A property will require new photography due to a new opening, renovations, aged photography or a failed compliance audit.

RLHC Photography is used to sell all key marketing spaces. Photography requirements have been clarified and expanded to ensure that all key elements of the hotel are represented in their best light.
LIGHTING
• No matter the time of day, the overall feeling should be natural in both color and light.
• Light should be evenly distributed over the space, with no hot spots or dramatic shadows.
• Avoid glares, glows, feathering, blurring, large shadow areas and shadow lines and shapes.
• The tone can be editorial rather than documentary, as if portraying one feature while capturing the whole space.
• Propping should mirror only what guests actually find when they first enter a space.

PERSPECTIVE
• The point of view should be familiar and should encourage exploration.
• Images of hotel spaces must appear at the eye level of the viewer as if he or she is entering the space for the first time.
• There must be no distortion, “fish-eyeing” or other special effects in any image.
• Obstructions in the foreground should be avoided so that nothing appears hidden or obscured.
• In addition to showing a complete place as above, detail images can focus in on specific amenities and services. Detail images can include stem ware, architectural flourishes, doorknobs, medallions, door numbers, monograms, stained glass, indigenous details, etc. These images should be intimate and styled to show impeccable taste. Detail images should also be shot with a shallow depth of field for added intimacy and visual appeal.

PROPS
• All props should be appropriate and already present in the space, not added in to clutter the image.
• Styling should be used to make the existing objects crisp and elegant and should be contemporary and clean, the essence of modern design.
• The space should speak for itself.

PROPERTY ASSOCIATES / MODELS
• Property associates/models should not be shown in images.

FLORALS
• Florals should be indigenous, premium arrangements that are not flashy or overwhelming.
• For photography, florals must be placed with impeccable taste and must be consistent with those found in the hotel by a guest.
• It is advisable to have five or more selections of floral bouquets for lobby shots.
• Stay with brand colors and arrangements, and other a good variety of slightly different shapes. Simple arrangements work best. Avoid dyed flowers.
PREPARATION:

- All areas to be photographed have been thoroughly cleaned.
- All lights in the hotel space are working and consistent in lighting temperature.
- All linens and drapes are hand ironed without wrinkles or have press-pleats. Hand ironing is always preferred.

AVOID:

- DO NOT use models or associates in photography. Models often make shots look posed, distract attention from facilities and date a photograph.
- DO NOT add personal effects or other props that are not present when a guest first enters the room. Keep the elements of the shot simple and the number of elements to a minimum.
- DO NOT use effects of any kind – including vignetting, blurs, feathering, texturing, borders, etc.
REQUIRED PHOTOGRAPHY

The following photos are required:

— Hotel exterior and/or hotel exterior entrance
— Lobby/Concierge area
— Guest room classes (minimum of 3 distinct; 70% of rooms in property must be represented)
— Guest room bathroom class
— Fitness Center [1 shot]
— Water areas (1 shot of each pool area, indoor pool, pond, river
— Spa facilities
— Food & Beverage Outlets [1 of each restaurant/bar]
— Meeting spaces/After-meeting rooms
— Banquet/Ballrooms (largest banquet setup – optional to shoot classroom setup as well as smaller venues)

OPTIONAL

— Landscape, attractive grounds/courtyards/veranda
— Special views and vistas outside of hotel
— Unique hotel features or services/spaces
— Walkway, gardens, tennis/basketball courts, golf, activities
— Additional wedding settings
— Unique guest rooms [1 of each unique room]
— Presidential Suite [separate from other suites]
— Each individual room/space in suite [1 of each]

AVOID

DO NOT shoot close-ups of food.

DO NOT take shots of parking lots, or any shots with cars or people in them (which date the photos).

DO NOT take lifestyle shots.

The images above are not recommended and therefore do not count toward the required shots, unless arranged by the RLHC brand.

If images such as these exist, submit them to Marketing for approval for submission to the RLHC asset library.

DO NOT use a wide-angle lens, which will distort and skew.
Capture the view that the guest will experience. Scout to determine how best to highlight the property in the context of its surroundings.

- Capture the hotel’s sense of place and most attractive aspects.
- Showcase the courtyard in the foreground and the sky in the background.
- To take advantage of the light, shoot early in the day and/or in the early evening.
- If possible, shoot mostly horizontal and less vertical formats.

**DO NOT / AVOID**

- **DO NOT** include people or cars in shots.
Capture unique architectural details and interior design, seating areas, check-in and the concierge desk.

- Symmetrical shots can make the property look grand.
- Create an interesting composition using the lobby’s unique features.
- Use a pleasing balance of furniture and accessories to give an unambiguous visual.

**DO NOT / AVOID**

- **DO NOT** focus on the reception desk.
- **DO NOT** include people in shots.
Focus should be on the overall concierge area instead of directly on the desk/concierge.

- Use evenly distributed natural light.
- If concierge is included in the shot, make sure he/she is not the focal point but rather part of the overall scene.
- This is the ONLY exception to the general rule of models/associates NOT being used in property shots.
- Detail shots can also be used.

**DO NOT / AVOID**

- DO NOT include close-ups of people in action.
With guest room photography, the priority is to show the standard room offered.

- Select rooms with the best view of the surroundings to illustrate the indigenous experience.
- Each room should appear exactly as the guest would experience it upon arrival.

DO NOT / AVOID

- DO NOT place collateral items/promotional materials in the room, as they clutter the space and can quickly date a photo.
- DO NOT add props (no flowers, food, champagne, fruit bowls, etc.).
- AVOID televisions as a focal point or turned on.
- DO NOT shoot turn-down service.
Suite photography should follow the same basic guidelines as guest room photography.

- Each individual room/space in a suite should be shot at eye level.
- If the suite offers a view, it should be captured in the shot.
- Each room should appear exactly as a guest would experience it upon arrival.

DO NOT / AVOID

- DO NOT place collateral items/promotional materials in the room, as they clutter the space and can quickly date a photo.
- DO NOT add props (no flowers, food, champagne, fruit bowls, etc.).
- AVOID shooting televisions as part of a scene.
- DO NOT shoot turn-down service.
Guest room bathroom photography should highlight the modern, luxurious style and illustrate the more than-adequate space and cleanliness.

- Remove any collateral materials and unnecessary amenities or accessories.
- Crop out as much of the ceiling as possible.

**DO NOT / AVOID**

- **AVOID** awkward angles.
- **DO NOT** take photographs that include the toilet.
- **DO NOT** place too many towels in the scene; make sure the ones used are neatly folded and hung.
- **DO NOT** show water running from faucets/showers.
The fitness space can be difficult to capture, so keep shots simple and clean.

- Use a tight composition; do not attempt to document the entire space.
- Select items in a line, e.g., a row of equipment.
- Shoot at the eye level of the viewer – keep the camera lens on a plane that is flat to the room.
- Keep all lines straight and all props to a minimum.
- Turn televisions off.

**DO NOT / AVOID**

- **DO NOT** show models.
Focus on the pool surface, the destination and the sky to show the space both overall and in the context of its environment.

• Keep propping and styling uniform and to a minimum.

• Shots taken at dusk can lend drama to urban pool settings.

DO NOT / AVOID

• DO NOT add any personal effects or display food and/or beverages in the space.
Highlight the unique features of each food & beverage outlet, including views, and show the destination in context. Create the impression of a large, well-lit space that is both comfortable and inviting.

- Shoot each of the food & beverage outlets.
- Since these spaces are filled with tables and repetitive objects, keep stylizing to a minimum.
- Set tables simply, to the point of minimal. Remove all tent cards, paper menus, specials lists, collateral, paperware and clutter.

**DO NOT / AVOID**

- **DO NOT** show people in shots.
- **DO NOT** show food or drink in shots.
- Do not add flowers or flourishes that are not regularly displayed.
- Remove any food/drink or food displays, including bullet areas and servicing tables.
Shoot to make the meeting room look bright, inviting and expansive.

• Ensure that the conference table is polished.

• Begin with a stark, minimal setting.

• If possible, take multiple shots of the variety of setups available in the space.

• Hide any A/V equipment and cords.

**DO NOT / AVOID**

• DO NOT show projection screens if possible. If projection screens are in the shot, DO NOT project anything on the screen.

• DO NOT show televisions turned on.

• DO NOT set out any place settings.
A banquet/ballroom does not need to be fully set to show off the many features it has to offer. Keep the space elegant and show the room itself, not just the setups.

• Keep setups simple and minimal, to convey taste and efficiency.

• Show fewer place settings than would typically be used, to keep the shot clean.

• Size floral centerpieces appropriately for the tables.

• Focus either on conveying the space or on highlighting the table settings, never on both at once.

**DO NOT / AVOID**

• DO NOT show food or drink in shots.
Capture events and activities in local area that are unique.

- Provide a few shots that speak to the experience and allure of the destination. Alternatively stock photography can be selected.

- All people featured must have a model release form signed.

- All property shot must have a release form signed by manager or owner.

- All shots must be approved by the marketing team.

DO NOT / AVOID

- Avoid shooting cars or buses.
Capture details that make the brand unique.

- Provide a few shots that do not feature the hotel that speak to the experience and allure of the destination. Alternatively stock photography can be selected.
- Make sure areas are clean and nicely manicured.
- All shots must be approved by the marketing team.

DO NOT / AVOID

- Avoid showing people in shots.
- Avoid shooting cars or buses.
DO NOT / AVOID

- DO NOT use a wide-angle lens or distort or skew images.
- DO NOT trick to show more of the space than can be naturally photographed.
- AVOID strange angles and aerial shots.
- DO NOT have obstructions, such as plants, walls, pillars or drapes, in the foreground.
- DO NOT have televisions turned on in any area of the hotel.
- AVOID shots showing too much ceiling or floor.
- DO NOT add personal effects or other props that are not present when a guest first enters the room.
Inquire about photography through your field marketer.