

PREFERRED HOTEL GROUP WEBSITE IMAGE GUIDELINES

The better your images look, the better you look! Follow the tips and guidelines below to ensure your hotel has the best visual presence on Preferred Hotel Group's websites.

RESOLUTION & FORMAT

Images need to be a high resolution to best highlight the property. Please make sure your images are at least **1500 pixels x 1000 pixels**. Images should be of the highest resolution possible and in .jpg format.

NAMING CONVENTIONS

- Be as specific and concise as possible.
- Do not leave default/non-descript naming conventions.
- Instead of "guest room" say "Superior Room" or "Junior Suite."
- Use specific restaurant names versus "dining" or "restaurant."
- Do not include the hotel name in the caption.
- Do not use file extensions in the captions.

IMAGE BEST PRACTICES

- Select as many horizontal-oriented images as possible for best website display.
- Do not submit photos that include models or guests in the image.
- Avoid sending artist renderings unless no images are available yet.

SUBMITTING IMAGES

Do not send images directly in email messages. The image file sizes are too large and cause send/receive failures. Send all images through WeTransfer or Dropbox, to recipient images@preferredhotelgroup.com, with the hotel information included. You will receive a confirmation receipt from images@preferredhotelgroup.com when we receive the link.

Preferred Hotel Group editors may decline your image submissions if they do not meet the standards outlined above. You may [contact us](#) if you have any questions about image requirements.

P R E F E R R E D H O T E L G R O U P™



Preferred
HOTELS & RESORTS

SUMMIT
HOTELS & RESORTS

STERLING
HOTELS™

SUMMIT
SERVICED RESIDENCES

STERLING
DESIGN™

Preferred
RESIDENCES™

Preferred
BOUTIQUE™



P PREFERRED
GOLF™

PREFERRED
PRIDE

HISTORIC HOTELS
of AMERICA
NATIONAL TRUST FOR HISTORIC PRESERVATION

 Historic
HOTELS WORLDWIDE

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