



Booking.com

unspire

WITH YOUR PHOTOS

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WHY PHOTOS?



Photos play a crucial role in helping visitors book accommodation online. As they have not seen your property in person, they rely heavily on the photos you upload to help them make their decision.

Studies show that up to **92%** of visitors are more likely to book an accommodation that displays photos.

WHY PHOTOS?



On Booking.com, our experiments have shown that displaying around **24** photos on a property level, and **4** photos per room type, including **one bathroom photo**, has a positive impact on conversion.

Our website displays **landscape** (horizontal) photos best, with a recommended photo size of **2048 x 1536 pixels** (about 3.1 megapixels).

WHY PHOTOS?



Hiring a professional photographer can help, but it's certainly not necessary.

By following the simple steps in this manual, you can use even the most basic camera to produce photos that visually sell your property.

what**PHOTOS** *to display*



EXTERIOR



First impressions count! The exterior photo is usually the first picture that potential guests see on the search results page. An **honest** and **realistic** shot helps manage guests' expectations from the start, and increases their chance of clicking on your property page to view more details. Having a good exterior shot also helps guests to easily identify your property when they arrive.

LOBBY/RECEPTION



The unique personality of a property is usually best expressed in its most public space—the lobby or reception area. Photos of the lobby or reception area provide potential guests with an idea of the **arrival experience**. The details in these photos show guests how they can expect to be greeted and welcomed at your property.

COMMON SPACES



Communal spaces, including your restaurant, dining room, garden terrace, or shared kitchen—the places where guests are most likely to enjoy their meals and/or relax—are incredibly important to highlight. If you have taken extra effort to update your interior **design** and **ambience**, photos are the best way to show it off!

MEALS



Our research has shown that **breakfast**—and most importantly, what is served—matters to guests! If you have an egg station, an organic fruit counter and/or a full international buffet spread, show it in your photos! The same goes if you serve special meals, or evening cocktails and canapés.

FACILITIES



Guests who are browsing through our website are frequently looking for specific facilities in your photos. Do you have a photo of your indoor pool, gym, spa or private beach? Photos are the **best supplement to text**, and often convince guests to make that booking right away!

ROOMS

Room photos are the most important. In fact, listings without room photos are usually ignored on our site.

To make sure you make the most of your room photos, take a snapshot of the room, showing as much of it as possible from **different angles**.

We recommend **4 room photos** as follows:

- 1 photo from the door
- 1 photo from the window
- 1 photo of special details or the view
- 1 photo of the bathroom

Bathroom photos are extremely important for guests! They want to know what to expect at your property.



ROOMS



VS



You may be selling more than one room type on our site, so remember to clearly show the difference between all room types in your photos.

Be sure to include photos which help to **justify the higher rate** for some room types, such as the size, view and/or a separate seating area.

ROOMS

Sometimes you may be offering different rooms in the same room category.

If this is the case, take photos of all the rooms to **fully illustrate** what guests can expect to get if they book a room in this category.

Try to capture the following:

- Unique décor
- Different layouts
- Different views
- Different bed configurations

TIP! Our website only displays a maximum of 10 photos per room category, so be sure to pick the most representative ones!



VIEWS



If your rooms have a balcony or terrace, along with an amazing view, it can be gold for your conversion! However, make sure to properly [manage expectations](#), and do not display photos if you cannot guarantee guests the exact same view.

taking**PHOTOS**

Tips and Tricks



RESOLUTION MATTERS



No matter what kind of camera you use—either on your smartphone or a professional DSLR—always make sure to set your image size to the largest settings and highest quality. The optimum size for upload on our website is **2048 x 1536 pixels** or **3.1 megapixels**, which displays well without becoming blurry and pixelated across both desktop and mobile devices.

LIGHTING IS KEY



When we talk about lighting, we are referring to **natural light** without the help of a camera flash.

For interior photography, choose a day when there is plenty of natural light. Open all the curtains and switch on all the room lights. This natural ambience is most comfortable and pleasing to the human eye.

As much as possible, **do not use flash**. It flattens the image and compresses the depth of the photo.

STYLING



Before you press the shutter, look around you. Is the bed made? Is the coffee table messy? Sometimes a slight smoothing of the sheets can make all the difference.

A little styling and placing relevant objects in the right positions can also **enhance the photos** that you take. For example, a vase of flowers can add a nice pop of colour to a white room.

As with all things, **balance is key**: make sure that the room or facility is still the focus of the photo, and that the props are not too distracting.

RULE OF THIRDS

One of the most famous principles of photo composition is the **rule of thirds**.

The basic idea is to divide your image into thirds (both horizontally and vertically) so that you get 9 equal parts. Studies have shown that people's eyes are drawn to the lines of intersection, rather than the centre of the image.

Place the most important part of your image along one of these imaginary lines to give your image a more **balanced and natural** frame.



SHOOT FROM CORNERS



Another composition technique is to **shoot from the corners** of the room or facility. Simple and efficient, shooting a photo this way creates diagonal lines which draw people's eyes to the main focal point. Intersecting diagonal lines also give the photo added **depth and perspective**.

startSHOOTING

You're ready to go! Hold the camera steady at a recommended height of 1.6 metres, and reduce motion by using a tripod or by placing it on a level surface.

We wish you success in your photography adventures! Once you've got the right photos, do remember to upload them via the Extranet: <http://www.booking.com/extranet>.

