

# PHOTOGRAPHY GUIDELINES FOR AURA BY TRANSCORP HOTELS

A host's guide to taking amazing that stand pictures out



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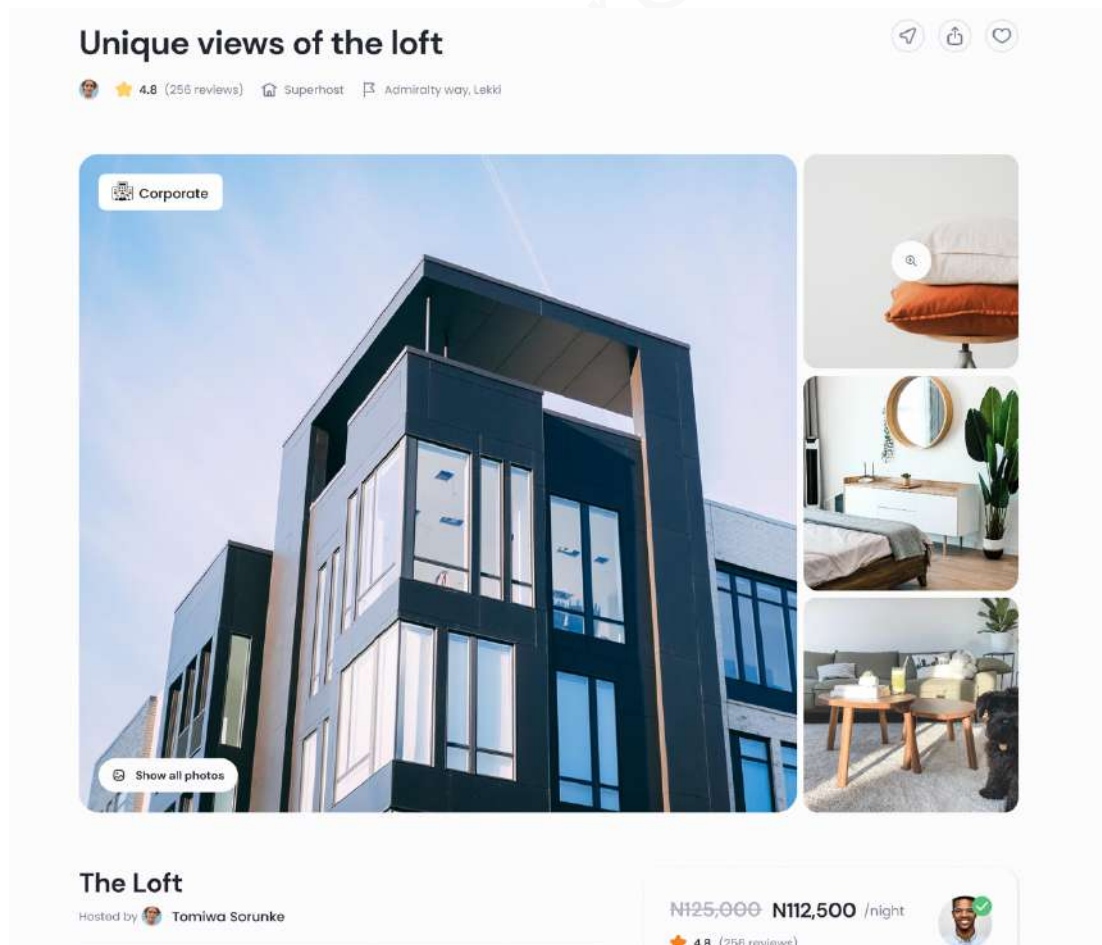
# Introduction

## Why Photography Guidelines for Hosts ?

Photos can tell a million stories. Many say it is the gateway to other realities. Pictures in our line of business can either make or break a new business relationship. It is with this key objective that your photos as a host on a platform, need to be perfect. Your pictures will allow potential guests imagine the experience with you and encourage them to book. Hence, we have created simple guidelines to creating your own perfect photo story.

## Where Do You Start?

Start with capturing the required shots of your listings (home, experience, or restaurant). Be sure to consider right angles and good lighting. You only need a few perfect shots. Our overview page will display your cover photo then a slideshow of additional photos once selected by potential guests.



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# Photography Requirements

## a. Quick Check List



**Photography Guideline**

Quick Check List	 <b>Homes/Hotels</b>	 <b>Restaurant</b>	 <b>Experiences</b>
2 Exterior Shots	✓	✓	✓
2 Wide Angle Shots of Unique Selling Points	✓	✓	✓
Upload at least 15 photos	✓	✓	✓
Upload at least 15 photos	✓	✓	✓
Capture at least 75% of each room.	✓	✓	✓
Capture daytime photos with support of natural light.	✓	✓	✓
Capture nighttime photos.	✓	✓	✓

## b. Hotel & Apartments

i. Show at least 2 exterior shots of the property exterior in natural light and night light

ii. Show room pictures as follows for each room type:

- ¥ 1 wide angle photo of the bedroom showing the bed as focal point !
- ¥ 1 wide angle photo of the bedroom showing up to 75% of the room !
- ¥ 2 wide angle photos of the sitting room (if any) or seating arrangements from different angles !
- ¥ Wide angle photo of the TV and /or dining area .!
- ¥ Photo of the work desk or reading area for business travel !
- ¥ 2 wide angle photos of the kitchen or Kitchenette if any (For apartment hotels) !
- ¥ At least 2 photos of the bathroom and toilets area !

iii. Capture Unique Selling Point .

a. A Minimum of 2 wide angled pictures of the unique selling points of the place

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The Unique Selling Point of a listing refers to features of a hotel or apartment that the establishment is known for. A feature that sets it apart from the rest. Unique selling points include décor theme, artwork, workspaces, wall art, sculptures, fountains and more listed below.

- !! Gym
- !! Swimming pool
- !! Restaurants
- !! Halls
- !! Business centres and workspaces if available
- !! Other places of interest like ornate staircase, entrance foyer etc

## Hotel and Apartment tips in Summary

- o! Capture corner view photos to allow guests see an overview of your space.
- o! Capture 2 photos showing at least 75% of each room from two angles !
- o! Upload at least 15 photos.
- o! Your photos must include, living room, bedrooms, kitchen, bathroom, yard (if any), front door, gym, pool, restaurant, spa and other facilities that serve as unique selling points using the guide above.
- o! Capture clear photos using day light with the support of natural light .
- o! Capture nighttime photos to showcase the nighttime ambience. Do ensure its well lit for quality pictures



Living Room



Dining Room



Front View of House



Kitchen



Bathroom



Back yard

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## c. Restaurants

- i. Capture 2 wide -angled shots of the entrance in day light and Night light
- ii. Upload at least 15 photos covering the following:
  - 2 wide angle photos of all dining spaces showing the room as focal point !
  - 2 wide angle photos of the bar showing up to 75% of the room !
  - 2 wide angle photos of the outdoor space or decor if any or seating arrangements from different angles !
  - 2 wide angle photos of the entertainment area !
  - 2 photos of the entrance and any other aesthetic corners of the restaurant or reading area for business travel !
  - 2 wide angle photos of the kitchen .!
  - At least 2 photos of the bathroom and toilets area !
  - Photos of the menu and food (exclusive of the previous 15 photos) !
- xi. Show Unique Selling Points including:
  - o! Art
  - o! Fountain/Pool
  - o! Garden
  - o! Photo wall
  - o! Décor Theme
  - o! Games etc.

## Restaurant tips in Summary

- o! Capture wide view photos to allow potential guests see an overview of your restaurant .
- o! Capture 2 photos showing at least 75% of each part of your restaurant showing 2 angles.
- o! Ensure the décor and ambience is well captured using natural light or assisted lighting at night .
- o! Upload at least 15 photos of your restaurant, excluding menu photos.
- o! Capture both daytime & nighttime photos
- o! Your menu should have a uniform background.
- o! Your photos must include, reception/entrance/ dining area, bar , kitchen , outdoor space , entrance space and unique selling points .

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## d. Experiences

- i. Capture 4 wide angle photos of your experience and its location to allow potential guests see an overview of your venue, trips or experience.
- ii. Capture at least 2 photos each of the entrance and exits of your experience.
- iii. Capture your guests enjoying your experience
- iv. Upload at least 1-5 photos of your experience.
- v. If your experience takes place in multiple cities or locations, capture and upload pictures of all the stops.
- vi. Capture 2 photos each of services provided during your experience i.e food, transport, games, safety tools, spa, beach, rides, classrooms or as applicable.
- vii. Your pictures should not contain stock or internet photographs.
- viii. Your photos should be bright and clear.
- ix. Capture daytime photographs for daytime experiences.
- x. Capture nighttime photographs for nighttime experiences
- xi. Capture both daytime and nighttime photographs for experiences that happen both during the day and at night.

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## Photography Tips ; Dos and Don'ts

1. Show a wide variety of details and angles. Photos should include a good view of different parts of your listing.

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