

IHG Photography Shot List & Technical Shoot Guide



Please be sure to reference the **Brand Photography Guidelines:** <https://ihgbrandmarketing.sharefile.com/d/scc9378f787a4dc6b>

This document serves two purposes:

1. The shot list for the photographer
 2. It should be used by the hotel to upload photos into the proper field in HCM.
- Please provide all of these documents to your photographer.

Note to Hotel: Based on the number of suites types you have at your hotel – you may have a greater number of photos needed for your property than appear on this list. **Please plan accordingly when choosing the right photo package for your hotel based on this list and what suite types are at your property.** The mandatory shots listed below are what is needed for the best online experience on brand.com. You can include the optional photos for your property but that may put you into a different photo package pricing.

#	Location <i>Shot/Specifics</i>	What Do You Want to Capture <i>How the photo should be set-up/staged/shot. All images horizontal unless otherwise noted.</i>	Notes
Please utilize the Room Type Worksheet to ensure that you have at least one photo for ALL ROOM TYPES that have a UNIQUE ROOM TYPE CODE in HOLIDEX (Excluding Smoking vs Nonsmoking) *ADA (Americans with Disabilities Act) refers to Accessible room types			
	One image of EVERY UNIQUE non-ADA* Guest Suite type which has its own Holidex code	Wide shot of suite, highlight key features (i.e. full kitchen, bed (s), work space, layout) without guest (ensure you have the new bedding program elements in place with no pillow card on the bed). Remove your Guest Services Directory and all magnets (on refrigerator, entrance door, etc.) Avoid close up of bulletin board. Remove everything from bulletin board. Room selection: Make sure all appliances match color.	Mandatory
	One image of each unique non-ADA* Guest Bathroom type	Wide shot of vanity/ bathroom, remove bath amenities <i>Be sure to note which Bathroom Type goes with each Suite Type</i>	Mandatory
	One image of EVERY UNIQUE ADA* Guest Suite type which has its own Holidex code	Guest Suite Room: Bed type and number of beds Wide shot of suite, highlight key features (i.e. full kitchen, bed (s), work space, layout) without guest (ensure you have the new bedding program elements in place with no pillow card on the bed). Remove your Guest Services Directory and all magnets (on refrigerator, entrance door, etc.) Avoid	Mandatory

		close up of bulletin board. Remove everything from bulletin board. Room selection: Make sure all appliances match color.	
	One image of each unique ADA* Guest Bathroom type	Guest Bathroom: Wide shot of vanity/bathroom: tub/shower with seat , towel rack and remove bath amenities. (ADA Bathroom shot may be vertical if only that orientation will fit the view) May have to ask front desk for seat for tub. Note which Bathroom Type goes with each Suite Type	Mandatory
	One image of each unique Guest Suite Kitchen	Photo of kitchen showing with wide enough angle to show appliances. Remove everything off of the counter (towels, dishsoap, etc). Be sure to note which Guest Suite Kitchen Type goes with each Suite Type	Mandatory
	Hotel Load One 3D Diagram of each unique Guest Suite	This is not a shot for the photographer. These diagrams can be downloaded here: https://ihgbrandmarketing.sharefile.com/download.aspx?id=sa0892eba96d4aff8 The diagram must be uploaded into HCM for each suite type	Mandatory
1	Hotel Exterior Photo 1 – Day	Hotel front with clear signage – take a variety of angles as this may be used as your primary shot.	Mandatory
2	Hotel Exterior Photo 2 – Sunrise or Sunset	Hotel front with clear and well lit signage – take a variety of angles as this may be used as your primary shot.	Mandatory
3	Entrance - Sunset with lights on inside	Wide shot of entrance doors leading into Lobby featuring porte cochère - without shuttle van in frame	Mandatory
4	Hotel Lobby	Wide shots of space and environment, comfy couches and flatscreen (turned off) in sitting area (appropriate to your space) without guests	Mandatory
5	Front Desk	Wide shot of desk, with not too much floor or ceiling. Highlight any key features such as murals, open access front desk, backdrop or artwork. Remove anything from walls that is unnecessary (permits, awards etc.) Ensure your front desk is clutter free, remove all rewards, door to back office is closed; The only signage on the front desk should be your IHG Rewards Club sign. Ensure team member is not looking down at terminal but rather looking up and smiling, but not directly at camera.	Mandatory
6	Breakfast Area Photo = Candlewood Cupboard Photo	Wide shot of shelving/coolers and variety of snacks and easy-to-prepare meals (ensure you Candlewood Cupboard is fully stocked, and ensure you are compliant with the new Coca-Cola brand standards when shooting your beverages in the cooler – no PepsiCo products)	Mandatory
7	Guest Patio /Outdoor Guest Area = Gazebo	Wide shots of space and environment, grill, table set up, design features	Mandatory

	Grill Area		
8	Fitness Center/Gym = Candlewood Gym	Wide shot of full set up, showcase key facilities	Mandatory
9	Laundry Room = Guest Laundry Photo	Wide shot of clean laundry facilities without guest	Mandatory
10	Unique Property Feature Photo = Lending Locker	Wide shot of fully stocked Lending Locker	Mandatory
11	Swimming Pool Photo	Wide shot of full set up of pool area from best angle (Remove the tarp from the pool lift) <i>*If the ADA Pool lift is not in the shot, shoot a second photo with pool lift</i>	Mandatory if hotel has this feature
12	Swimming Pool ADA Lift	Closer shot of pool area with ADA lift – Remove the tarp from the pool lift <i>*Mandatory only if ADA Lift was not included in first Swimming Pool Photo</i>	Mandatory if hotel has this feature
13	Business Center Photo	Wide shot of space and environment along with any key features, screens on with IHG Rewards homepage	Mandatory if hotel has this feature
14	Guest Key Lock Box	If you have one and are not open 24x7. Wide shot.	Mandatory if hotel has this feature
15	Primary Groups & Meetings Space Photo	Wide shots of functional space	Mandatory if hotel has this feature
16	Unique Property Feature Photo = Pet Walking Area	Ex: Pet Friendly – Wide shot of pet walking area, featuring Pet Walking Area sign	Mandatory if hotel has this feature

OPTIONAL IMAGES

In addition to those shots labeled as mandatory those listed below can also be taken at the hotels discretion

17	Hotel Exterior Photo 3 – Sunset or Sunrise – Close-up of signage	Hotel front with clear and well lit signage, close-ups of front	Optional at hotel's discretion
18	Hotel Exterior Photo 4 – Daytime	Day time close-ups of front, angled shots of building, history or architectural detail	Optional at hotel's discretion
19	Front Desk Interaction	Wide shot of desk, with team member, angled shots of desk of interaction with guest highlight any	Optional at hotel's

		key features such as murals, open access front desk, front desk backdrop, and artwork. Ensure team member is not looking down at terminal but rather interacting with a “guest” (additional team member must act as a business traveler guest in a polo shirt and not be in uniform.)	discretion
20	Scenery Landscape Photo	Wide shots of space and environment, looking back at hotel from its surrounding area – showcase hotel in the best light	Optional at hotel’s discretion
21	Area Attraction Photo	This photo does not need to be taken by the photographer*. This photo should be requested by the hotel from the local area attraction contact that the hotel may have a business relationship with. Hotel can showcase local area attractions within 10-15 miles of hotel <i>*Does not need to be taken by photographer but needs to be uploaded by hotel in HCM.</i>	Optional at hotel’s discretion
22	Unique Property Feature Photo	Ex: Other Amenities	Optional at hotel’s discretion
23	Unique Property Feature Photo	Ex: Other Views	Optional at hotel’s discretion
24	Unique Property Feature Photo	Ex: Other Amenities - Beach, Lake, Grounds	Optional at hotel’s discretion

IHG PHOTOGRAPHY SHOOT GUIDE – TECHNICAL SPECIFICATIONS

In this guide you will find an overview of specifications to ensure that all of your photography meets IHG standards. Be sure to also consult your brand-specific guidelines to ensure that all photos meet brand requirements.

For any questions, please contact channels@ihg.com.

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OVERALL GUIDELINES

WHEN TO SHOOT

ONLY shoot Lobbies, Restaurants, Bars, Meeting Rooms, and Fitness Rooms without natural light – either at “blue time” (sunset/sunrise) or in the evening.

WHO TO SHOOT

No people to appear in primary shots, unless specified by the brand. EXCEPTION: Front desk shots should show staff members.

In addition to the shot list, you may also shoot extra lifestyle images with people in them, but they are not required. If you choose to include people in lifestyle photography, be sure you have the appropriate waivers on file that assign all rights to their images to the hotel owners.

WHAT TO SHOOT

Choose guest rooms that are typical. However, you may choose to shoot a first floor room if the ceiling is higher or a handicapped room if it gives them more room to back up and get a shot. However the image itself CANNOT look noticeably different from the standard room.

HOW TO SHOOT

- ALWAYS correct perspective. When the camera points slightly downward for stills (especially in guest rooms) or upwards (especially hotel exteriors), always correct perspective in Photoshop. Take care to preserve the images' original ratio.
- ALWAYS get a tight exterior shot, a wide-angle exterior shot, a tight portrait and landscape for exterior. Keep in mind that the hotel images are often shown as thumbnails and need to be up-close, bright and colorful. A shot of the hotel from far away will be hard to see clearly at a small size.
- With the camera pointing directly forward for exterior stills, you get equal parts pavement/ground and sky which can look distorted. Be sure to point camera upward slightly (approximately 15 degrees) and include part of the parking lot if it helps to get the whole shot. The photo can be edited later in Photoshop but try for mostly sky.

THINGS NOT TO DO

- Do not prop primary shots with food unless it's for a room service photo fields or for a catering photo field.
- Do not take shots that look like a “stock” shot – no photos of the brand signage without showing the hotel, and no close up shots of a Breakfast Bar or Coffee Station.
- Do not shoot vertical primary shots. Shoot horizontal format for all primary shots, as horizontal shots are featured on the brand sites. You may shoot vertical shots as secondary or lifestyle photography after completing the shot list. Do not shoot a vertical and horizontal of the same shot, unless the hotel specifically asks for this for print use or if the shot only works in that format.
- NEVER shoot a lifeless shot of an empty room. Our interior imagery should build on the energy of our brands – mood lighting is important and necessary in certain settings.
- NEVER cut off exterior hotel signage. All words and all of the logo must be visible.
- NEVER show too much ceiling. With the camera at five feet in height, pointing directly forward for stills, you get equal parts ceiling and floor which does not look best. Be sure to point the camera down slightly so that you capture just a bit of ceiling or lower the camera height to avoid too much ceiling.
- NO trash cans, anywhere.
- NEVER show any Juan Valdez Coffee signage (if your brand serves Juan Valdez Coffee).

STAGING

Overall Consideration: Each area should look as it does when a guest arrives. This means no props in guest rooms: no newspapers, slippers, laptops, etc., unless specified by the brand photography guidelines. The room should look just as it does if you open the door after checking in.

LOGOS

- The brand logo behind the front desk must NEVER be blocked by anything in images. All logos must be the current official version, even on pens, pads, cups, etc.
- Do not show non-IHG logos, such as Coke, Pepsi, LG, Samsung, USA Today, etc., in shots unless it's a shot of the Candlewood Suites and Staybridge Suites lobby convenience stores.
- Do not add brand logos to meeting room screens.

GUEST ROOMS

- ALWAYS tape out of sight, or clone out, any cords in guest rooms.
- NEVER shoot beds with angled or staggered pillows. Pillowcase openings should all face outwards toward the edge of the bed.
- ALWAYS be sure that guest room overhead and hallway lights are on.
- ALWAYS shoot guest room stills from a height that allows a good view of the top of bed, with camera pointed downward slightly (approximately 15 degrees). Camera should never be lower than 4.5 feet for still shots in guest rooms; otherwise you see too much of the foot of the bed.
- When including guest room windows in a shot, the solid curtains should be open, with the sheers shut. No sun should enter the room directly (no rays of light hitting floor, bed etc.)
 - EXCEPTION: Open sheers if there is a special view that is the reason for selling a room at a premium price, such as the ocean, a mountain or an attraction.
 - If a room is sold with a special view (i.e., ocean view), it is mandatory to take two shots: one focused inside the room, and one focused outside the window. Please combine these images into one shot during editing.
- If the TV is in a cabinet, leave the cabinet door closed.
- The following items should be removed unless otherwise specified by the brand:
 - The binder of hotel information
 - Do not disturb sign
 - Any paper tent notes
 - Internet cable
 - Ice bucket
 - Tray and coffee cups, coffee, sugar, etc.
 - Remote controls
 - Lap desk
 - Towel
 - Robe
 - Room service tray
 - Newspaper
 - Fruit bowl
 - Laptop
 - Glass of wine

- The following items must be in the shot:
 - Pads and pens in place by phone. Place the pen horizontally across the center of the pad; make sure pen and pad feature the current logo.
 - Coffee maker, with cord hidden.
 - If the phone has a cord from the handset to the base, wrap it around the phone base. If this does not look appropriate, remove the spiral cord completely.
 - All beds must use brand-specific bedding for pillows, sheets, comforters/duvets.
 - There should be nothing extra on the bed, table or room desk.

TELEVISIONS

- All TVs should be turned off in all shots. Whenever possible show only flat screen TVs.

RESTAURANT/BAR

- Do not place food on restaurant/bar tables. Restaurant tables should be set for dinner, as if for guests. Breakfast room tables should be bare. Remove salt and pepper, other condiments, etc., unless specified by the brand.

IN THE LOBBY/GREAT ROOM

- ALWAYS include staff in front desk shots. There must always be at least one staff member behind the front desk. This is an IHG requirement, and images of the front desks without staff will have to be reshot. Staff should be in uniform and should never look directly at the camera or be on the phone. They should be standing up straight and looking down slightly at the computer screen. They should have a hint of a smile and position their hands on the keyboard. If there is a bell desk or travel desk in the lobby, it must also be staffed.
- There should be nothing on the front desk counters except for the IHG Club Rewards sign, unless otherwise specified by the brand photography guidelines. If the hotel does not have one, shoot the front desk without it.
- Do not shoot “aroma machines” or any other environmental or cleaning device in the lobby. Avoid showing the door into the lobby convenience store when you shoot the front desk (Extended Stay brands only).
- ALWAYS show a fire in fireplaces. It may need to be added in during post-shoot editing.

MEETING ROOMS

- Meeting rooms should be set as if for clients, with coffee urns, water carafes, pens, etc. The exact setup is at hotel's discretion—it should show how they normally set up the room for a VIP client.
- ALWAYS ensure that meeting rooms are shot with EITHER carafes of water and glasses or bottled water present. When shooting a meeting room, you will need to tell the staff that you need water carafes in place at the time you shoot. It is permissible to set the water carafes on a plate with a folded cloth on each table.
- NEVER shoot a laptop, digital projector, or projector table in meeting rooms. If there is a ceiling-mounted projector, there is no need to clone it out. But the rooms should not be propped with a laptop or digital projector sitting on any table. If any of these are present, please remove before shooting.

POOL & FITNESS

- ALWAYS remove or retouch the red emergency cut-off strings that hang from exercise equipment.

- NEVER include the pool deck in the foreground. The pool looks much larger and more inviting in the foreground if the shot is all water. Shoot with the tripod near the water's edge, from a relatively low position.
- ONLY shoot an indoor pool at "blue time" or at dark – never during the day. Daytime shots often cause a reflection of the bright windows on the pool, ruining the shot, and the mix of so much natural light does not photograph well. Always shoot indoor pools in the early morning - example of "blue time" pool stills are at: http://holidayinnphotos.com/stills/main.php?g2_itemId=549
- ONLY shoot pools from the side – never from the corner. Shots from the corner give an odd perspective of a square or rectangle. Also, try to avoid shooting pools near the ladder.
- Remove any towel hampers, pool safety and cleaning equipment. Ensure that equipment is returned to original location immediately upon conclusion of photography.
- ALWAYS clone out or remove the spiral cords that hang from wall-mounted phones in the fitness areas and pool.
- ALWAYS open umbrellas at both outdoor and indoor pools, and on terraces and patios. If the umbrella is broken or looks very bad, remove it. But do not shoot closed umbrellas.

BUSINESS CENTER COMPUTER SCREENS

- ALWAYS tape out of sight, or clone out, any cords in the Business Center.
- ALWAYS include a screen view on Business Center computer screens. All computer screens must be on, and show the brand web site. If the computer screen does not look correct when you are processing the image, replace it in post with a view of the brand website.

Still Photography: Technical Specifications

REQUIREMENTS

A minimum of 25-35 still photos is required. When possible, shoot more photos than needed to ensure a good selection. Consider shooting different angles of each area, including wide shots and tight shots.

FORMAT

All primary photos in the shot list should be shot in landscape (horizontal) format.

EQUIPMENT SETUP

- Use bounced strobes in guest room images with diffuser.
- Camera height is generally 30" for pools; 60" for guest rooms; 54" for restaurants, business centers and small meeting rooms; and 60" or higher for ballrooms.

EQUIPMENT SPECIFICATIONS

- All images should be photographed in RAW format (not sRAW or JPG).
- All images should be photographed at sRGB setting.
- Maximum depth of field should generally be f11 to f 16 or higher - f16 will be crisper.
- ISO 100 - 200 should be used; the only exception is that ISO 400-800 may be used if exposure time exceeds 15 seconds.
- Use manual focus only, furthest object or on infinity.
- Use auto white balance.
- Mask sheer curtains (or view) into guest room/suite windows. If the base image is shot at 1 second, the sheer masking shot generally is at 1/15 second.

Virtual Tours: Technical Specifications

EQUIPMENT SETUP

- Camera height is generally 30" for pools; 60" for guest rooms (unless bed is extremely high, then camera should be 18" higher than bed); 54" for restaurants, business centers and small meeting rooms; and 60" for ballrooms.
- Use bounced strobe in guest rooms, in manual mode, starting at 1/1 and dialing back if needed.
- If the sun appears in an image, shoot additional images with sun blocked by hand.

EQUIPMENT SPECIFICATIONS

- All images should be photographed in RAW format (not sRAW or JPG).
- All images should be photographed at sRGB setting.
- Maximum depth of field should generally be f11 to f 16 or higher - f16 will be crisper.
- ISO 100 - 200 should be used; the only exception is that ISO 400-800 may be used if exposure time exceeds 15 seconds.
- Use manual focus only, furthest object or on infinity.
- Use auto white balance.
- All six images in each VR set should be shot at the same aperture, shutter speed and ISO.
- All images should be shot in three complete VR sets (of six images each), using three exposures. For example, if the base set is at 1 second / f16, then shoot 2 additional sets at a.) 3 seconds / f16 (overexposed), and b.) 1/3 second / f16 (underexposed).
- Mask sheer curtains (or view) into guest room/suite windows. If the base image is shot at 1 second, the sheer masking shot generally is at 1/15 second.