**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **Hotel Photography** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M126 |

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| **Policy:**  |
| All Hotel’s will incorporate professional photography in their Sales & Marketing efforts. |

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| **Objective:** |
| Each Hotel will have professional pictures taken to utilize on brand.com website, independent website, and all search engine websites. The Sales Professionals will use these photo’s for collateral, constant contact email blasts, rack cards etc. to market hotel. The Corporate office will have electronic copies of these pictures.  |

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| **Minimum Standard:** | **Accountability:** |
| Hotel Pictures:* Exterior (Daylight) \*
* Exterior (Dusk)
* Lobby \*
* Restaurant \* (or Breakfast Area)
* Bar (If Available)
* Fitness Center \*
* Pool \*
* Whirlpool (If Available)
* Outdoor Seating Area (If Available)
* Business Center \*
* Gift Shop / Sundry Shop
* Guest Rooms (1 of each type) \*
* All Meeting Rooms (Banquet Setup, Classroom, Theater, Conference) \*
* Guest Laundry Room
* Hotel Shuttle or Van
* Accessible Bathroom
* Suite

\*Required photoHotel Exterior: Photograph in both daylight and dusk. Rope off parking area in shot beforehand to eliminate vehicles from shot.Photograph from a distance to get the entire building in shot. Try to get a clear shot without obstruction (lights, fences, etc). Brand Signage should be in shot. Vehicles will date and clutter an otherwise good shot.The hours just before dawn and just after sunset are great times to take the Exterior photos. Remove any debris or waste containers. Flowers should be in bloom.No weather elements in photo (snow, rain). Hotel Lobby: Floral arrangements should coordinate with décor. TV should be turned off. All brand collateral removed. Fireplace should be lit. Curtains should be drawn to prevent sunlight from exposing floor. All collateral should be removed from the front desk. No people in the shots. Remove bell-carts and other extraneous items. No magazines, newspapers, food items in the seating area or lobby shot.Guest Rooms: All room main elements should be in the shot: Bed, TV, Desk, Seating -TV Turned off. Remote control and all collateral removed, cords hidden. No items should be included that the guest won’t have. Tray tables with food should not be in shot, nor should towel arrangements not typically provided for all guests. Steam the pillows, duvet, bed skirt, sheets, and curtains to remove wrinkles. Make sure all linens are clean and arranged correctly. Curtains should be opened. Sheers should be closed. Best photographed early morning during daylight when light is softest from exterior.Restaurant/Bar: Tables should be set with plates, silverware, glasses, and napkins.All chairs should be neatly arrangedFlowers / Centerpieces are recommended. Use table linens as required or placemats. Everything should be fully set and operational. No photos with people.Bars should be fully stocked with no collateral on the bar. TV’s should be turned off.Pool/Fitness Center: Take day and night shots of the pool. The best times are pre-dawn and noon when the sun is overhead and pool water is brightest. Chairs should be facing the camera with towels neatly folded or arranged.Meeting Space: Take multiple shots of the meeting space with classroom, theater, and banquet setup.Set notepads, pens, water, etc. as it would be included in meeting. For classroom setup linens should cover the table and drape to the floor. Screen should be blank and photographer will superimpose brand logo on it.Include a podium if available. Ballroom should be opened completely and set professionally in banquet style setup.Rent table linens, centerpieces, floral arrangements, etc. Use chair covers. Décor should complement the furnishings of the room. This is your chance to showcase your ballroom. Do not skip items – it should represent the quality that your product is capable of. Your vendors that you recommend should be a resource for this project. Get discounted or complimentary items, but do insist on high quality and current style items. Neatly arrange the chairs in the boardroom. Set the room with pens, papers, water carafes, glasses, etc. Highlight the natural lighting if present. Professionally set the room banquet style. Use coordinating colors and chair covers if necessary. Decorations should accentuate and assist with the customer’s imagination.Additional Information: Review your competitor’s photography or other hotels in your brand to see what they are presenting.Look on the web for good shots to replicate at your hotel. | GM and DOS |