



## **Creative guidance for lodging property photos on TravelOregon.com**

The editorial objective of TravelOregon.com is to be the trusted resource for travel inspiration and trip information. In today's media market, information is ubiquitous, but context and trust are not. Vacations are highly anticipated and fondly remembered. How can you help convey the experience of a stay at your property and the city (or region) it's located in, so that potential travelers are excited about their upcoming trip?

With that in mind, we want to balance the needs of the lodging property with what will also inspire a consumer book an overnight in Oregon. For the purposes of TravelOregon.com, we encourage photographers to work with the lodging property to figure out what makes their destination unique and memorable. It would be easy to take a photo of a guest room and the pool, but those kinds of photos are everywhere and don't provide the consumer a sense of place. Instead, photographers should try to capture the very elements that make that lodging property memorable or uniquely Oregon. An exterior marquee or approach could work well too, provided it isn't primarily signage. People want to see where they are staying and get a sense of their upcoming stay.

### **Here are a few example ideas...**

- Consider a well-known chain hotel located in Hood River. They pride themselves on providing guests with a consistent experience and a plethora of amenities; however, a primary reason visitors stay there is for the sweeping views of the Columbia River Gorge. It would be great to have the photographer capture that.
- In another example property, maybe the nearby geography isn't as exceptional, but their restaurant is. We'd want to include a photo of the restaurant.
- Or consider the lodging property that may be lacking in amenities and sweeping views, but is conveniently located near an attraction or other point of interest. Let's incorporate that attraction or experience into the photography.
- Another example is a local chain that prides themselves on providing a unique place to stay, with unique experiences on-site and in unique and unexpected places – many of which have interesting local histories. Try to incorporate the unique elements and/or history from these establishments into the shoot.

### **Image specifications:**

Listing pages are configured to leverage photos at a minimum of 500 x 500 px. Photos do not have to be cropped exactly to a square; however, the platform will automatically center an image within the square frame. For photos that are not a square, it is best to make sure the focal point of the image is in the center.