# Hotel & Resort Image Submissions

## Visual Guidelines

- Recommended shots: aerial of hotel, lobby, rooms, suites, residence units, special amenities, restaurants (indoor and outdoor), bar, lounge, activities, meeting spaces, hotel facilities (i.e. fitness center, spa, pool)
- Daytime images drive more engagement, but nighttime images are helpful when unique
- Horizontal layout images work best for website display
- Lifestyle shots are helpful for campaign engagement
- Stage your best shots with good lighting, freshly pressed linens, and clean countertops
- Please limit artist renderings unless hotel page is scheduled to go live prior to hotel's photo shoot
- NOT recommended shots: blurry images, images taken with a phone, poorly lit rooms, unkempt rooms, poor composition, odd angles

## Naming Conventions

- File names should describe the image specifically and concisely, for example:
  - "Superior Room.jpg"
  - "Junior Suite_Living Room.jpg"
  - "Il Mare Restaurant_Wine Cellar.jpg"
- Do not include in the file name:
  - Symbols

## Resolution & Count

- Share images in highest resolution possible – at least 3000 x 2000 pixels and 300 dpi
- Save images in .jpg format
- Select up to 20 images for the hotel page gallery (slideshow)
  - Additional images can be provided to be saved for marketing campaign use

## Distribution & Access

- Hotel Gallery Images:
  - Images submitted will be distributed across PreferredHotels.com, Global Distribution Systems (GDS – Amadeus, Galileo, Sabre, etc.), and Online Travel Agencies (Expedia, Google, TripAdvisor, etc.)
  - Once submitted, PHR can manage these for you
  - To view and curate distributed images directly, you can access your hotel's gallery through the SynXis CRS
    - You can also upload via the SynXis CRS, but to ensure new images are considered for PreferredHotels.com, please submit them directly to WebContent@PreferredHotels.com
- Booking Engine Images:
  - These images display each room type in your hotel's booking engine
  - Your hotel submits these images directly through SynXis CRS
    - Access the portal: Setup > Rooms > Room Types
  - It is required to include captions on all images for Alt Tag compliance
    - In Synxis, under "Room Types," select each room type and go to the Image Library on the right side to find the caption field and enter descriptive text
    - Alt Tag must be 300 characters or less and include key information, such as hotel name, room type, and description of the image
  - Once submitted, your hotel will be responsible for managing these

## Submission Process

- Send all images through WeTransfer or Dropbox to WebContent@PreferredHotels.com **AND** CentralServices@PreferredHotels.com
  - Include hotel information and all request details, such as any old images to delete or just adding new images
  - Indicate any specific requests for hotel page mastheads (Overview, Accommodations, Offers, Dining, and Activities); these will be considered during selection by PHR Web Content from the submitted images
- Do not send images directly in email messages; the large file sizes will cause send/receive failures