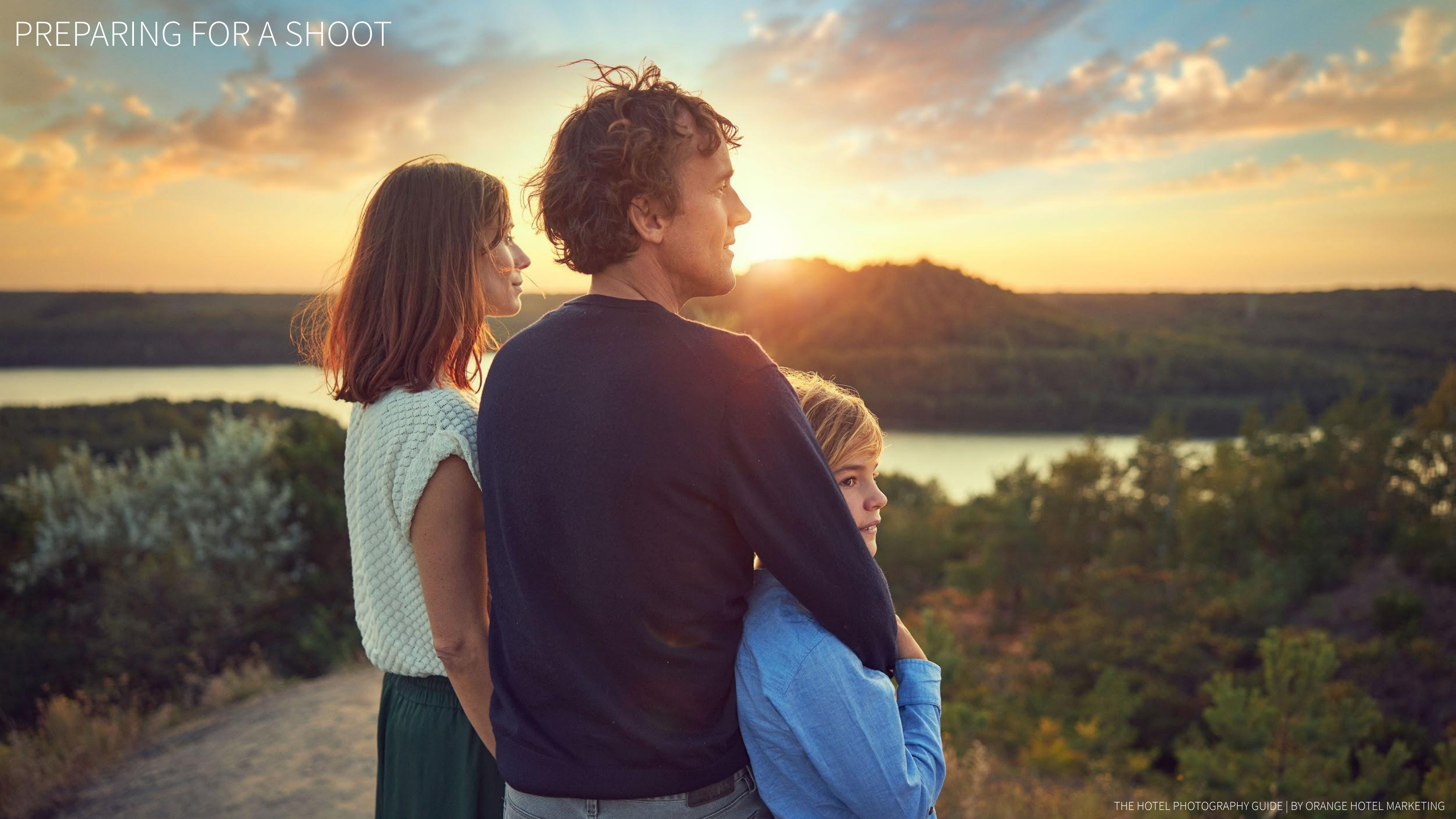
A thorough preparation is the key to achieving high quality in visuals and a smooth production process. A detailed shot list will help the photographer to fully understand your wishes and requirements. It also helps you to plan the shooting process and get everybody involved aware of the requirements.

## Tips for a shot list:

- Include the **objectives** of the photo shoot and the planned **use** for the images. Is it to showcase your hotel on the website and OTAs or for example for a specific advertising campaign?
- A list of shots and spaces, including the **context** such as specific angles, and shot type (wide, detailed, lifestyle, day/night etc).
- Capture the full experience of staying at your hotel and destination. Include all your **common spaces** such as the lobby, spa, gym and F&B facilities, the **surrounding area** and window **views** from the hotel if it adds value to the experience.
- Include staff on some shots to portray the service aspect and include models to create a lifestyle feeling. Do not use staff to portray guests on lifestyle images!
- The **priority** of the images. What are the ‘musts’ and what are the ‘nice-to-haves’?



# PREPARING FOR A SHOOT



# Preparing for a photoshoot

Once the shot list has been finalized and agreed with the photographer, you can create a shooting plan. This plan will detail the location and timing of each shoot. Prior to the shooting you need to ensure that all spaces and rooms used for the photo shoot, are clean, tidy and reflect your brand standards and brand identity.

## Checklist:

- ❑ Make sure that all spaces and products are **spotless**, clean and wrinkle-free. Pay attention to tables, surfaces, floors, sheets, curtains, pillows, linen and silverware.
- ❑ Check all areas in advance on possible **maintenance issues**, in order to have them fixed on time. For example, lighting should be 100% in order.
- ❑ Select the **appropriate props** (e.g. lifestyle magazine, room service item etc) in advance and have them ready on time. Don't overdo it though! Show how your hotel really looks like and do not portray an over-idealized image of your hotel spaces
- ❑ **Remove unnecessary items** such as technology (remote controller, hair dryer etc)), excessive décor and any other items that don't add value to your images.
- ❑ Ensure that one person **representing the hotel** is available throughout the photoshoot for the necessary communication with the photographer and for making decisions on the spot.



# INTERIOR PHOTOGRAPHY





# Rooms and Suites

The entire room should have an **immaculate appearance**. It must look tidy and create an inviting ambiance.

## *Pay extra attention to the following details:*

- ❑ Bed sheets look fresh, smooth and clean, free of wrinkles. All pillows are fluffed and wrinkle-free. Windows and mirrors are spotless.
- ❑ Remove unnecessary items such as trash bins, information cards and plastic bags. Hide or remove wires.
- ❑ Curtains are open and TVs are turned off!
- ❑ Add props (relevant magazines, books, clothing such as evening dress, hat, umbrella, Champagne/ whiskey glasses, room service items, bouquets or rose petals, branded amenities ) **if** they add value to your image and **if** they don't clutter the image too much.

**Extra tip:** A study conducted by Expedia found that when (important) room pieces are missing from images, guests might feel like the hotel is dishonest or not fully transparent with them. Often hotels don't include bathrooms or closets in pictures because they don't add aesthetic value. However, these features have a functional role and show levels of security and comfort that the rooms offers.





**Pulitzer Amsterdam**  
*The Netherlands*



**Hilton Lake Como**  
*Italy*





**Boeira Garden Hotel**

*Portugal*



**Hilton Tallinn Park**  
Estonia



**Conrad Bali**  
*Indonesia*

# Restaurant & Bar

Ensure the F&B space is tidy and properly set up. You would need a mix of wide and detailed shots to fully capture the restaurant or bar experience. Ideally you also include models for a lifestyle feeling and staff for capturing the service aspect.

## *Pay extra attention to the following details:*

- ❑ Restaurant tables are fully set with pressed linens and spotless glassware and silverware. All decorative items are completely clean
- ❑ Tables and chairs are aligned
- ❑ If using flowers, make sure they look fresh
- ❑ Add props such as bottle of wine / Champaign, olive oil / salt & pepper, candles / flowers **if** they add value to your image and **if** they don't clutter the image too much.





**Hilton Belgrade - Two Kings**  
Serbia



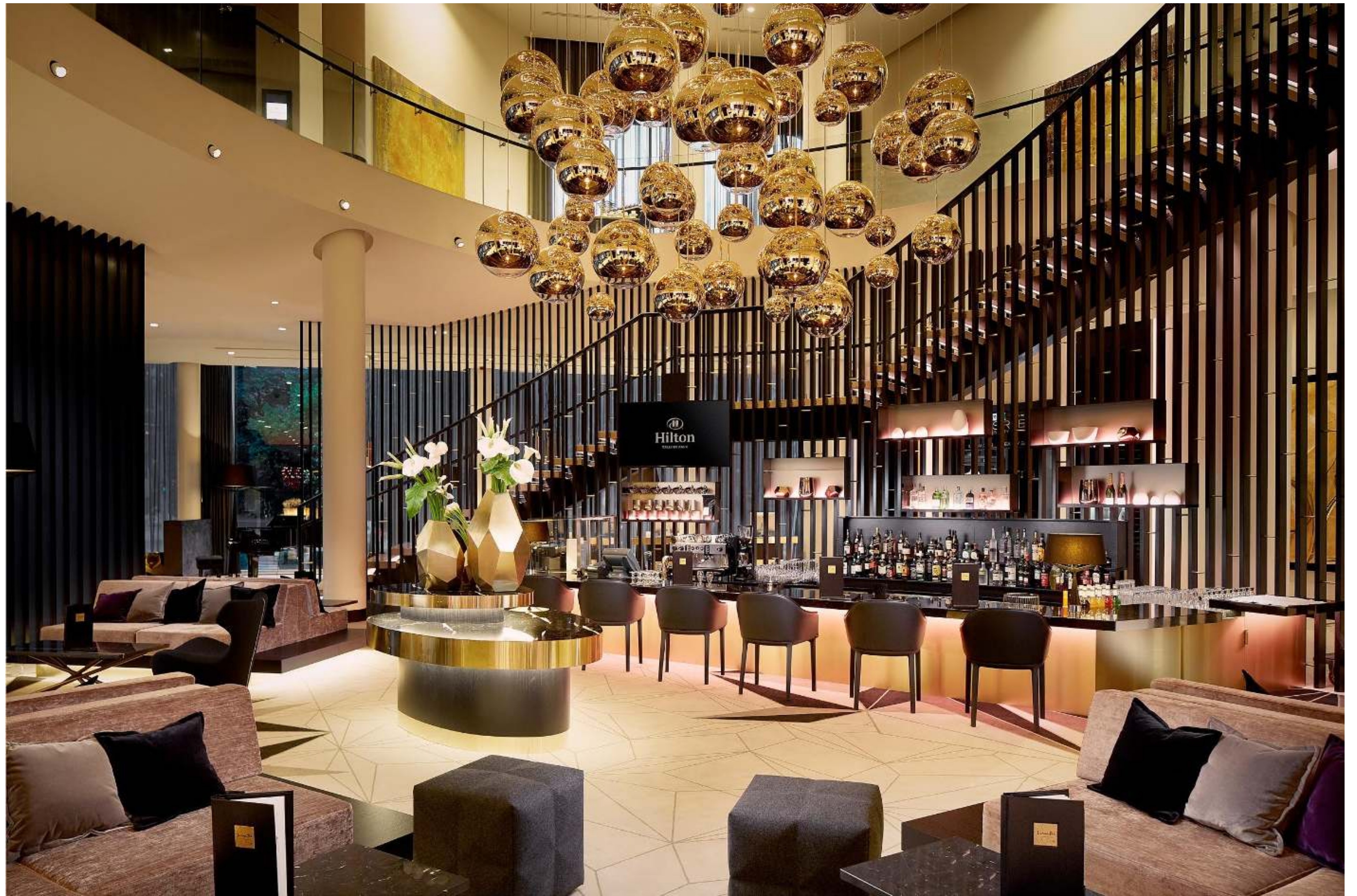


**Lloyd Hotel**  
*The Netherlands*



**Kimpton de Witt - Super Lyan**

*The Netherlands*



**Hilton Tallinn - Lobby Bar**  
*Estonia*

# Spa

The images of the Spa should create a **feeling of relaxation and tranquility**. It is best to shoot in off-hours, so guests will not be disturbed. Use models to create a lifestyle feeling.

## *Pay extra attention to the following details:*

- The entire Spa area is completely clean
- Towels are neatly folded or rolled
- Hot tub / jet turned on
- Add props such as towels, flowers, candles, message stones, food and drinks, decorations, branded products **if** they add value to your image and **if** they don't clutter the image too much.





**Fort Resort Beemster**  
*The Netherlands*



**Hilton Tallinn Park**  
Estonia



EXTERIOR PHOTOGRAPHY

# *Exterior Photography*

If you have multiple days available for the shoot, select the best day for daytime images. A clear blue sky would be perfect! Try shooting both at day and night to capture a different feeling and atmosphere. Daytime photos illustrate clearly your landscape, whereas night photographs usually create a more sophisticated, cozy atmosphere.

## ***Pay extra attention to the following details:***

- For all evening/dusk shots, have all exterior lighting and many guest room lights turned on
- The hotel exterior and immediate surroundings are clean and presentable
- Ashtrays and trash bins are removed
- Vehicles are removed from entryway and surrounding landscape, if necessary
- Any garden area is well maintained. Dying flowers and plants are removed
- A drone can be used to capture the hotel exterior and immediate surroundings in one impressive shot







**Boeira Garden Hotel**  
*Portugal*

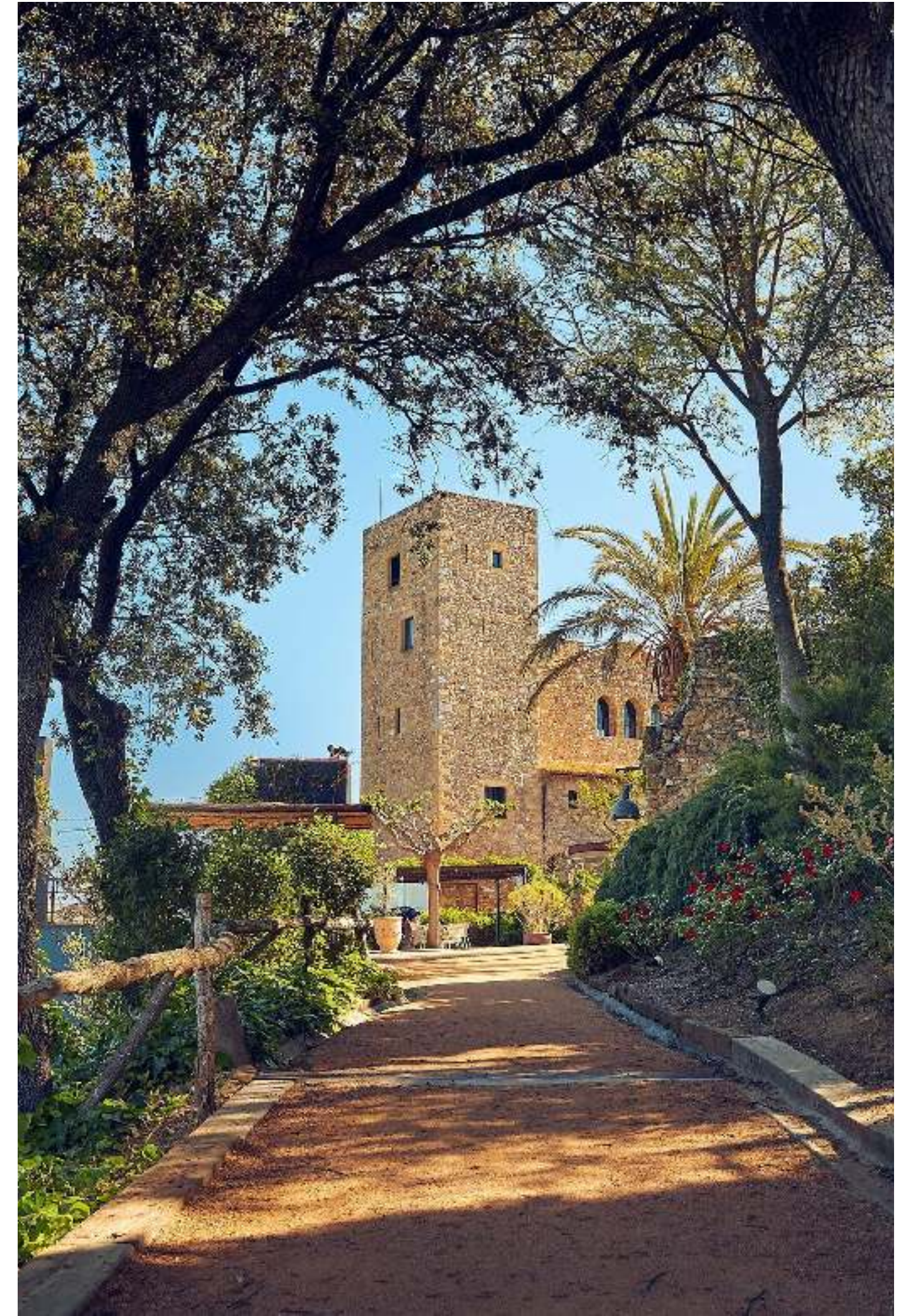


**DoubleTree by Hilton**

*Wrocław - Poland*

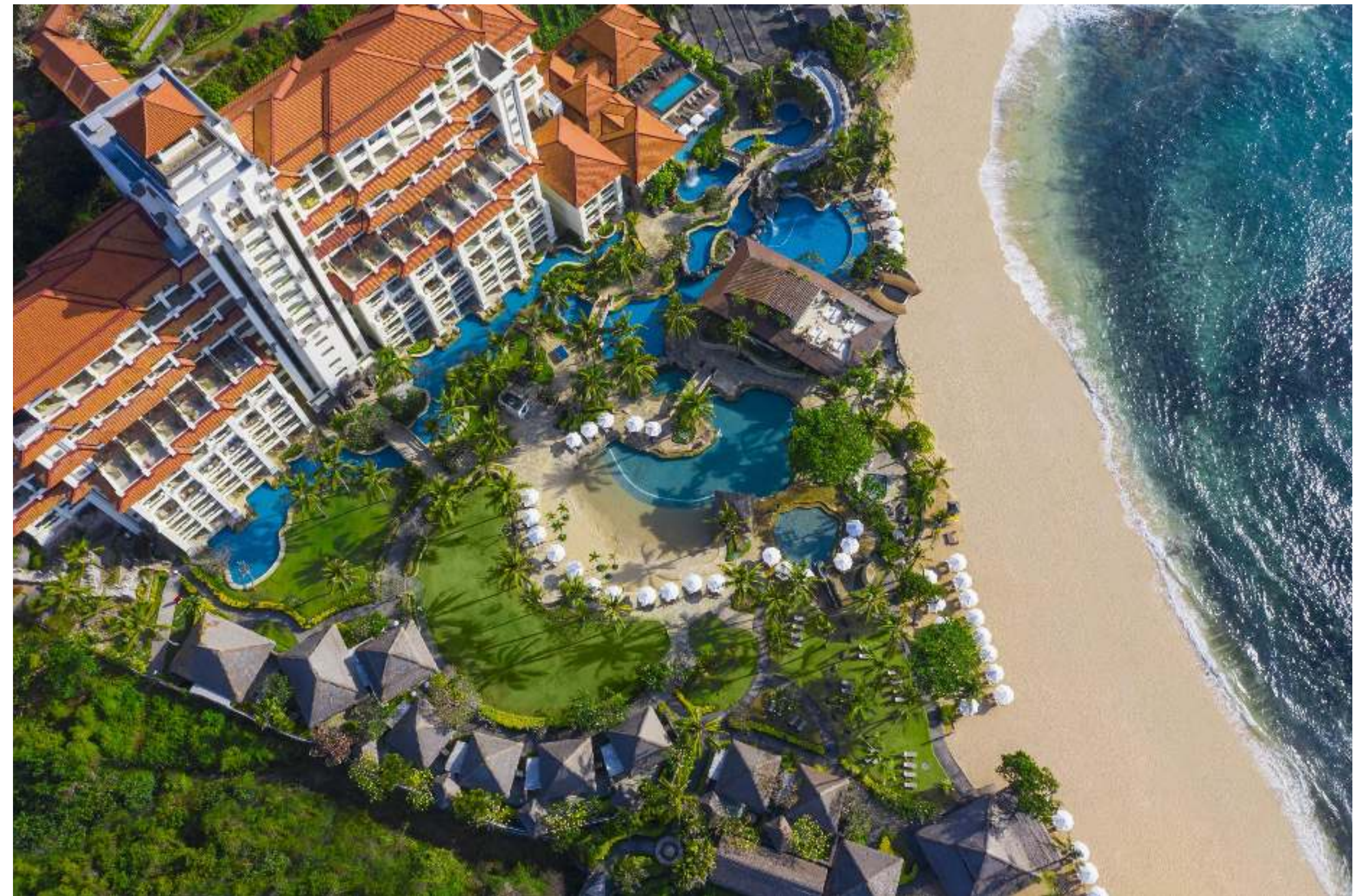


**Castell d'Emporda**  
Spain





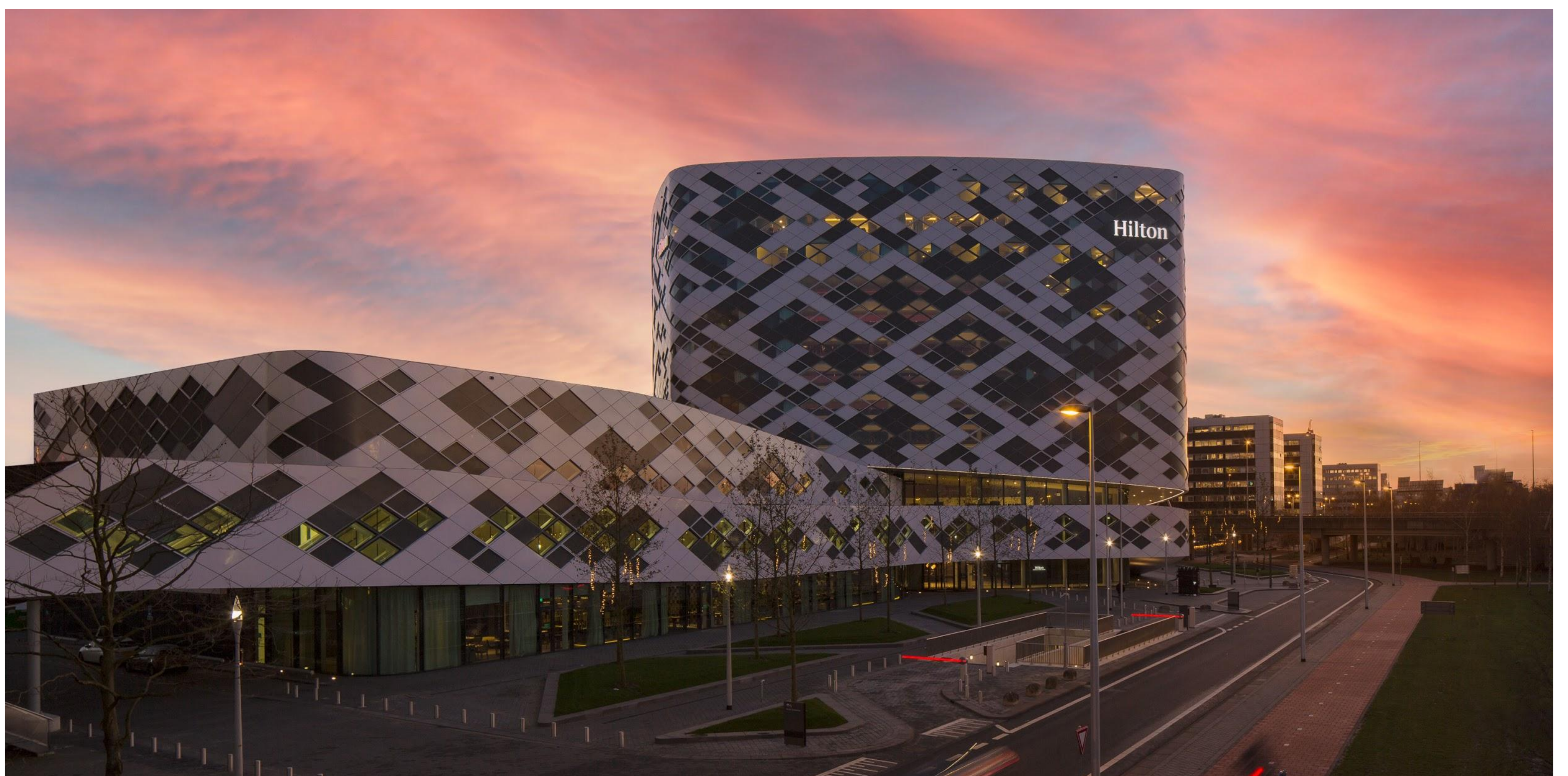
**Hilton & Conrad Bali**  
Indonesia





**Conrad Bali**  
*Indonesia*





**Hilton Schiphol**  
*The Netherlands*

LIFESTYLE PHOTOGRAPHY



# *Lifestyle Photography*

Traveling is all about experiences. There's no better way to show the experience in your hotel, by using professional (!) models for lifestyle photography. The goal is to create an emotional connection between your brand and potential guests by having them imagine themselves at your property.



## *Pay extra attention to the following details:*

- ❑ Hire professional models through a local agency or have it arranged by your photographer. 'Professional' makes all the difference here, as they know how to act in front of the camera. You really get what you pay for!
- ❑ Models should be a good representation of your target audience
- ❑ Only use staff members in images if they actually portray as staff of the hotel. Make sure they are well-groomed.
- ❑ Styling of the models are important. Think about make-up and wardrobe. It should be timeless, if you want to use the images for a longer period of time. For larger lifestyle shoots it's worth it to hire a stylist and make-up artist
- ❑ Have a spare changing room ready for the models
- ❑ Ensure all models and employees sign a Model Release Agreement







**Hotel Jakarta**  
*The Netherlands*



**Conrad Bali**  
*Indonesia*



# *Food & Beverage Photography*

Your Food and Beverage photography should invite guests to take a bite of that delicious dish or sip of that colorful cocktail. Decide on the theme and occasion you want to present your F&B images, it could for instance be your room service breakfast, a fine dining experience, or a romantic dinner.

## *Pay extra attention to the following details:*

- Decide on the spaces you will be using for the photoshoot
- Silverware and glassware are clean and shiny
- Check with the chef well in advance to ensure that they will have the necessary time to prepare and plate the dishes
- Use fresh food, with colorful ingredients and different textures





**Hotel Beekhuizen**  
*The Netherlands*



**Castell d'Emporda**  
*Spain*



*Various Cocktails*



*Various Dishes*





# *MICE photography*

Determine in advance which set-up and style should be captured. Have your MICE team ready to changes set-ups quickly, so that the photographer doesn't waste valuable time on waiting for specific set-ups. And of course, ensure that the entire meeting room is neat and clean!

## *Pay extra attention to the following details:*

- ❑ All tables and chairs are aligned
- ❑ Curtains and sheers are open, hanging or draped nicely
- ❑ Computer or televisions screens preferably turned off or displaying the brand or property logo
- ❑ Plenty of staff are available to change room set-up if required
- ❑ All electronic equipment displayed is state-of-the-art
- ❑ Hide wires and cords
- ❑ Add props such as notepads & pens, bottles of water, juice & glasses, jar with sweets, bowl of green apples, mints & cakes, flowers,





**Hilton Tallinn Park**  
Estonia



**InterContinental Frankfurt**  
Germany



**Boeira Garden Hotel**  
*Portugal*

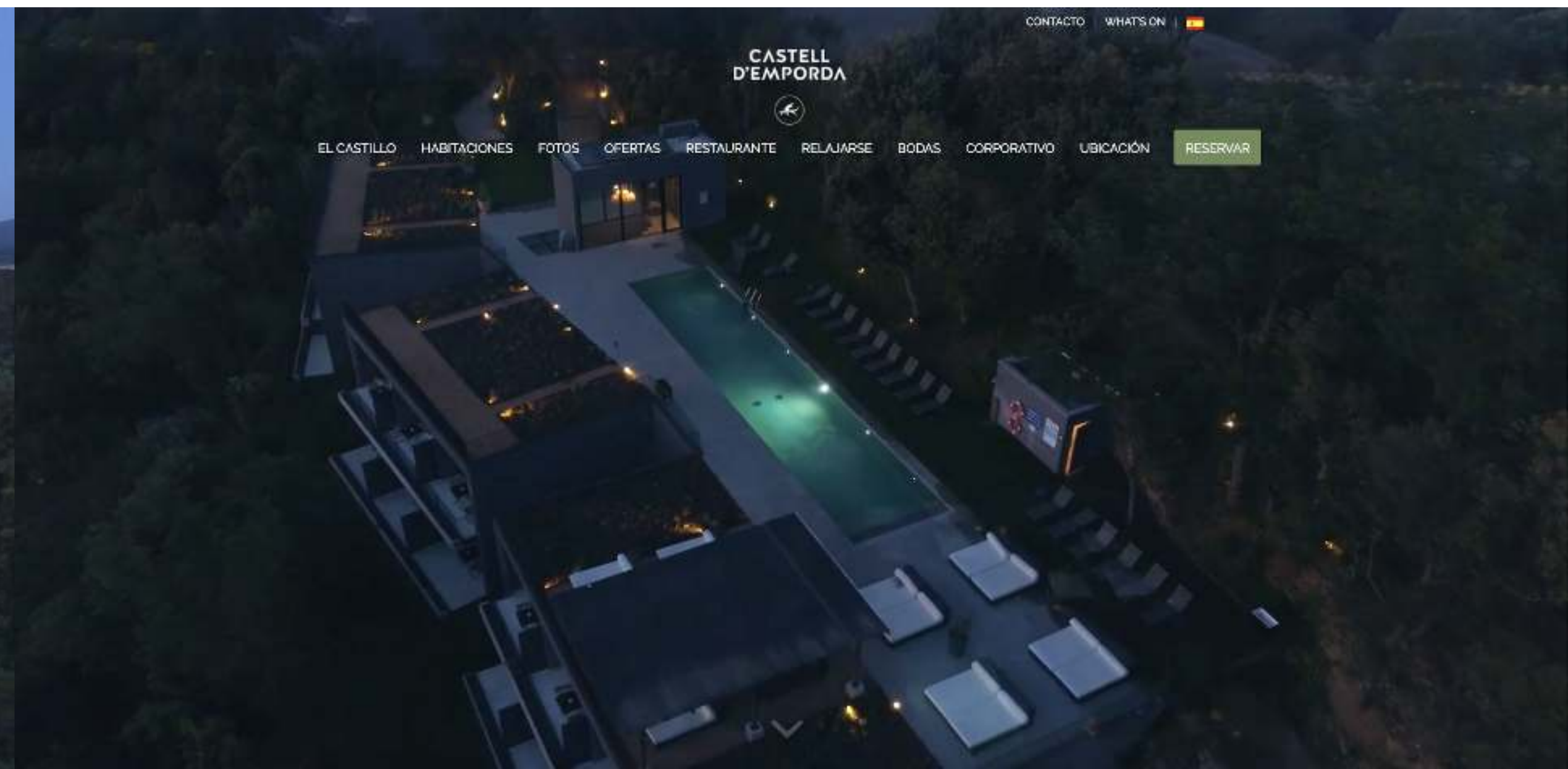
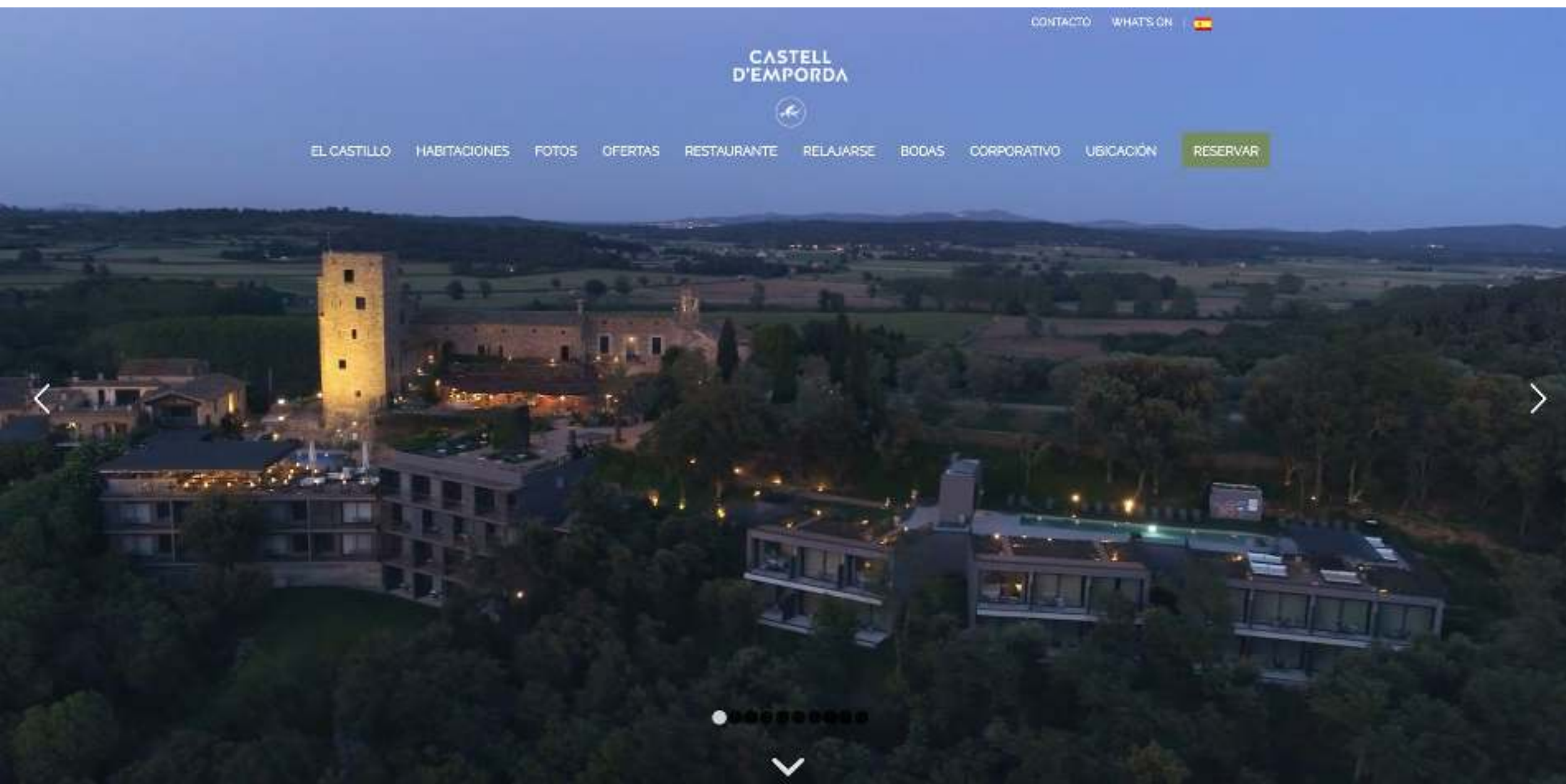


# *Beyond Images- Hotel Video*

A video of your hotel is perfect for telling your story. While images also have a functional role, a video is all about capturing the essence of your brand. By adding motion and sound to your visuals you present your hotel experience in the fullest possible way.

**On top of that, video content gets more engagement than any other form of digital content.** As people's attention span is getting shorter and shorter, they want to engage with content that is **short and captivating**. A hotel video is therefore a perfect solution to capture the attention of your target audience and a perfect complement to the images of your hotel.

Have a look at the drone video on <https://www.hotelcastellemporda.com/> on how it showcases the property in a way that images can't



# SELECTING A PHOTOGRAPHER





# *Choosing a photographer*

The right photographer for the job does not just shoot great images, but has in-depth knowledge of how hotels need to present themselves visually. The photographer should have the ability to blend technical skills with an artist's eye to capture your brand in beautiful images that not only support your brand story, but manage to evoke strong emotional connections with your potential guests.

## *Tip: Work closely with the photographer*

This sounds obvious but it is often overlooked. You should discuss the shot list well in advance to make sure the photographer has all the appropriate equipment on the photo shooting day. Provide the photographer with all the props and tools he/she might require. Check that the previews on the photographer's laptop are the images you had in mind. Provide feedback as you go along to ensure the photos meet expectations.



# *Our Lead Photographer*

I take great pride in my work as a hotel photographer. Capturing the essence of a hotel brand and experience and helping hotels to connect on an emotional level with their potential guest, requires a constant strive for improvement.

How can we use the latest technology to take visuals with the most impact? How do we take the latest trends and changes in guest behavior into consideration? And last but not least, how do we showcase the sense of place and sense of people on each location?

Shooting a sea-side resort on Bali for Hilton or an independent luxury hotel in the heart of Amsterdam, really takes a different approach.

After 10 years of shooting more than hundred hotels of all types, sizes and shapes, I'm happy to share some tips & examples of my work in this guide.

As the lead photographer of Orange Hotel Marketing and its sister label Hotel Creatives you can view more examples on our website :

<https://www.hotelcreatives.com/hotel-photography/>

or follow us on instagram:

<https://www.instagram.com/hotelcreatives/>

If you have any questions about your next photoshoot, don't hesitate to reach out to us on [info@orangehotelmarketing.com](mailto:info@orangehotelmarketing.com) or [hello@hotelcreatives.com](mailto:hello@hotelcreatives.com)



***Sander Baks***

# Get in touch!



Follow Us

For the latest news and updates:  

Address

Entrada 511

1114 AA Amsterdam  
The Netherlands

Contact details

+31 20 22 31 111

[info@orangehotelmarketing.com](mailto:info@orangehotelmarketing.com)  
[www.orangehotelmarketing.com](http://www.orangehotelmarketing.com)

*Orange*  
hotel marketing