

Look & Feel



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Tourlane's Image Look is an important part of visual communication. The images give an insight into the wonderful journeys and make the viewer curious for more. The images exude a warm, positive and colorful character. It is important to ensure that the images are captured with enough light.

However, this does not mean high contrast with frayed areas, rather a natural exposure and organic feel. The subject should be cropped in an interesting way so that the viewer is drawn to what should be in focus.

Watch outs:

- Real, authentic
- Snapshots, surprise moments, not too staged
- No posing, people are exploring and in the moment
- Landscape look real and inviting



Color Grading

Images that are not briefed or coming from content creators have to be adjusted regarding Tourlanes visual language. Most time images from stock are oversaturated, therefore the first step is to reduce the saturation.

Colors in general
too strong

Looks unreal and
not authentic



Colors too intense, over saturated, looks fake and not authentic / real
Language does not fit to Tourlane but rather Tui or other travel suppliers.

Keep colors
(Should not look grey)



Take out saturation, but keep enough colors and saturation that the landscape still feels alive. In this way we create a more editorial, luxurious visual language.

More natural

Lower saturation

Color Grading

Images that are not briefed or coming from content creators have to be adjusted regarding Tourlanes visual language. Most time images from stock are over- or under saturated, therefore the first step is to reduce the saturation or strengthen the contrast.

Yellow filter
Too desaturated



Colors too saturated and yellow. The overall image looks to analog and unclear.

Less yellow,
desaturated

More contrast

More colors



Higher saturation and contrast, adding back colors and reduce yellow filter.
If image is not adjustable from the color settings please choose another image option.

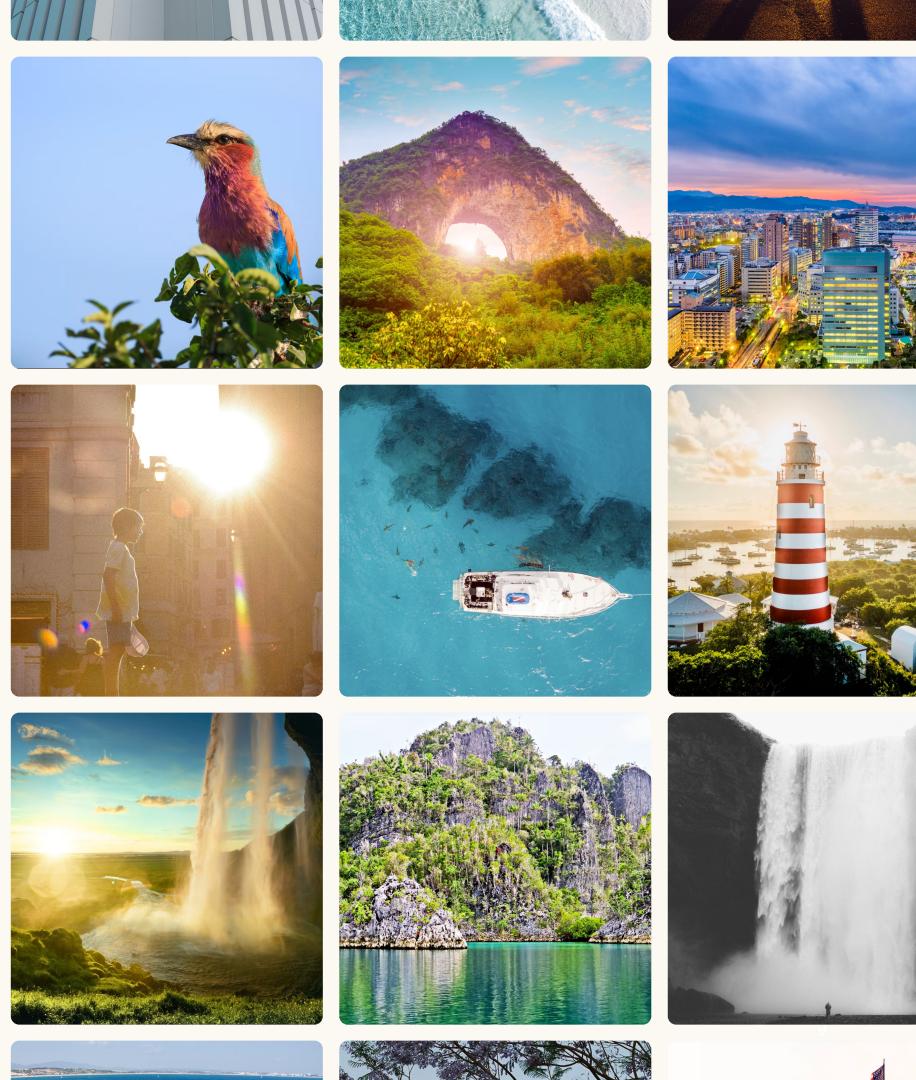
Imagery

Dont's

In order to create a coherent style, it is important that all images take the aforementioned aspects into account.

To better understand this, here are some examples of what not to do.

- No desaturated or grayscale images
- No overly grey or drab settings
- No pictures with flash, overexposed images
- No wide angle photography
- No black and white photography
- No over-saturated coloring that makes it unnatural
- No pictures with long exposure
- No bird or drone perspective
- No extreme mirror effects in water or too high in contrast
- No images without a background (animal / bird)
- No unclear, uninteresting and unclear destination
- No images without content storytelling
(e.g. unknown buildings)
- No pictures that show overcrowded central squares



Dont's

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- No stock images with typical poses, gazing into the distance
- No cliché images that look like typical influencer trips
- No bathing travelers
- No pictures that show overcrowded central squares
- No selfies, no nudity, no sexy poses
- Avoid non flattering perspective for traveller
- No backlit images
- No black and white photography
- No unsharp, blurred portraits or landscapes



A wide-angle photograph of a coastal scene at sunrise. The sky is a pale yellow-orange, transitioning to a darker blue towards the horizon. The ocean is filled with white-capped waves crashing against a dark, rocky shoreline. In the upper right, a large, dark cliff face rises from the water. A small, isolated house is visible on the cliff. The foreground is dark, silhouetted vegetation.

Light - sunrise

Light / daytime

Lighting plays a key role in creating authentic and inviting imagery, emphasizing the customized travel experience. It should feel natural, soft, and balanced—whether it's the gentle glow of sunrise or the clarity of daylight. Harsh contrasts and artificial-looking lighting should be avoided to maintain a genuine, high-quality aesthetic.

A warm, slightly hazy look may be applied through minor image processing to enhance the atmosphere. **The focus should be on daytime imagery (~90%),** with select evening or nighttime shots. Daylight visuals offer a clearer, more inviting impression of the destination and generally convey a more positive, inspiring mood. Studio images should be avoided in favor of natural light to ensure authenticity.

The sky can include some cloud variety, as long as it's not overly messy, stormy, or dark.



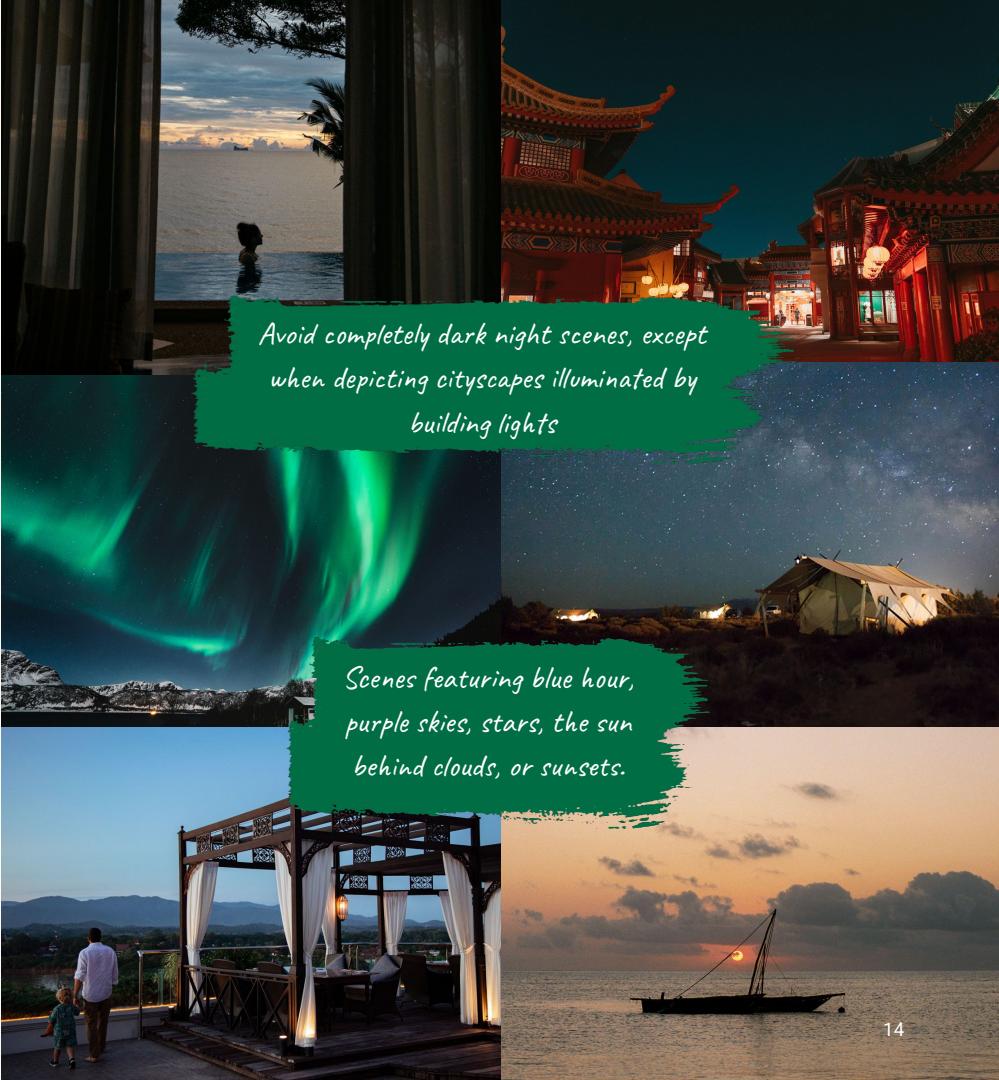
A photograph of a sunset over the ocean. The sky is a gradient from dark blue at the top to bright orange and yellow near the horizon. The ocean waves are visible in the foreground, crashing onto a dark, sandy beach. Three silhouetted figures are standing on the right side of the beach, facing the sea. The text "Light - sundown" is overlaid in the center-left area.

Light - sundown

Light / night

Night and sundown lighting should maintain clarity and authenticity while preserving the beauty of the scene. Whether capturing landscapes, people, animals, or cityscapes, the details should remain crisp and well-defined. The images should avoid excessive darkness, grain, or motion blur, ensuring that every element is clearly visible and realistic. Artificial lighting may be used subtly to enhance visibility, but the overall mood should feel natural and true to life—never overly processed or stylized. The goal is to create striking, atmospheric images that remain sharp and visually compelling, even in low-light conditions.

People should remain visible, much like the surrounding scenery or context – the image should still be understandable, even if it conveys a nighttime atmosphere.



Avoid completely dark night scenes, except when depicting cityscapes illuminated by building lights

Scenes featuring blue hour, purple skies, stars, the sun behind clouds, or sunsets.

A wide-angle photograph of a mountainous landscape. The foreground is filled with lush green vegetation, including small shrubs and grasses. In the middle ground, several hills rise, their slopes covered in a mix of green and brown vegetation, suggesting a transition between forest and open land. The background features larger, more rugged mountains, their peaks partially obscured by a layer of white and grey clouds. The overall scene is one of natural beauty and tranquility.

Landscapes

Landscapes

The image should evoke a sense of adventure and inspire a deep desire to explore the world. It should draw the viewer into the destination, making them feel as if they are already there. Tourlane travelers go beyond the ordinary, seeking experiences that are personal, unique, and far from mass tourism. Vast landscapes, endless beaches, and breathtaking scenery should create a sense of depth and immersion, capturing the essence of an unforgettable journey.

When selecting images, avoid bird's-eye or drone perspectives, as they can feel detached and impersonal. Our goal is to create a sense of presence and connection with the viewer. Similarly, wide-angle shots should be avoided, as they often distort the scene and can make destinations appear less authentic. Instead, prioritize natural, immersive viewpoints that reflect the true experience of being there.



A wide-angle photograph of the Golden Gate Bridge in San Francisco. The bridge's iconic red towers stand tall against a hazy, warm-toned sky. The towers are connected by a network of cables and support a roadway filled with cars. In the distance, the city of San Francisco is visible across the water, its buildings appearing as a dark silhouette. The foreground is partially obscured by green, out-of-focus foliage.

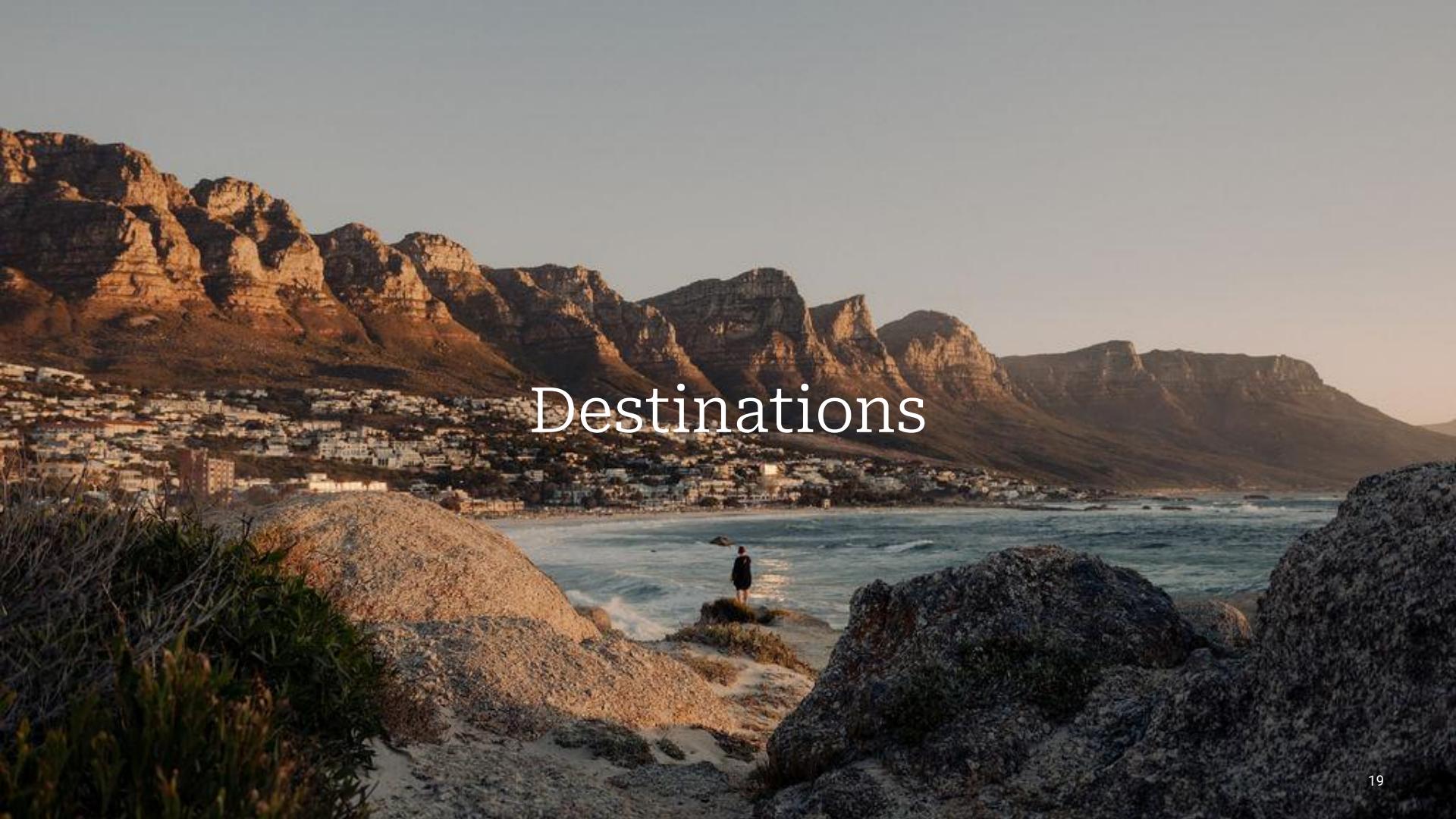
Cityscapes

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A wide-angle photograph of a coastal scene. In the background, a range of mountains with distinct ridges is visible, their peaks partially obscured by a hazy sky. Below the mountains, a town with numerous buildings is built along a hillside overlooking the ocean. In the foreground, a person stands on a rocky shoreline, facing the water. The beach is sandy and dotted with large rocks. The overall atmosphere is serene and suggests a popular travel destination.

Destinations

Destinations

Images can be obtained from stock websites (istockphoto, Adobe Stock, Gettyimages and unsplash) or ideally from our content creators, influencers and travel experts. Images must depict locations a customer could book a trip to, therefore AI generated images are not permitted.



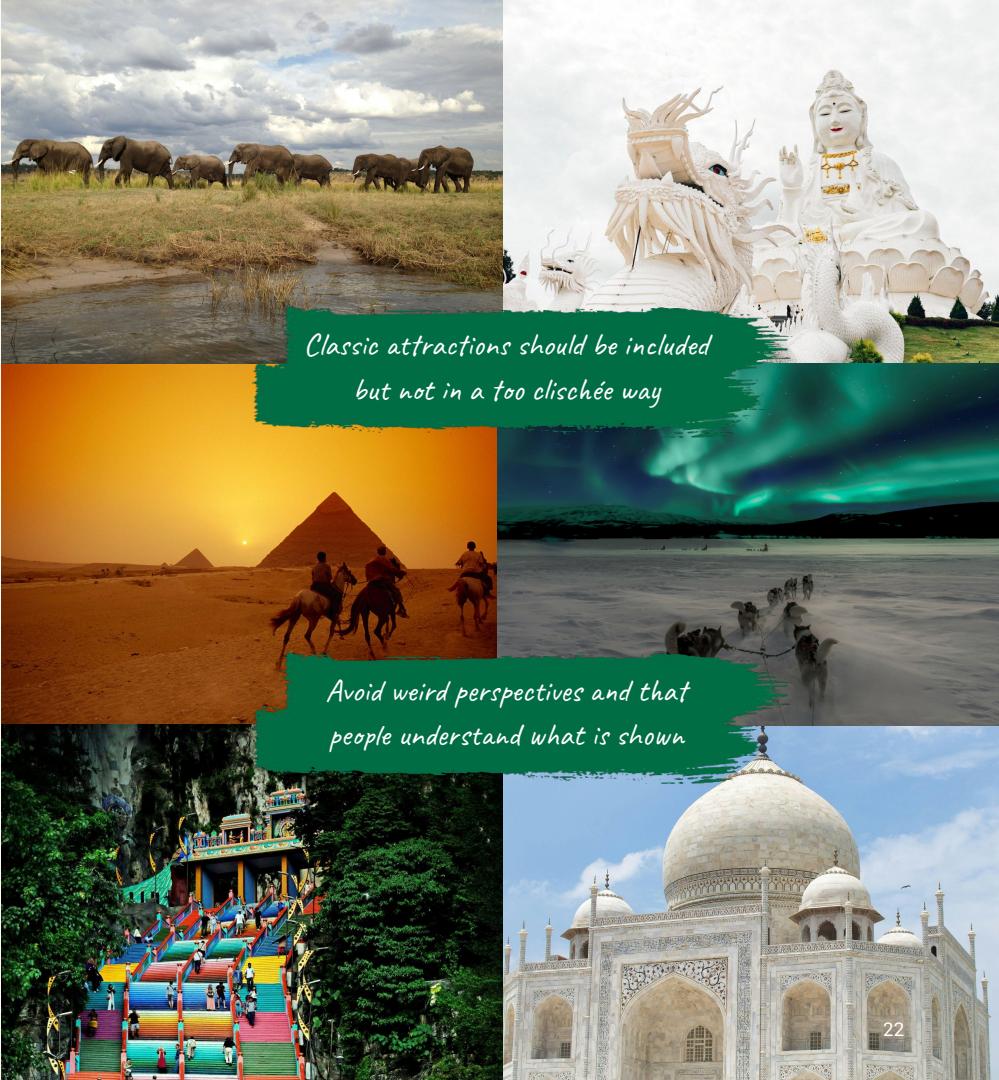
A photograph of the Terracotta Army in Xian, China. The image shows numerous life-sized terracotta figures of soldiers and horses arranged in rows. The figures are made of greyish-brown clay and are wearing detailed armor and uniforms. They are positioned in front of a rocky, earthy background.

Attractions

Attractions

The picture should inspire and make you want to travel and explore the world. It should already absorb the viewer into the destination of travel. Tourlane travellers travel beyond the ordinary. It is not mass tourism but an uniquely individual and personal travel experience and memory.

Showcase special, unique attractions other travel suppliers are not offering e.g. a picnic under the stars



Classic attractions should be included
but not in a too cliché way

Avoid weird perspectives and that people understand what is shown

A photograph of a tropical beach scene. In the foreground, a white sandy beach meets a low, dry-stacked stone wall. A single palm tree stands prominently on the left, leaning towards the right. To its right, a dark wooden deck with a white-cushioned bench is partially visible. In the middle ground, a small, traditional outrigger boat with a single mast is anchored near the shore. The water is a clear, turquoise-blue, transitioning to a darker shade further out. The sky is a bright, clear blue with a few wispy clouds on the horizon.

Accommodations

Accommodations

Images of accommodations must spark the desire to travel—inviting the viewer to imagine themselves already there, surrounded by beauty, comfort, and authenticity. Tourlane travellers go beyond the ordinary; they seek experiences that are deeply individual, not mass tourism. Every image should echo this philosophy.

When capturing accommodation, focus on what makes the place truly special. Is it tucked beside a pristine beach? Does it feature an open-air bathtub with a jungle view, a lush garden perfect for unwinding, or a spacious king-size bed designed for luxurious rest? Perhaps it's the unforgettable view from a hillside villa as the sun sets below the horizon.

Watch outs:

- Showcase what makes this accommodation so extraordinary and special (is it next to the beach, has it the most beautiful bathtub or extra large kingsize bed, has it the most beautiful garden to chill in or the most stunning view from the top to the sundown).



Not too standard and with interesting and breathtaking perspectives.

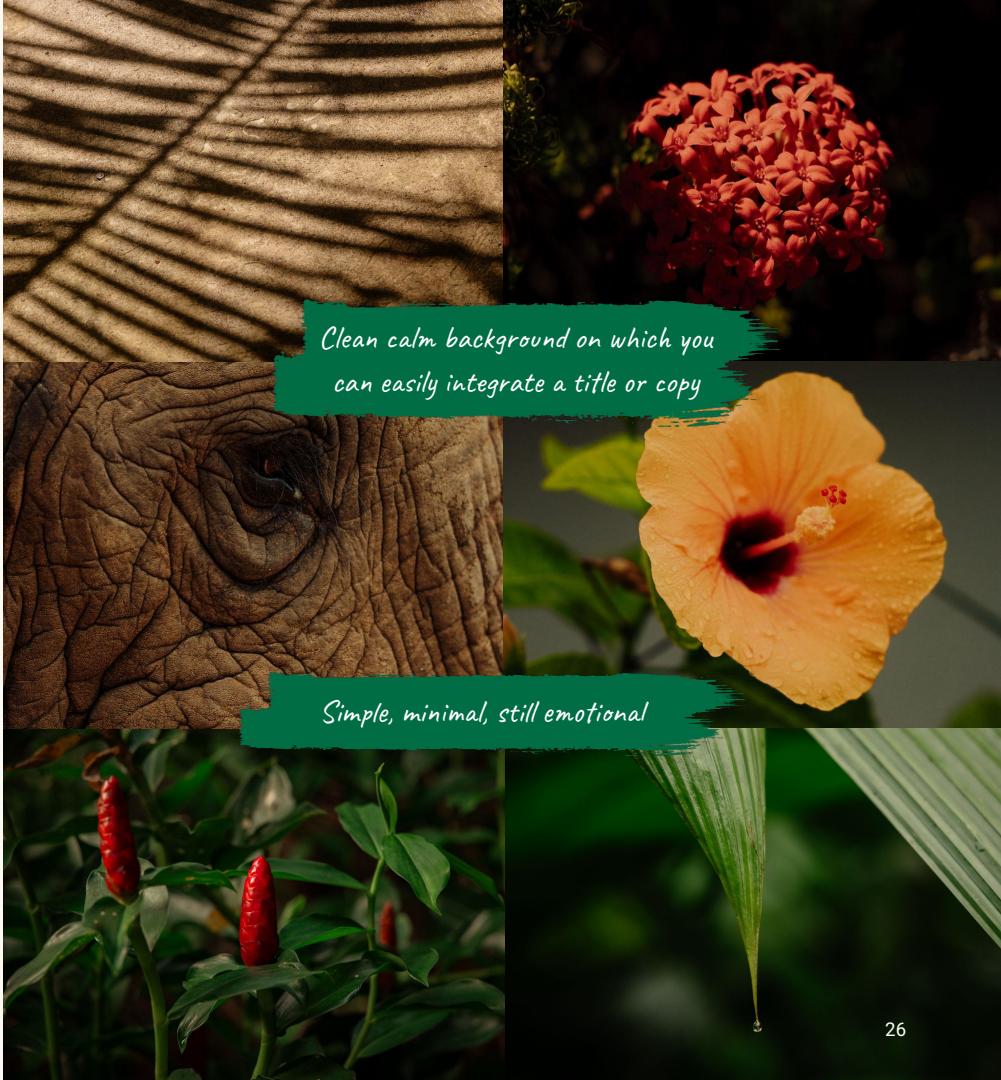
Not too dark and in general clean rooms that stay authentic and not staged..

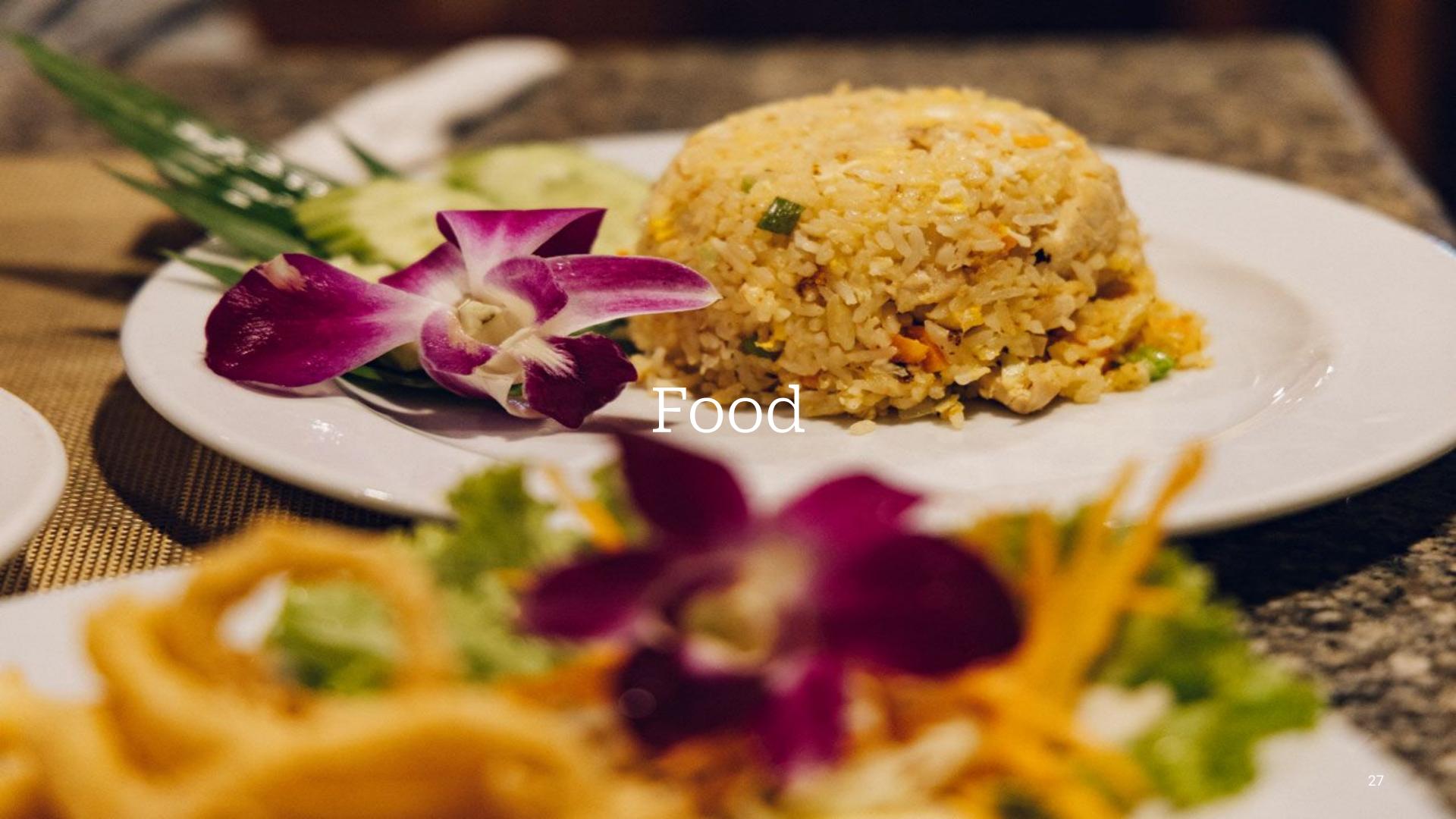
A close-up photograph of tropical foliage, featuring large, broad leaves with deep red veins and edges, set against a dark, out-of-focus background.

Abstract nature

Abstract / nature

These images are ideal for statement slides, providing a visually calm yet impactful backdrop for strong messaging. By using subtle and well-balanced visuals, the focus remains on the statement while still evoking the right emotions. The background should enhance the message rather than compete with it, ensuring clarity and a cohesive design.





Food

Food / dishes

Food images should feel like a journey of their own—whether it's tasting fresh local specialties at a bustling market or enjoying a beautifully prepared dinner at the hotel. They should capture the essence of the destination, evoking flavors, culture, and authenticity. The food should look irresistibly delicious, inviting the viewer to savor every bite.

Watch outs:

- Good light, not too dark
- Sharp and clear image
- Fresh vegetables
- Clean desk
- From dinner tables - to market situations

*The composing of the food should look special
as well - not standard hotel plate*





Culture & Arts

Culture / art

Each location or destination wants to be explored also from the cultural or art aspect. From traditions, clothing & fashion, feasts or celebrations. The heritage is a travel to explore as well. And maybe something you can take home as a memory in the way of home decor, something beautiful to wear or just the pure memory.

Avoid stereotypes or cultural clichés: Don't reduce cultures to costumes, symbols, or tropes. Show real, contemporary life with nuance and context.

Don't show people in exploitative ways: Avoid using images of hardship, poverty, or vulnerable individuals to create emotional appeal. Respect consent and dignity.

Communities are not tourist attractions: Be mindful when featuring underprivileged areas — these are homes, not sights. Avoid framing them as experiences.

Encourage cultural understanding: Focus on what travelers can learn from a destination — its people, history, and values — rather than what they can "consume."



A photograph of a savanna landscape featuring several elephants. In the foreground, a large elephant is facing right, its trunk partially extended. To its left, another elephant is seen from behind, also facing right. A third elephant is partially visible on the far right. The background is filled with green acacia trees and palm trees under a clear sky.

Animals

Animals

If you want to include animal images watch out that the pictures show the animal in free environment. Mostly they should be shown from the distance in viewer / observer perspective similar to the moment you actually experience a safari for example. Sometimes the interaction of human and animal can be shown, just be sensitive that the picture is not controversial.

*No animal abuse for tourist attraction –
Does the animal look healthy and free ?*



Animals + people

To integrate human interaction with wildlife thoughtfully, the focus should be on respectful observation rather than intrusion. Both narrative and imagery should evoke the quiet awe of encountering animals in their natural habitats—similar to a safari or remote hike—where humans are distant observers, not participants.

Visuals should show wildlife in free, untouched environments. When people appear, it should highlight reverence and restraint, avoiding any signs of captivity or disturbance. Occasional subtle interactions, like a shared glance or still moment, can be included if they feel natural and non-invasive.

The overall tone is one of humility and wonder, emphasizing the privilege of witnessing wildlife while reinforcing messages of conservation and respect.

Overall this counts for all animals: Wildlife and domestic or farm animals such cats, dogs, horses, cows, goats.



A photograph showing a group of people from behind, sitting in a small boat on a narrow river. They are wearing orange life jackets. The river is flanked by dense tropical vegetation, including large palm trees and various leafy plants. The sky is bright and overexposed.

Activities

Activities

These images should express the experiences the travellers have while being on their destination. Starting with hobbies such as hiking, surfing, snorkeling, skiing, sailing it can also include some more special activities such as diving with sharks or turtles, bathing in thermal pools or simply doing a safari.



A photograph of a couple sitting on a rocky ledge overlooking a body of water. The man is on the left, wearing a white t-shirt and shorts, and the woman is on the right, wearing a white bikini top and shorts. They are facing each other. In the background, there is a large, light-colored cliff face with some greenery and a house built into it. To the left, there is a stone building with a dark door. The water is a vibrant turquoise color.

People / Traveller

People / Traveller

Whenever possible, the focus of the image should be on the travel destination, not on people. To not give the impression of travellers lost in a vast landscape, people can be part of the foreground. They are always facing away from us nevertheless because they do not pose for a photo, they experience, enjoy or explore their destination. In general the photo should have a warm and friendly scene, and include a radiate positivity with vibrant, colorful surroundings.

The photos are not staged or fake but express a real special movement in which you follow the traveller in observation mode.



The focus is always on the destination, not on the people / traveller.

People / Family

These images should express the experiences travelers have while at their destination. From hobbies like hiking, surfing, snorkeling, skiing, and sailing to more unique adventures such as diving with sharks or turtles, bathing in thermal pools, or going on safari—each moment should reflect the joy of discovery. This also includes families traveling with kids, showcasing how effortlessly and worry-free these journeys can be, while inspiring children with meaningful, unforgettable encounters with nature and culture.



*Families look relax and
enjoying the adventure together
without worries.*

*The kids are in explorer
mood investigating and
full of wondering*

Experienced couple

These images should reflect the meaningful experiences of an experienced couple exploring the world together. Whether it's hiking through scenic trails, sailing along quiet coastlines, snorkeling in secluded bays, or skiing in peaceful alpine landscapes, the focus is on shared moments and the joy of discovery. More distinctive activities—like diving with turtles, bathing in thermal pools, or witnessing wildlife on safari—highlight their desire for immersive, enriching travel. The imagery should convey a sense of ease, connection, and appreciation for quality time spent together in extraordinary places.

