



Marriott.com Hotel Website Required/Standard Photos

OBJECTIVES

The objective of providing property-specific photography for your Marriott.com Hotel Website is to differentiate your hotel by conveying its features, including décor, amenities, benefits, and attractions while also conveying the brand voice and positioning for the hotel. Use your photographs to showcase what is unique and noteworthy about your hotel and its surrounding area.

The information provided below is designed to help you understand what images are required for your brand and your hotel website. How each area that should be photographed is outlined below – you are encouraged to share this information with your photographer to ensure that each area is shot to maximize the marketing value of the image.

To prepare for your shoot and ensure your property is looking its best when the photographer arrives, hotels should also follow the steps outlined in the CFRST Marriott.com **Hotel Website Photography Toolkit – Lights! Camera! Action!** The photo shoot should produce the highest quality images to support a comprehensive marketing communications effort, and following the guidelines in this document and in the toolkit will help in creating a successful photo shoot.

REQUIRED MARRIOTT.COM HOTEL WEBSITE PHOTOGRAPHS

Below are the required images for Fairfield Inn & Suites Marriott.com hotel website property pages. Refer to the **CFRST Marriott.com Hotel Website Photography** brand standard for additional information.

1. Exterior
2. Lobby (featuring seating areas and fireplace or water feature)
3. Lobby (featuring the front desk)
4. Breakfast Area
5. The Market (if applicable)
6. King Guest Room*
7. Double Guest Room*
8. Suite*
9. Guest Bathroom (highlight amenities)
10. Business Center/Lobby PC area (if applicable)
11. The Market
12. Pool
12. Fitness Center (if applicable)
13. Meeting Room (if applicable)

*Hotels must illustrate each room based on inventoried hotel room pools in MARSHA and have a minimum of two (2) picture per inventoried room pool. (room types can share photos; example: bathroom, room amenity, etc.).

MARRIOTT.COM HOTEL WEBSITE PHOTOGRAPHY SIZE AND DIRECTIONS

As outlined in the brand standard, all photographs in the “photo gallery” section of the hotel website must represent the actual hotel (no generic OR shared images; no shared images between hotels) and must meet Marriott.com minimum size and format requirements.

1. Photography files should be high resolution (300 dpi); sRGB, after color corrections have been made.
2. Files should not be cropped, optimized or scaled.
3. Files should be between 4,000 and 5,000 pixels wide (long edge). We will accept larger files but that’s the recommended size for upload time.
4. Tiffs are preferred for best quality. Jpegs are acceptable.

Ensure the subject of the shot is the main focal point of the image. Photos should highlight the overall size of the space you are shooting. Your photographer should not use a super wide-angle lens, as this can distort the image.

Please note that while the hotel website standard requires smaller file sizes, it is strongly recommended that you ask your photographer to shoot professional, architectural photography in high-resolution (approximately 12" x 18" at 300 dpi) so that the photographs can be used for both electronic and print marketing needs.

OBJECTIVES IN FEATURING HOTEL AREAS FOR MARRIOTT.COM HOTEL WEBSITES

Use the CFRST Marriott.com **Hotel Website Photography Toolkit – Lights! Camera! Action!** to learn how to prepare the hotel for the photo shoot. The information provided below is intended to help hotels understand what should be featured in each area's photo to highlight key features and assist in marketing the hotel.

Each area should look its best, ensuring that it reflects what a customer will actually experience when they come to your hotel. The photography should never misrepresent or "oversell" any aspect of your hotel on your Marriott.com website.

Exterior/Entrance

- Feature the front of hotel and new signage whenever possible.
- Avoid showing property vans, cars and overly large trees.
- Choose the time of year carefully to ensure the landscaping is in good condition and neatly trimmed.
- Ensure the building exterior is clean and well maintained.
- The time of day for shooting the exterior should be when the sun is evenly lighting the front of the building (usually in early morning or late afternoon, never at noon).
- Do not take photos at night (dusk and dawn are acceptable, but it should never be totally dark).
- If shooting at dusk or dawn, turn on a light near the window in guest rooms on the side of the building to be photographed. Blackout curtains should be open and the sheers closed.

Examples:



Lobby

- Feature the spaciousness of the lobby and comfortable seating areas.
- Highlight fireplace or water feature; ensure it is turned on.
- Ensure the space is clean and clutter-free and arrange furniture for the best composition from the camera.
- Do not introduce flower arrangements, plants, brochures, paper, etc. that are not part of the current décor package.
- Highlight the Market and business services if possible. (See sections on the Market and Lobby below.)

Examples:



Front Desk

- Feature the check-in area and relationship to the overall lobby space whenever possible.
- Propping and styling with extra items should be kept to a minimum.
- Welcoming touches may be used but ensure they are relevant to the property, such as a bowl of apples for guests that are checking in.
- Remove excess clutter from the front desk.

Examples:



Breakfast Area

- Feature comfortable seating area and highlight breakfast buffet in the background.
- Tables should be neatly arranged and set-up as guests would encounter the space upon arrival. Remove tent cards and clutter. Do not feature food or flowers in the shots.
- Ensure artwork overlays are properly placed over existing artwork (See Marriott Global Source: **FIS Breakfast Refresh** for more information).

Important Note: Do not shoot plated food shots on property. Architectural photographers are not trained in the lighting of food photography. Marketing images of food for the brand are available on BrandWorks without charge. You may select up to four images for the hotel's photo tour.

Examples:



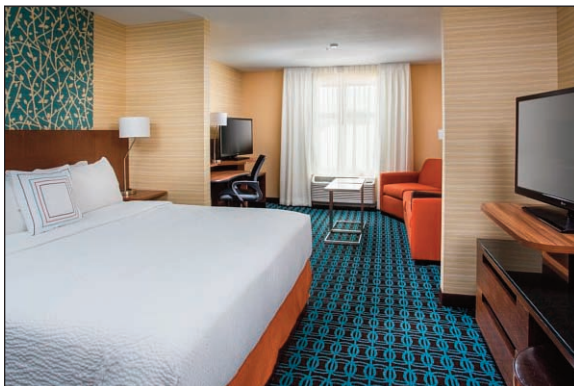
Guest Rooms (all types)

- As outlined in the CFRST Marriott.com Hotel Website Photography standard, hotels must illustrate each room based on inventoried hotel room pools in MARSHA and have a minimum of two (2) picture per inventoried room pool (room types can share photos; example: bathroom, room amenity, etc.).
- Feature a well-appointed spacious suite with separate living, work and sleeping areas when possible.
- Showcase the comfortable bedding, spacious work desk and flat-screen TV (turned-off in suite).
- Whenever possible select the room with the best outside view to shoot. If no view is available open blackout curtains and close sheers.
- For suite rooms, highlight the separate sleeping, working and living areas wherever possible.
- Ensure the room is clean and the linens are pressed including pillowcases, bed skirts and curtains.
- Do not use floral arrangements. Simple styling and propping may be included.
- See **Bed-Making Job Aid** on last page.

Guest Bathroom

- Feature the spacious bathroom with granite counter.
- Highlight bathroom amenities.
- Avoid showing the toilet.

Examples:



Business Center/Lobby PC Area

- Feature the computer stations, furniture, and work space to showcase the area.
- Highlight office supplies and printer services.
- Monitors should be off or set on the hotel website page.
- Area should be organized and clutter-free; remove trash cans and cords.

The Market

- Highlight the 24-hour Market environment.
- Ensure shelves are well stocked and the area is clean.
- Remove clutter and trash cans.
- Choose angle where the glare from the lights does not reflect on refrigerator/freezer glass doors.

Examples:



Pool (Indoor or Outdoor)

- Feature the year-round indoor pool with natural light or outdoor pool and whirlpool.
- Highlight clean and dry large deck area with tables and lounge chairs neatly arranged with towels.
- Do not feature indoor plants; remove them whenever possible.
- Showcase the view if applicable.
- Avoid shooting in mid-day when the sunlight creates harsh highlights and deep shadows.
- Avoid signage and remove safety or cleaning equipment from view.

Examples:



Fitness Center

- Feature the amenities in the fitness center.
- Highlight state-of-the-art equipment.
- TVs should be turned on. Be sure to blur the images on screens to protect the hotel from legal liability.

Examples:



Meeting Room

Use the CFRST Marriott.com Hotel Website Photography Toolkit to review suggested photography set up guidelines for meeting and access links to information on MGS.

- Feature a flexible meeting space for up to 25 attendees. Choose the set-up that best showcases the space (e.g., Chevron, Classroom, Crescent round, Conference, Square, Theater or U-Shape).
- Green meetings are the preferred brand set-up.
- Screens can be used, but do not feature the brand logo on the screen. Avoid lighting the screen.
- Include pens, note pads, water glasses, pitchers and candy dishes.
- Do not use floral arrangements, unless the room is set for a wedding or social event.
- If using linen, ensure it is clean and freshly pressed with no wrinkles. Use boxed corners or skirting.

Examples:



ADDITIONAL FAIRFIELD INN & SUITES MARKETING/ADVERTISING PHOTOGRAPHY

In creating the shot list for your Marriott.com hotel website photo shoot, you should also consider any other marketing or advertising needs you may have (brochures, rack cards, etc.) and combine shoots if possible. As outlined above, the photographs you take for your Marriott.com hotel website will be focused on high-quality architectural images; they will likely not include any people and will have minimal styling. However, you may find that you need photography for other marketing purposes and that you would like to have photographs of guests enjoying your hotel, photographs of associates serving guests, etc. To learn how to shoot additional marketing/advertising photographs that meet Fairfield Inn & Suites' marketing and brand voice standards, visit BrandWorks.

BED-MAKING JOB AID



1. Place bed skirt. Tag" each corner of bed skirt to keep it in place.



2. Place mattress and mattress pad.



3. Put fitted sheet on bed.



4. Place flat sheet on bed, with top edge even with top of mattress.
Leave all sides untucked and hanging evenly.



5. Place blanket over flat sheet, with top edge 4 inches from top of mattress.
Leave all sides untucked and hanging evenly.



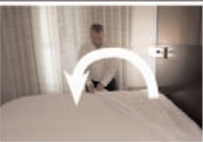
6. Fold flat sheet back over top edge of blanket.



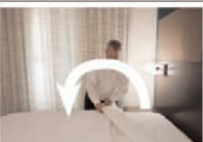
7. Place top sheet over blanket, with tag on underside, at foot of bed.
Pull top sheet to top edge of mattress.



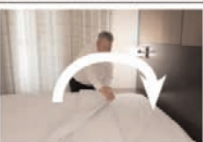
8. Tuck in top sheet, blanket, and flat sheet together at foot of bed.
Create hospital corners.
Leave all remaining sides untucked and hanging evenly.



9. Fold top sheet down, approximately half the length of the bed.



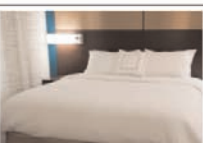
10. Fold flat sheet and blanket together halfway down top sheet.



11. Fold top sheet up toward headboard.
Align edge of top sheet with edge of folded flat sheet and blanket.



12. Place two queen-size synthetic and two queen-size feather pillows,
with flap enclosures to the back.



13. Required for new-build hotels and renovations; optional for others:
Place decorative pillow, centered on queen-size pillows. Smooth and
straighten as needed.