



EPISODE 10

## Photography: High Quality Photography & Social Media Content

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AUGUST 8<sup>TH</sup>, 2024

# Guests & Photography

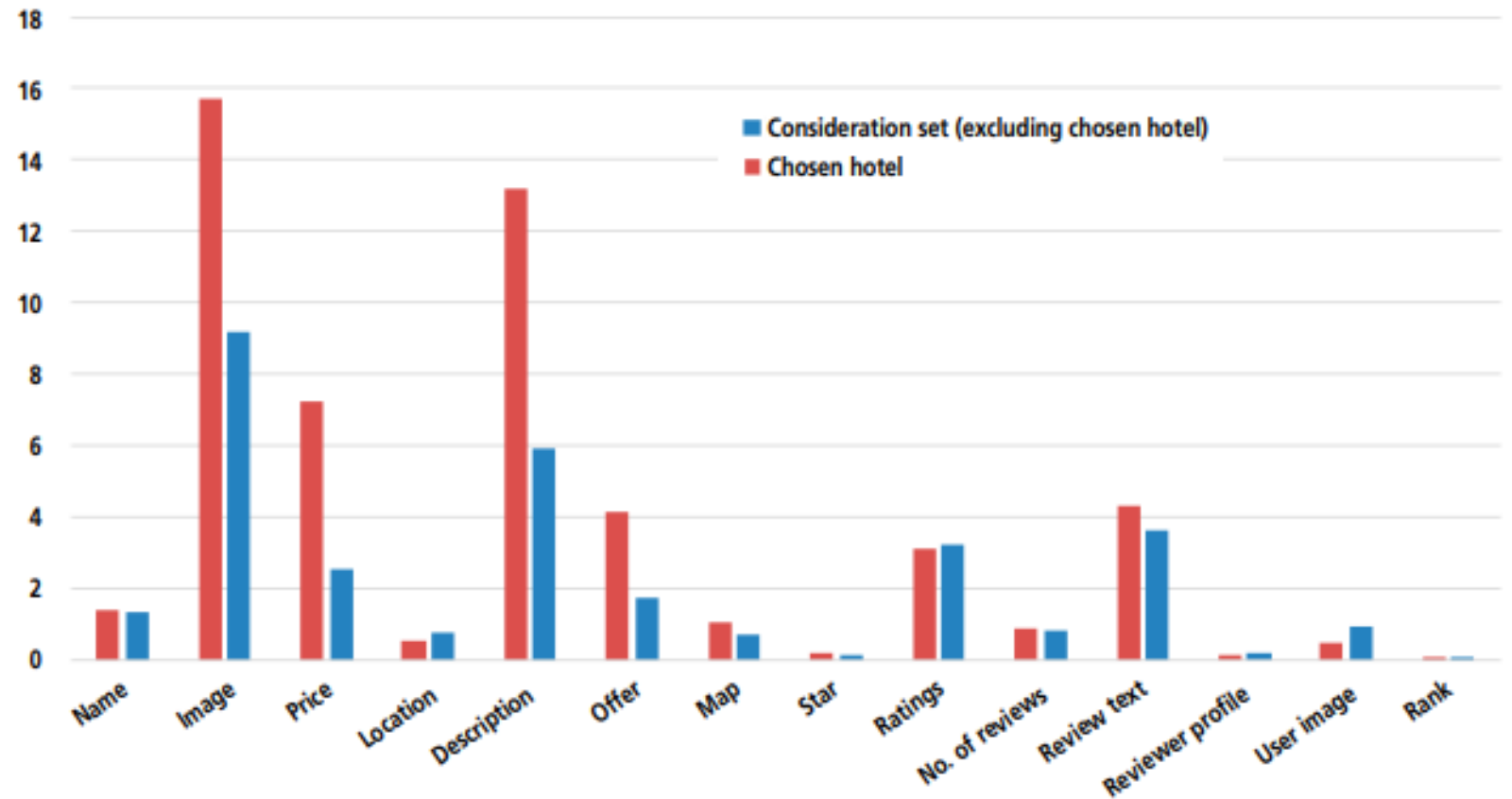
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- Expedia found that travelers **view 141 pages of travel content** and **58% of travelers look at social media**, when planning travel.
- TripAdvisor says that hotels with at least one photo saw a **138% increase in travel engagement**.
- Additionally, **having more than 20 photos can increase engagement by over 150%**.
- Hotels with more images of their rooms and facilities saw an **increase in bookings and online conversion rates of 46%**.



# Photography Drives Bookings

According to a study by Cornell, when it was time to decide on a hotel, guests spent the most time looking at photography and images to make their decision.







# What is the difference between **High Quality Photography & Social Media Content**

(In the context of this presentation)

- **“High Quality Photography”** – professional photoshoots paid for and organized by the hotel for websites, ads, and promotional material
- **“Social Media Content”** – non-professional, casual photography and videos specifically for use on social media pages





# Social Media Content

## Team Photos and Videos

Social Media engagement and “success” is not a perfect science.

Depending on the goals and strategies for your hotel, we often ask for and encourage real-time content from your team in order to **better tell the story of your hotel**, and **engage more organically with your followers**.

- \* Trust from your followers
- \* Loyalty to your hotel
- \* Spreading real time & exciting information that either doesn't need or doesn't have the time or budget for a professional photoshoot (menu items, hotel events, notable guests, etc.)







# Social Media Content

## User Generated Content

UGC or User Generated Content is “original, brand-specific content created by customers”. i.e., your guests posting about their experiences.

- Incredibly Valuable to a hotel’s Online Reputation
- Additional Exposure to guest’s friends/followers

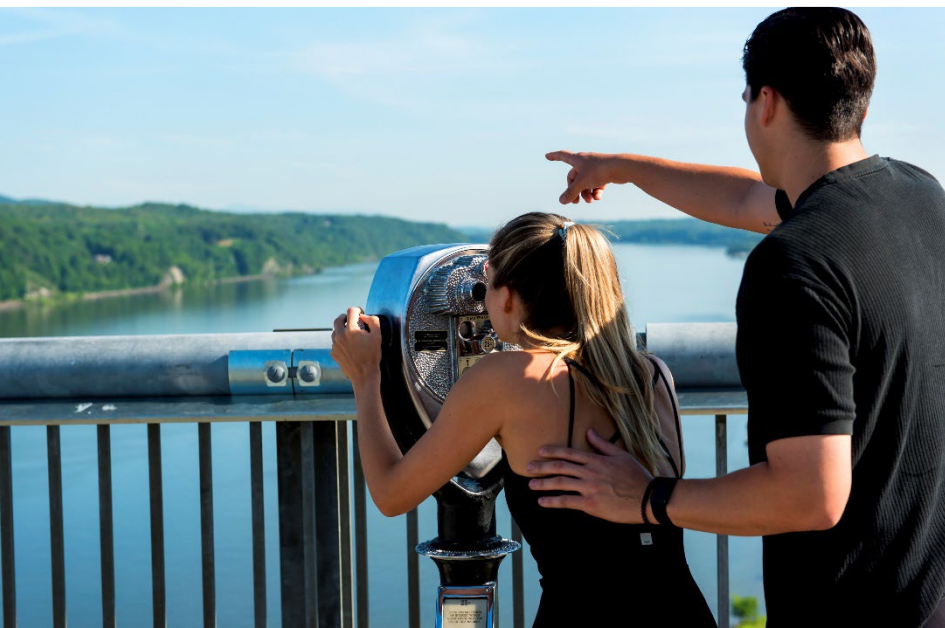


# Social Media Content

## Social Media Photoshoot

Depending on the goals and strategies for your hotel, a “Social Media Photoshoot” can always be discussed.

- Lower cost (\$2,500 – \$12,500)
- Diversifying our high quality content on social media, ads, and OTAs
- Limited use on brand websites (with brand guidelines considered)





# High Quality Photography

There are two main types of high-quality photography for hotels:

## Architectural photography

- Photos that highlight spaces: lobby, guest rooms, dining outlets, etc.
- Must be capture by brand approved photographer

## Lifestyle photography

Photos that highlight experiences or hotel areas that have with model guests in the shots

There is some flexibility with photographers, but it varies by brand and details should be confirmed with e-commerce prior to scheduling a shoot

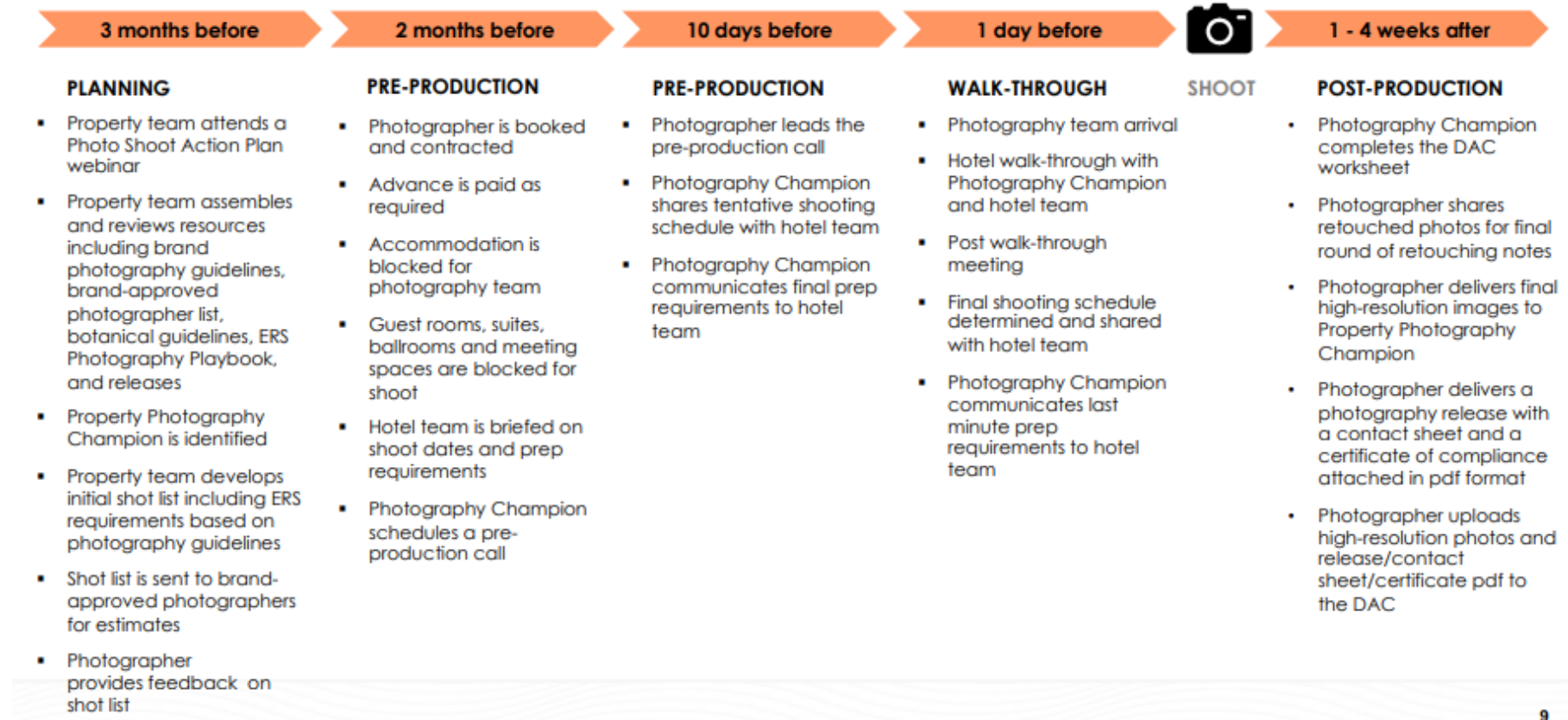




# Getting Started with E-Commerce Team

When is the time for a photo shoot?	Budget	Contact Your E-Commerce Team for the Shot List & Planning	Contact Your E-Commerce Team for Photographer Selection
<b>Plan as far ahead as possible!</b> If you know changes are happening at your property, contact your e-commerce team to inform them of things like renovations.	Consider your ROI on the hotel website, OTAs and in other areas such as social media. Select service \$10,000-15,000 Full service \$20,000-\$25,000	You'll develop a comprehensive shot list with the e-commerce team before reaching out to a photographer.	Refer to ecommerce team for brand approved photographers.
Updated architectural or lifestyle items on property. Architectural: Rooms, Meeting Spaces, Lobby Lifestyle: Dining, cabanas, or other experiences	Determine the photo shoot budget to ensure your hotel gets the exposure it needs.	Consider business levels, space availability and seasonal weather events at the hotel before selecting ideal shoot dates.	Be prepared to provide dates that work for your property and a shot list to the photographer.
Existing photos no longer meet brand standards.(most architectural images have a lifespan of around 5-7 years)	Make sure you have enough budgeted for all photo shoots needed through the whole year during budget season.	Allow adequate time for planning (at least 3 months before shoot date, but ideally more).	Be prepared for travel costs and other unexpected costs including date changes and cancellation fees from the photographer.

# Typical Timeline





# Tips for Great Photos

**Keep it Simple** - Lights ready, linens pressed, curtains neatly arranged, furniture set.

**Focus on Lighting** – Discuss the best times to capture photos. Certain spaces that have a lot of natural light should be discussed with your photographer ahead of time, make sure lightbulbs are in working order throughout the space and chandeliers are cleaned. Note if sunlight is coming from N, S, E or W in guest rooms.

**Highlight Unique Features** – What makes your property different from your comp set?

**Maintain Brand Consistency** - All style, colors and mood should match your brand's guidelines.

**Block and Walk Spaces** - Make sure all space, including meeting space and rooms, are blocked as soon as you book your shoot. Make sure your market and retail spaces are stocked for the shoot.





# Tips for the Day Before and Day Of

## It's a Team Effort

All departments are involved at some level the day of the shoot.

**Walk Spaces the Day Before the Shoot** – Make sure everything is clean and in working order. Notify your team of anything that needs attention ahead of time.

**Make ALL Staff Aware of the Shoot** – Attend stand up and make sure everyone knows the shoot is happening and that they may have to assist, you never know what the photographer or assistant may ask for.

- Send a calendar invite to your leaders with the shoot schedule ahead of time so everyone knows when the shoot will be taking place in their areas

**Day of the Shoot** – Make sure everything is picture perfect: umbrellas up, fires on, markets fully stocked, pool area cleaned, pool towels stocked, check rooms for messed up drapes/light bulbs/etc.

**Be Prepared for the Unexpected the Day of the Shoot** – Despite our best efforts, unexpected things may happen during the shoot. Make sure your team is ready to jump in and assist!





# High Quality Photo Shoot Resources



Your ecommerce team is here to support you through the whole shoot process.

Your brand resource center may also have helpful guides to refer to when planning your next shoot, let us know what you need to make your next shoot successful!



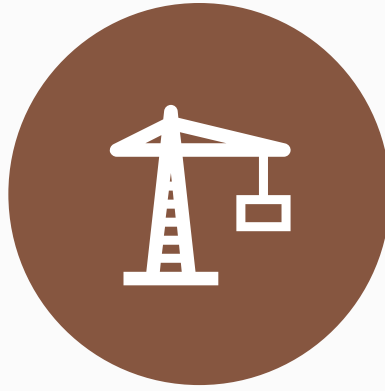


# Photoshoot decision

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ARCHITECTURE

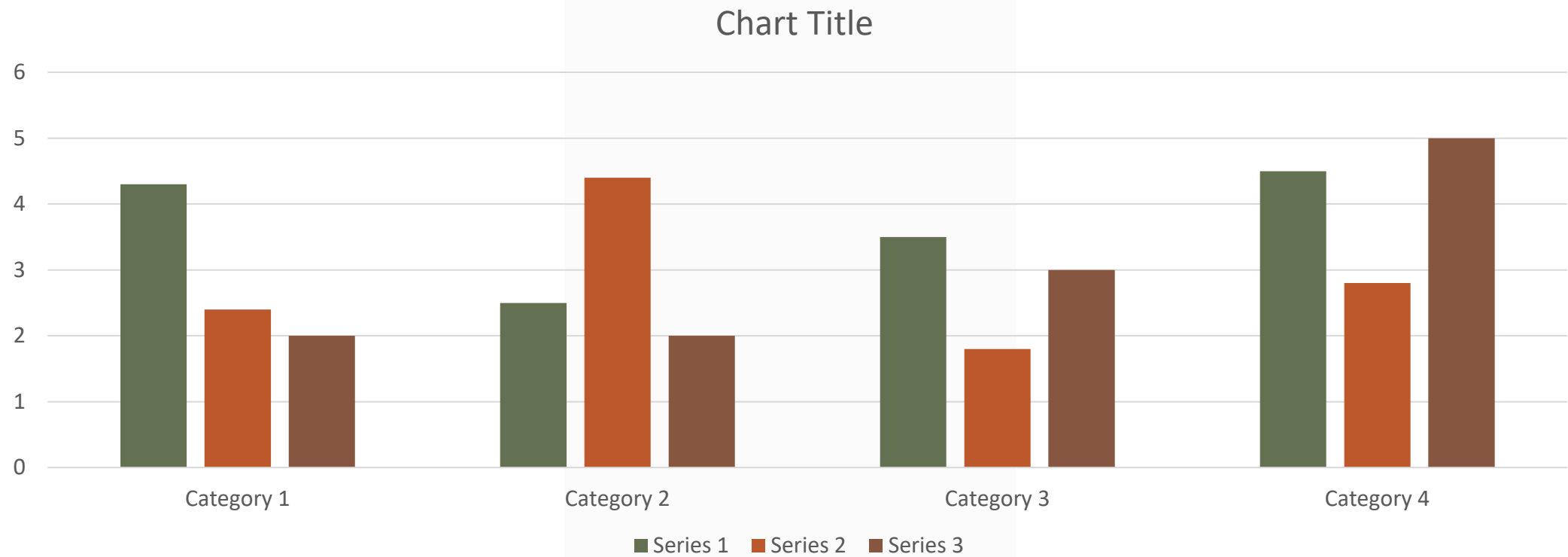


CONSTRUCTION



URBAN PLANNING

# 20XX Performance





# About Fabrikam

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OUR STORY



MISSION



PHILOSOPHY



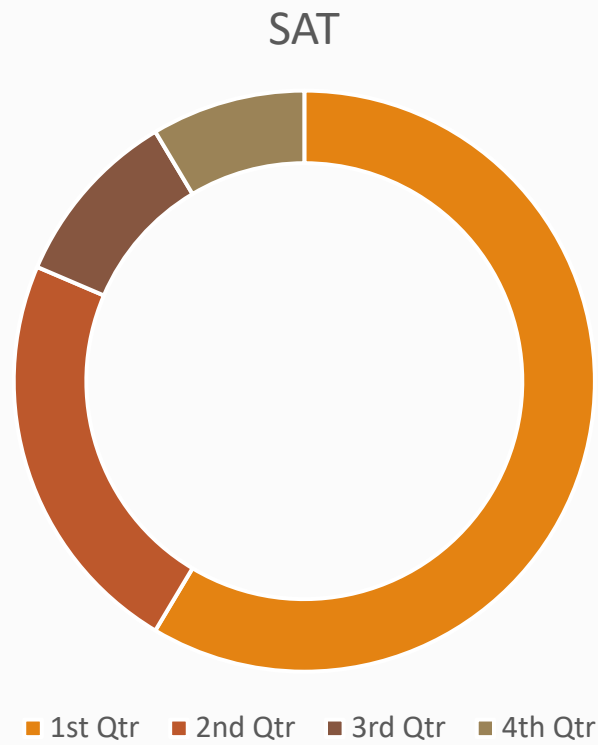
PRODUCTS AND  
SERVICES



KEY  
ACHIEVEMENTS

# Survey Results

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# 2020 Plans



Aspirations

New Initiatives

Key Metrics

# 2019 Results

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PERFORMANCE



SURVEY RESULTS



HIGHLIGHTS  
/LOWLIGHTS



KEY PROJECT  
UPDATES



# 2020 Plans

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ASPIRATIONS



NEW INITIATIVES



KEY METRICS

# Aspirations

WHAT IS YOUR BIG IDEA  
FOR THE COMING YEAR?





# New 2020 Initiatives

What are your keys plans for the coming year?

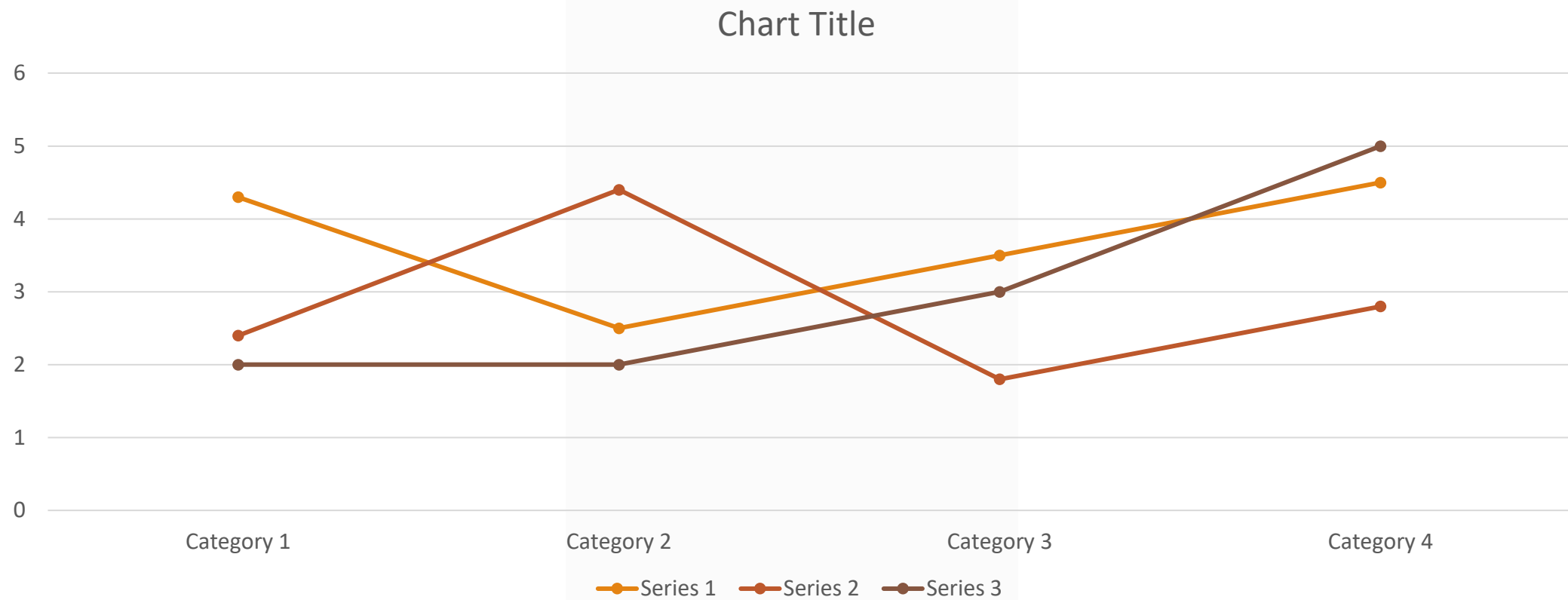
One

Two

Three



# Key Metrics



# Our People



Executive Team

New Employees

Anniversaries

# Our People

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EXECUTIVE TEAM



NEW EMPLOYEES



ANNIVERSARIES





# Executive Team



**First Last**

CEO



**First Last**

COO



**First Last**

CFO



# Welcome New Employees

First Last

First Last

First Last

First Last

First Last

# Anniversaries Congratulations!

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1 year	2 year	3 year
First Last	First Last	First Last
First Last	First Last	
First Last		
First Last		





Wrap Up



/ou

