
HISTORIC HOTELS *of* AMERICA

National Trust *for* Historic Preservation™

Consumers Crave Visual Stories: Increase the Revenue from
your Hotel Website with Strong Visuals

by Michelle Chaplow

HOTEL  ENCE PHOTOGRAPHY













History is your Ace Card



History is your Ace Card

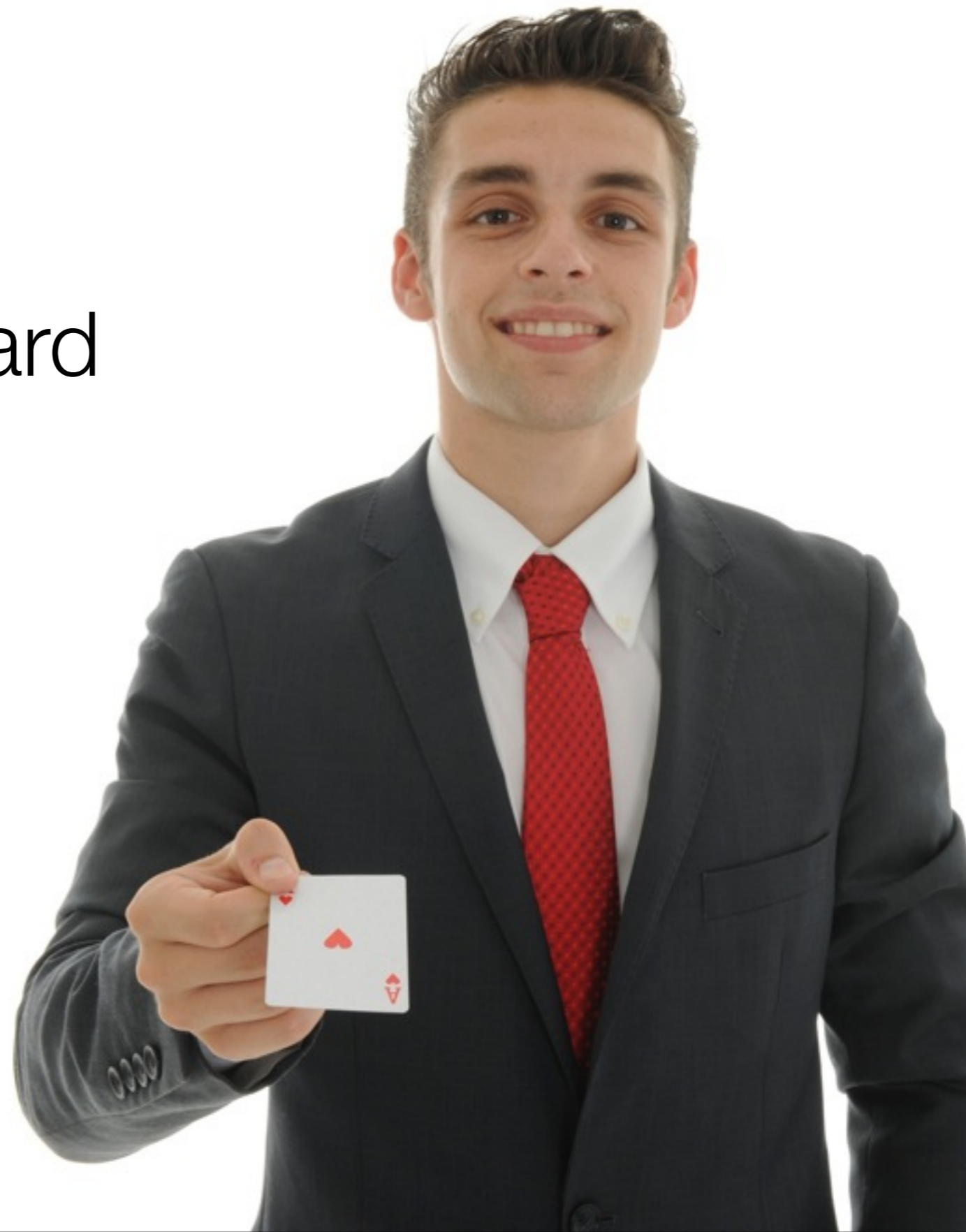
Don't hold that card
close to your chest



History is your Ace Card

Don't hold that card
close to your chest

Play your Ace Card
with pride





1

1

Why upgrading your hotel photography every two years is essential in the digital marketplace

1 Why upgrading your hotel photography every two years is essential in the digital marketplace

2 Why consumers are more likely to book, pay higher rates, spend more and stay longer, based on photos

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3 How to get more from your professional photographer

Why upgrading your hotel photography every two years is essential in the digital marketplace

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- 1 Old hotels need new photos
- 2 New imagery = fresh interest
- 3 Technology has moved on
- 4 Aspect Ratio
- 5 Social Media

1 Old hotels need new photos



Booking.com

lastminute.com



1 Old hotels need new photos



2 New imagery = fresh interest



Kim-Marie @LuxuryTravelMom · 17m

@michellechaplow impressive panel. Please tell them that I have dropped properties from print coverage because their image libraries sucked

1:59 PM - 10 Sep 2014 · Details



2 New imagery = fresh interest

Based in NYC - 18,500 Twitter followers



2 New imagery = fresh interest

Good visuals will give you press coverage



2 New imagery = fresh interest

2 New imagery = fresh interest



*Lucinda Lacon
Head of PR & Communications
Classic Portfolio*

“If I have a good visual, I can sell the story, if there is no photo, it has to be an amazing story to sell it.”

“Good photos make my Job a dream”



3 Technology has moved on

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3 Technology has moved on

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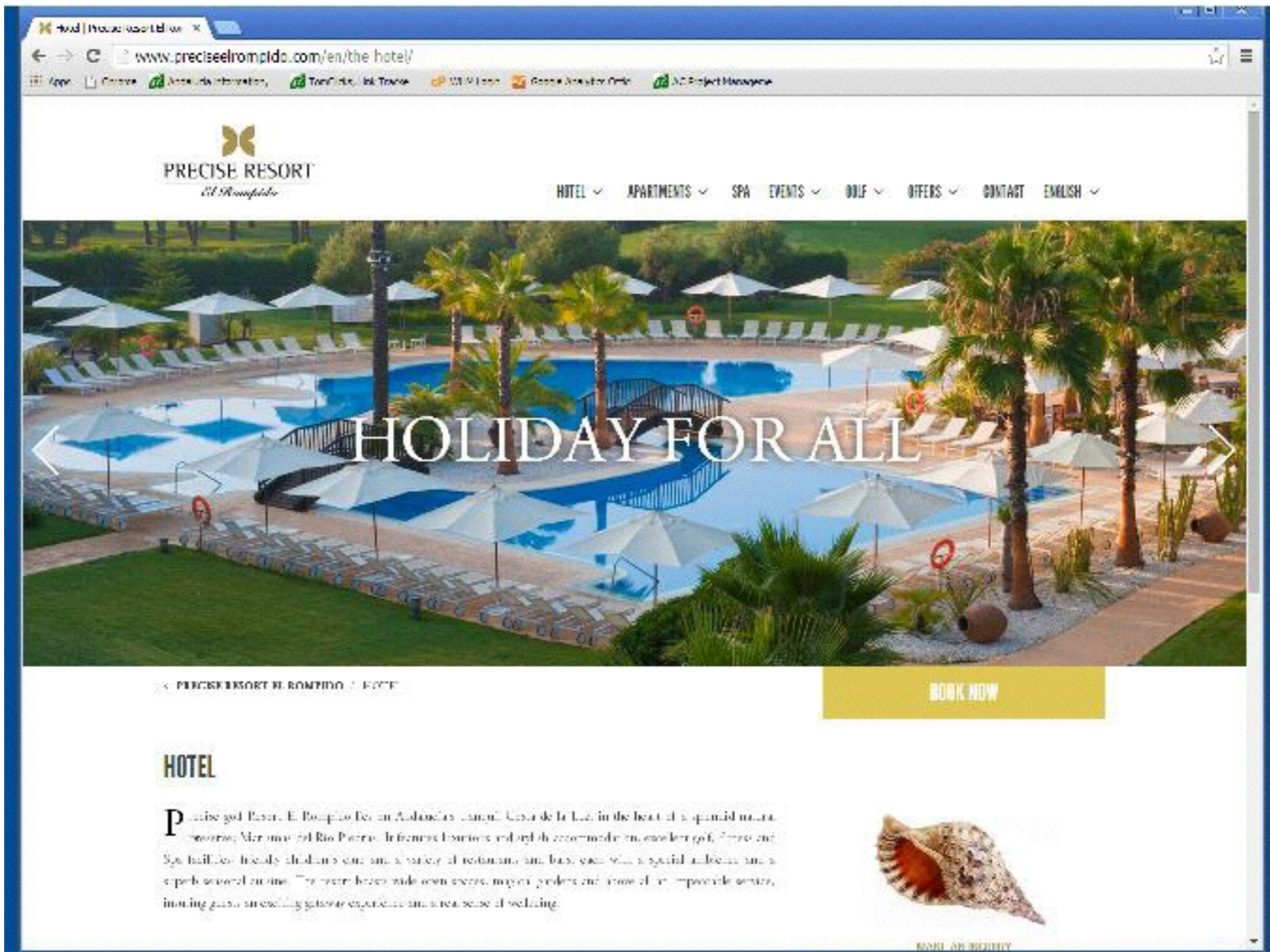
3 x 2 full frame

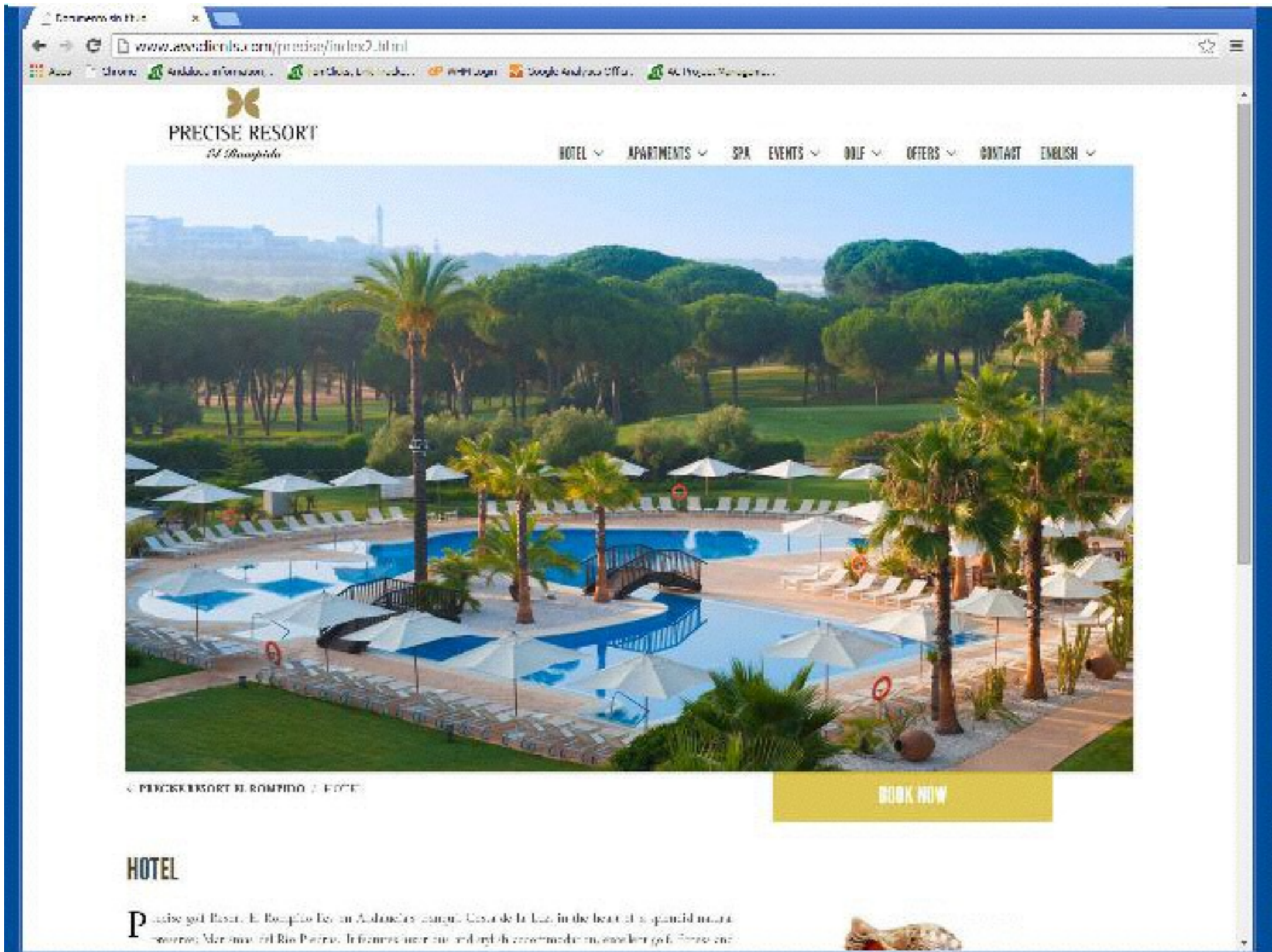
Panoramic crop

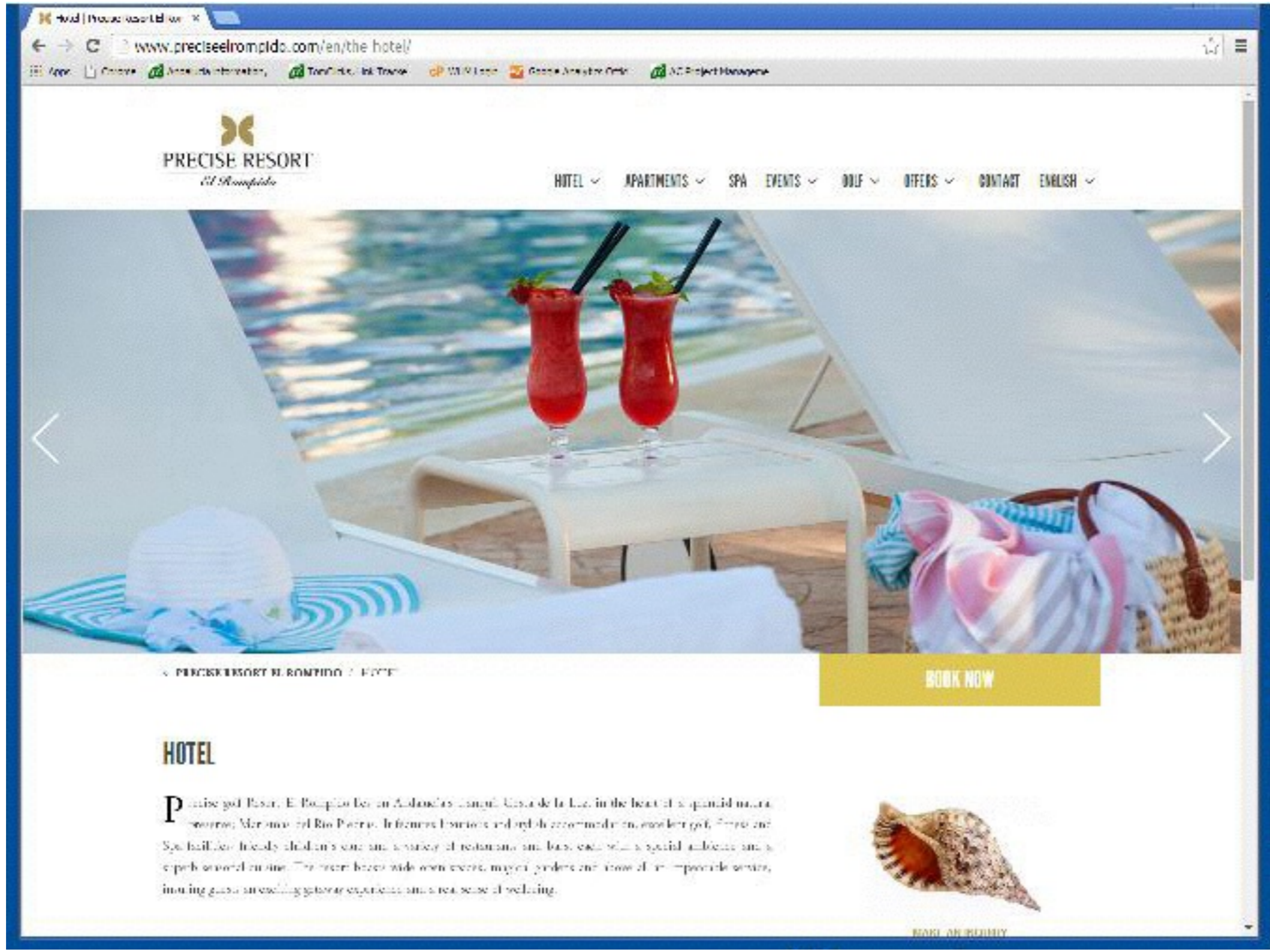


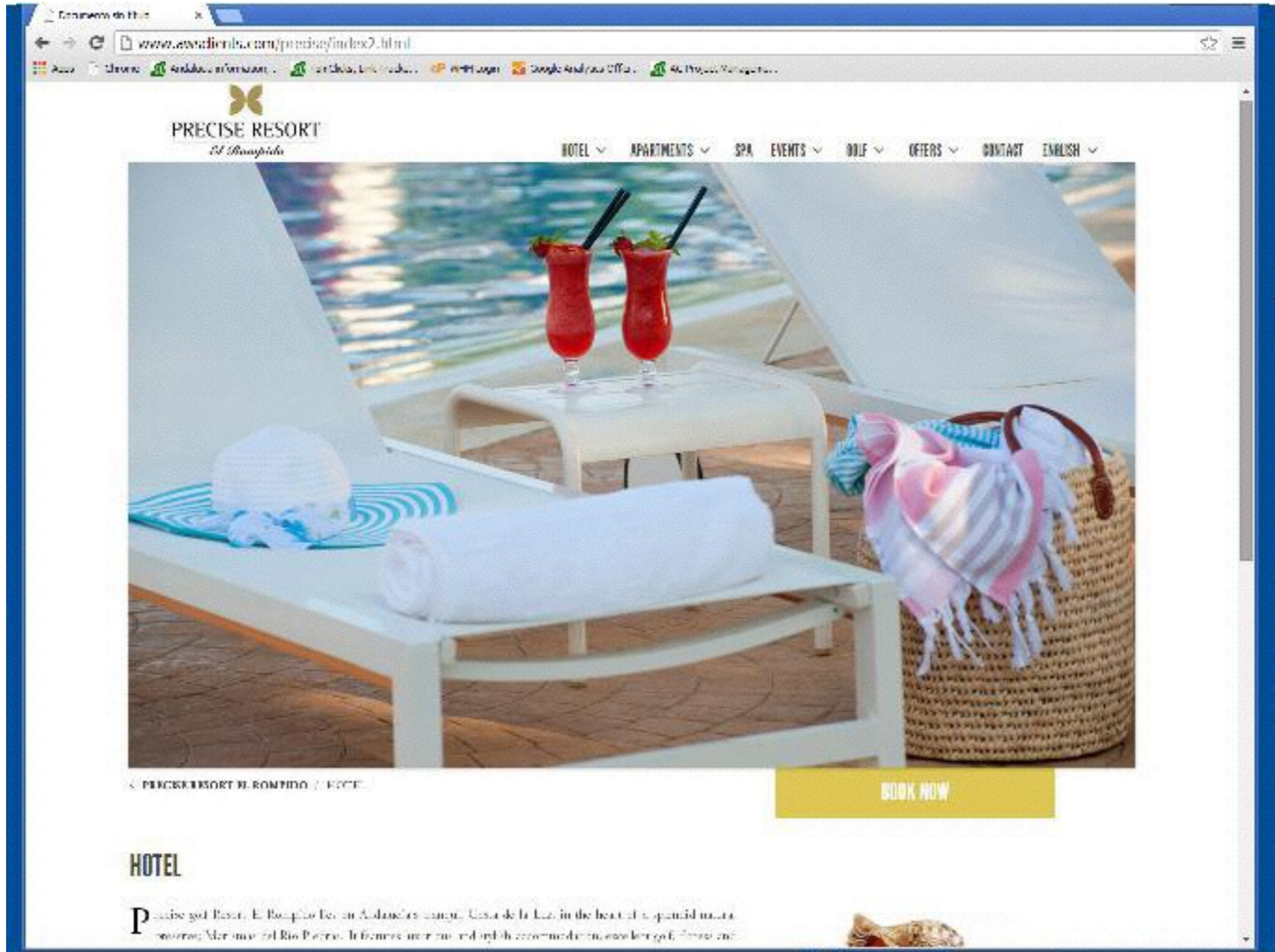


4 Aspect Ratio











[Resort Overview](#) [History](#) [Contact](#) [Choose Your Season](#)

[FEATURED PACKAGES](#)

[MAKE A RESERVATION](#)

[ACCOMMODATIONS](#) [DESTINATION](#) [RECREATION](#) [MEETINGS](#) [SPA](#) [DINING](#) [SHOPPING](#) [CELEBRATIONS](#)



MAKE A RESERVATION



WELCOME FALL

In Style



[SWEET DREAMS](#)

[MORE SUMMER FUN](#)

[TIS THE SEASON](#)



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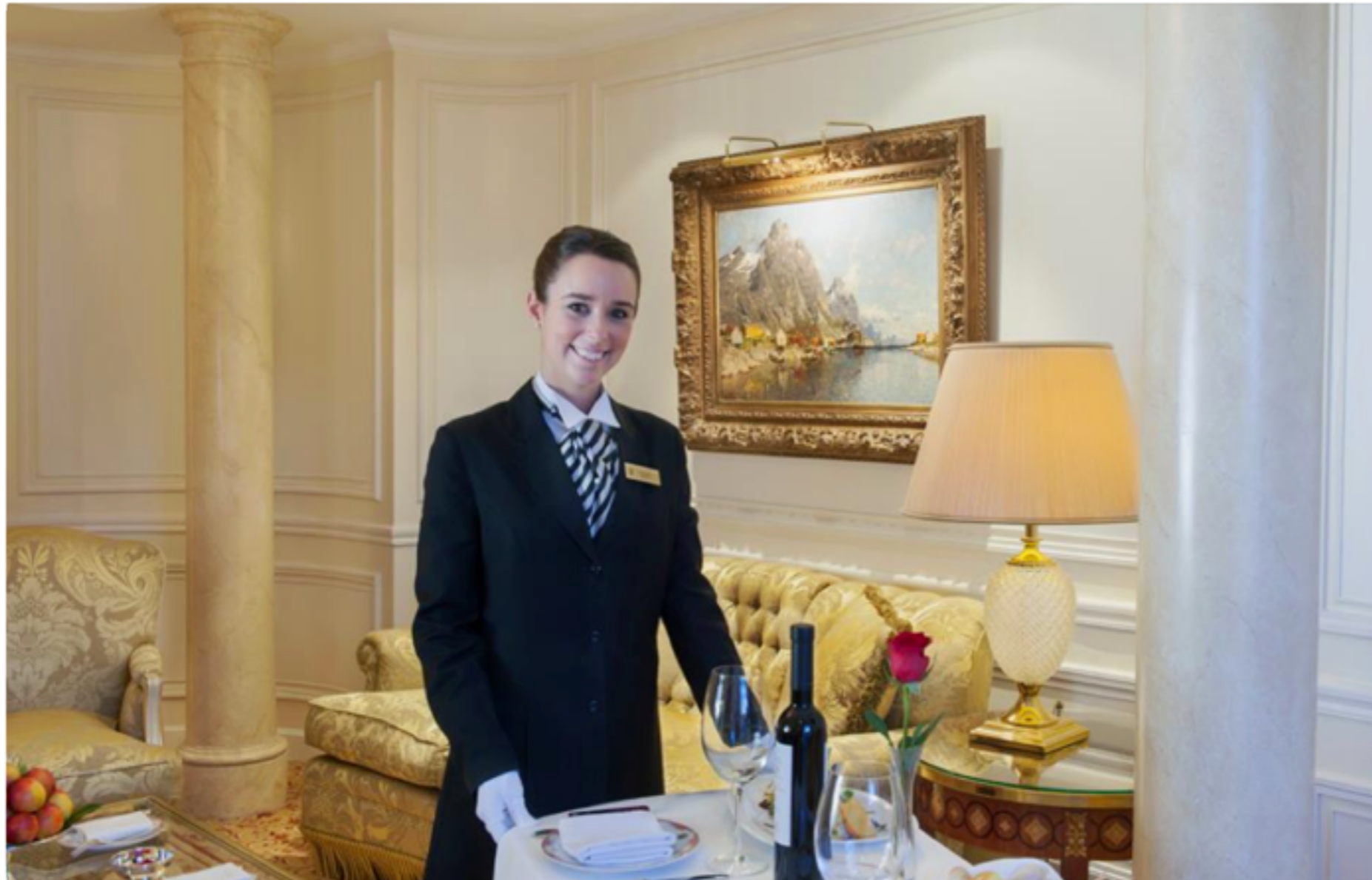


[SWEET DREAMS](#)

[MORE SUMMER FUN](#)

[TIS THE SEASON](#)





Alvear Palace Hotel
8 September · Edited

Butler Service

Like · Comment · Share

Elmec Sur, Julio Manuel Vasconsellos, Ana Carolina Bonsi and 255 others like this.

5 shares



Guillermo Román Casal Buena vida...es lo único que te llevarás

See Translation

Like · Reply · 4 · 8 September at 16:13



Fabian Garcia Oscar!!!! Si habremos disfrutado desayunos entre amigos!!!! Y después a laburar a full!!! Con la panza llena...

See Translation

Like · Reply · 1 · Yesterday at 00:32



Ubal De SanFer II Quiero ser butler 😊

Like · Reply · Yesterday at 19:25



Marta Tita Buteler seguro que es pariente mio

See Translation

Like · Reply · 1 · 8 September at 23:29



Write a comment...

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Why consumers are more likely to book, pay higher rates, spend more, and stay longer based on photos

- 1 Vision
- 2 Visual story telling
- 3 Quantity
- 4 Quality
- 5 Heritage



1 Vision

Vision



“Images are particularly useful during the initial stages of hotel research because they provide an easy, quick way for an initial evaluation of the property...”

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Darlene Rondeau
Vice President, Best Practices, Online Merchandising
Leonardo

We process images **60,000 times faster** than words and 90% of information transmitted to the brain is visual.

Therefore it goes without saying that the still photography on your website, social media pages and mobile websites should be of the highest quality.



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We are incredible at remembering pictures.

Pictures beat text, because reading is so inefficient for us.





1

Vision



1

Vision



1

Vision



10%



65%



1

Vision

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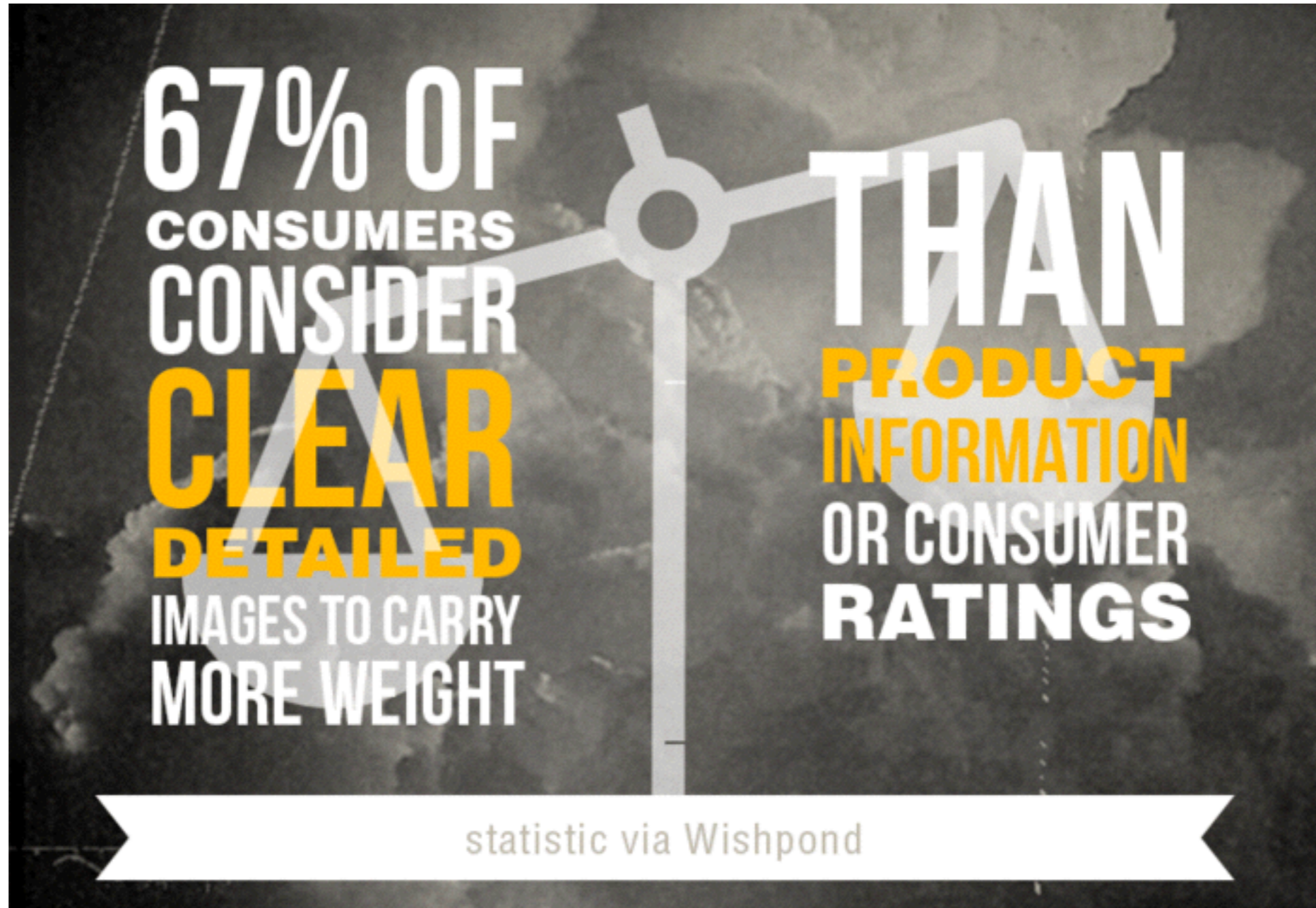
2

Visual story telling



Visual story telling

Customers crave visual stories





PhoCusWright®

MARKET RESEARCH • INDUSTRY INTELLIGENCE



PhoCusWright®

MARKET RESEARCH • INDUSTRY INTELLIGENCE

“Professional photos are used during travel shopping by almost **50%** of US online travel shoppers.....”

(PhoCusWright's Consumer Travel Report - 4th Edition)





Dreaming

The dreaming stage plants the seed that consumers need to take a trip. By capturing consumers in this stage, hotels are showing consumers that their dream vacation is a click away. If your hotel's images are high quality and up to date, consumers will remember your hotel's visuals when it's time to plan a trip.

(Alexandra Oneale, Ice Portal)



2 Visual story telling



2

Visual story telling



2

Visual story telling

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Visual story telling



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2 Visual story telling



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Visual story telling



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Visual story telling



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Visual story telling

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Quantity





Expedia®



It is important to invest appropriately in one's online brochure. **Make sure to have plenty of pictures.** This helps create more bookings and capture higher ADR.

Simple things like doubling a hotel's online pictures can result in 4.5% take-up and \$3.50 higher ADR

 **Expedia**[®] suggests



3 Quantity

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Expedia® suggests



Use **at least 20 high-quality** photos of your property.
More photos get more bookings.



Hotels.com



Hotwire



Local Expert
ACTIVITIES & EXPERIENCES BY EXPEDIA, INC.



3

Quantity



Expedia® suggests



Use **at least 20 high-quality** photos of your property.
More photos get more bookings.



Show travellers what your property has to offer.
Give us a **wide variety of photos** that display all areas – lobby
guest rooms, pool and more.



Hotels.com



venere.com

Hotwire



eLong.com

Local Expert
ACTIVITIES & EXPERIENCES BY EXPEDIA, INC.



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Show travellers what your property has to offer.
Give us a **wide variety of photos** that display all areas – lobby
guest rooms, pool and more.



Highlight what makes your rooms unique. Provide **at least 4
photos for each room type**, and don't forget the bathroom!



Booking.com

Booking.com asks for photos of bedrooms because it helps them improve conversions and higher conversion means more revenue.



Airbnb, when their founders added professionally shot images they found the conversion of those listing immediately doubled.



3

Quality

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Quality



Symptoms of low quality photography

Symptoms of low quality photography

badly made beds

out of season

flat sky

no 'essence'

photos not
straight

dark & dingy bathrooms

no focal
point

converging
verticals

wires
& mess

over
styled

'blown out'
windows

clutter

flat
lighting

no message

Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



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Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography



Symptoms of ordinary photography





4

Quality

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4

Quality



4

Quality

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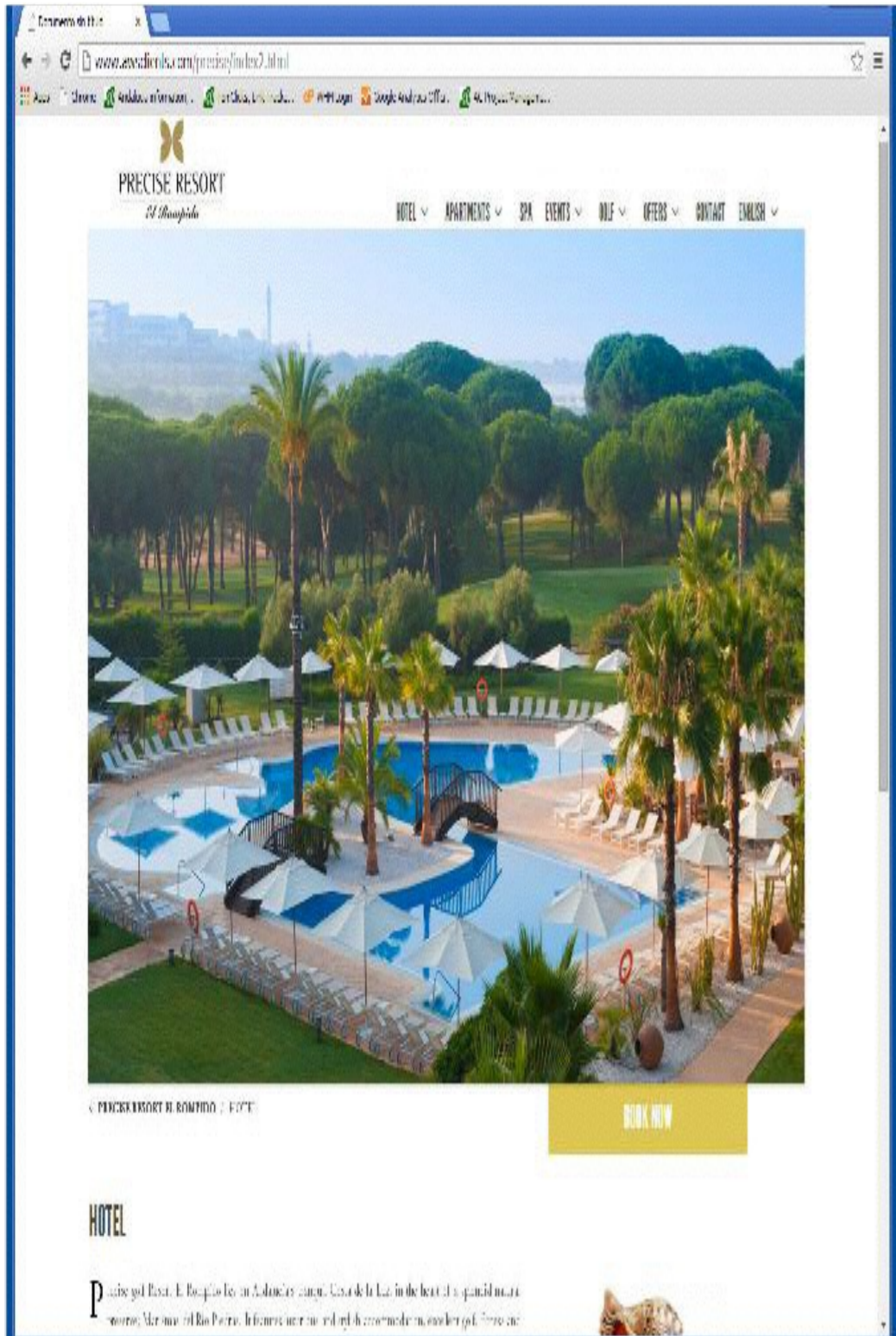




Heritage

“Luxury can be bought....history must be earned...”





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How to get more from your professional photographer

How to get more from your professional photographer

- 1 Crew
- 2 Top Tips
- 3 Archivist's Prediction
- 4 Future Trends





Photographer



Lighting Specialist



Assistant



Digital Specialist



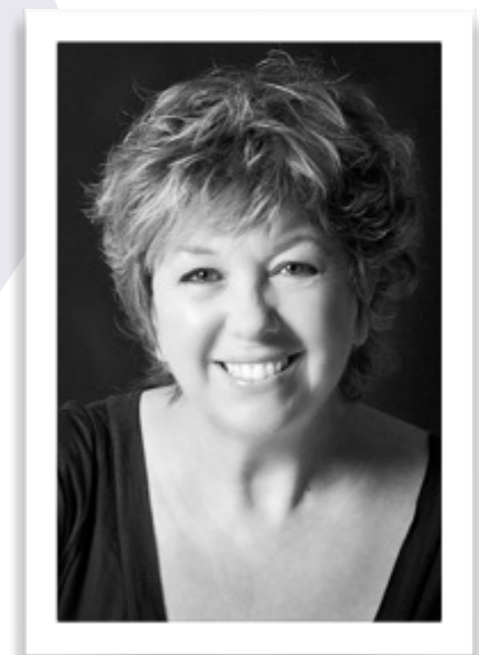
Production Assistant



Stylist



Journalist



Hair & Make Up



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Top Tips for Hoteliers

on how to prepare your next photo shoot



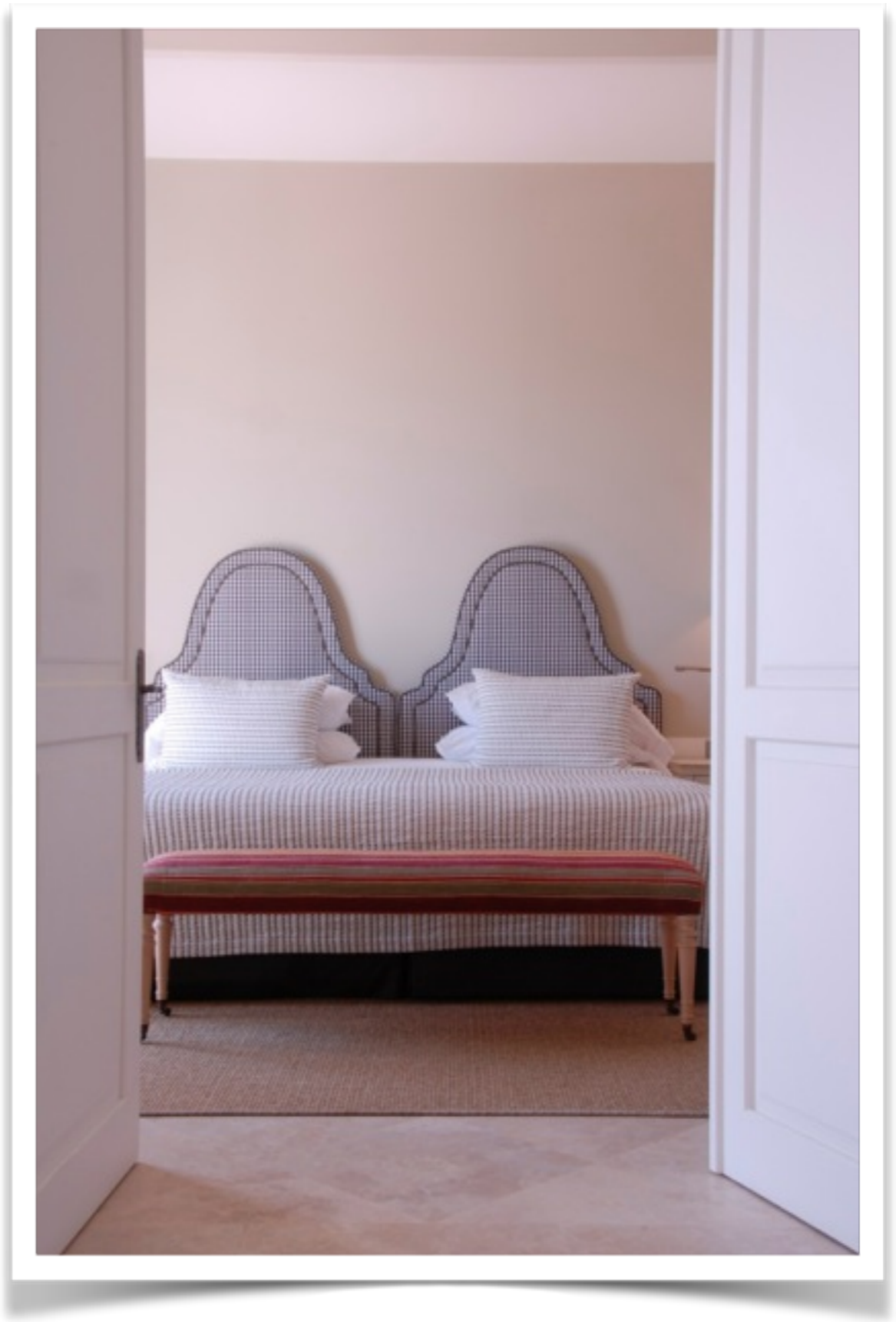
Customers Crave Visual Stories

Play your Heritage Card

Increase the revenue from your hotel website with strong visuals

HOTEL ESSENCE PHOTOGRAPHY | www.hotelessencephotography.com

Top Tips for Historic Hotels, how to prepare your next photo shoot



2 Top Tip - Essence

Essence





2 Top Tip - Essence



2 Top Tip - Essence

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2 Top Tip - Essence



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David Clarke
Head of Photography
Tate Gallery, London

predicts...

“There will be more photography available in first ten years of the last century than the present one.”

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My predictions...



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Big Photos - trend will move away from Panoramic



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Quality will improve, market driven



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Advance flash techniques



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Big data will prove the ROI



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Remember that picture when you all closed your eyes?



Consumers Crave Visual Stories: Increase the Revenue from
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Consumers Crave Visual Stories: Increase the Revenue from
your Hotel Website with Strong Visuals

Conclusion

Consumers Crave Visual Stories: Increase the Revenue from
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Conclusion

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Thank you!

Michelle Chaplow

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