

CFRST HOTEL WEBSITE PHOTO SHOOT TOOL KIT



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Lights! Camera! Action!

A guide for planning for a Marriott.com hotel website photo shoot for Courtyard, Fairfield Inn & Suites, Residence Inn, SpringHill Suites and TownePlace Suites hotels

Introduction

“A picture is worth a thousand words.” And a picture on your Marriott.com hotel website can tell your customers everything they need to know about your hotel before they ever leave home. Pictures can influence customers to book a room – or not book a room – at your hotel because they quickly and convincingly show guests whether your hotel has the features they need during their stay. In fact, research shows that photography has a large influence on customers’ online buying decisions.

- On Marriott.com, hotel websites receive 12 million visits each month.
- Collectively, our hotel websites are the number one entry point on Marriott.com to our hotels.
- Over 38% of all customers land directly on a hotel website, and more than half of these individuals are directed to hotel websites from a search engine (both natural and paid).
- Visits to Marriott.com’s hotel websites represent about 56% of the total traffic and 55% of the total revenue on Marriott.com.

Because customers are so influenced by photography and rely on photographs to make a booking decision, Marriott recently upgraded all of the hotel websites on Marriott.com. Photographs are now larger and more prominent on the pages, and pages reflect the brand voice for each hotel’s brand. To support the new design of Marriott.com and drive more bookings through hotel websites, Marriott has launched a new CFRST Marriott.com Hotel Website Photography standard that all Courtyard, Fairfield Inn & Suites, Residence Inn, SpringHill Suites and TownePlace Suites (CFRST) hotels are required to comply with. The new CFRST Marriott.com Hotel Website Photography [standard](#) outlines specific photographs, size and resolution required for each of the CFRST brands.

With a greater focus on photography, it is *critical* that your hotel website include professional photography that shows your hotel’s architectural features to their best advantage. Your hotel website and photography are more than an online sales brochure. Think of your hotel website and photography as your best salesperson and one that works for you 24/7. To make this sales channel even more effective, Marriott is requiring all CFRST hotels to have property-specific professional, high-quality photography that accurately reflects the size, ambience, decor, personality, and character of your hotel’s facilities.

Toolkit Overview

This toolkit is designed to help you prepare for and complete a successful hotel photo shoot. It is organized in three sections: 1) *Lights!* 2) *Camera!* 3) *Action!* Just like if you were filming a movie, these are the steps you will follow to plan for your shoot, prepare your hotel for the shoot, and execute a successful hotel website photo shoot. You, or the appropriate individual, will take the role

of producer, writer and/or director for the shoot, and this toolkit walks you through the steps you, your hotel team, any above-property support, and your photography team will take to ensure you capture the best your hotel has to offer in the photos you feature on your hotel's website.

Resources

If you have questions during any of the phases of your hotel website photo shoot, you can consult several resources for additional information.

Marriott Global Source – Throughout this toolkit, you will find links to standards, operational guidelines and other resources on the Marriott Global Source. These resources are provided to ensure you and your hotel understand what the brand standards and best practices are as you prepare for your shoot.

Hotel Website (HWS) 2.0 User Guide – Many tools and resources are available on MGS to help you maximize your hotel website on Marriott.com. Visit the [Hotel Website 2.0 User Guide](#) and [eCommerce Toolkit](#) to access these resources, and visit the [HWS Request Form Library](#) to learn how to submit photos and other materials for your Marriott.com hotel website. For questions, email internet.questions@marriott.com.

Operations Deployment – If you have specific questions about how to prepare your hotel from an operational standpoint for your photo shoot, email your question to the Operations Deployment team (Ops.Deploy@Marriott.com) and they will direct your question to the appropriate resource.

LIGHTS!

Before any movie in Hollywood ever gets made, a great deal of planning takes place: A script is written, locations scouted, actors and directors hired, and so much more. The same will be true for shooting the photographs for your Marriott.com hotel website – you will need to plan carefully in order to have a successful shoot. As a first step, you must outline what shots need to be taken and hire a qualified photographer. The *Lights!* section outlines these steps.

Step 1: Determine the shots you need to market your hotel and meet the brand standard

You will be responsible for outlining which shots are required to feature your hotel and meet the CFRST Marriott.com Hotel Website Photography standard. To ensure you get the right shots, take the following steps.

- Review the CFRST Marriott.com Hotel Website Photography [standard](#) and the specific photo requirements for your brand: [CY](#), [FIS](#), [RI](#), [SHS](#), [TPS](#). Ensure compliance with brand standards and required shots for your brand. Each of the photos outlined is required and may be part of the QA audit.

- Ensure that you are getting the correct architectural photography needed. Architectural images focus on the property and its features, showcasing what's unique and noteworthy about your hotel and its surrounding area.
- Determine whether your hotel has any other features or amenities you would like to have photographed to help market your hotel either on your website or in other marketing collateral. Creating this list now will minimize the need for a photographer to return to your hotel for future marketing photography needs.
- Review your Marriott.com hotel website to determine whether your all photos provide a potential guest with enough information to make informed decisions about your hotel. Are the photos up to date? Are they generic or do they show specific areas of your hotel or the local area? If the photographs are not specific to your hotel or area, consider removing them. (Included in the brand specific requirements documents are examples of photography that does and does not work for a Marriott.com hotel website. Use this information as you consider whether any existing photography should be removed and updated.)

Step 2: Request estimates and choose a professional photographer with the following:

There are several options for working with professional photographers to meet the CFRST Marriott.com Hotel Website Photography standard. You can either work with one of Marriott's preferred hotel website photographers or you can source and select your own professional architectural photographer. The steps for deciding which option is right for your hotel are outlined below.

Option 1: Preferred Hotel Website Photographers

Marriott has worked with a number of qualified hotel website photographers, who are trained to shoot high-quality architectural images for use on websites. Many of these photographers have also been trained in Marriott's preferred photographic styles and understand Marriott's brand voice requirements for photography. Hotels are encouraged to request information and estimates from any of the photographers on the [list of preferred hotel website photographers](#). Marriott has no contracts in place with these photographers. Each hotel will need to determine the scope of services and pricing with each photographer on their own.

Option 2: Independent Professional Architectural Photographer

CFRST hotels may work with an independent professional architectural photographer if they choose to do so. Below are some guidelines to follow when selecting an independent photographer. When sourcing a potential professional architectural photographer, consider the following steps.

Create a Request for Proposals

Create an outline of the brand-standard shots required for your hotel and any other images that you would like taken. This is your required shot list and should be provided to all potential photographers in asking for their estimate. Require that the photographer provide you with:

- High-resolution digital images. Approx. 12" x 18" or 18" x 12" at 300 dpi; Cameras / files may vary slightly in size and format.
- Set the lighting expectations to achieve high quality architectural images. Follow the photography strategy requirements for lighting from your brands guidelines. Ensure that the photographer is able to work with available light, augmented by strobe lighting. The

photographer may also choose to use key lights to highlight special features in the room for an enhanced architectural image. Ensure all costs for lighting are included in the estimate.

- Agree upon a minimum number of shots per day and a length of time for each day. Ask for an outline of a “shoot day” – how many hours in the day, number of photos taken per day, etc.
- Ask for a schedule guarantee. If the day goes into overtime due to the photographer not staying on schedule it will be at their own cost. In turn, if the day goes into overtime due to the property not being ready ask for an hourly rate if the day goes into overtime.
- An outline of what costs would be incurred if shoot days run longer than expected or if changes to the shot list are made after contracting.
- Unlimited license for usage rights. The photographer will need to provide you with a license so that the hotel, your ownership/franchise company, and Marriott International may utilize the images in any way for marketing purposes (including above-property marketing purposes).
- What additional services are included in their estimate: project management, art direction/styling, scouting, digital editing, basic retouching, etc.
- What additional costs may be incurred: transportation, fees for additional team members, food per diem, lodging, etc,
- An outline of all costs for digital editing and processing (if not included in estimate).
- An outline of what is being charged, if anything, for basic retouching. Ensure that the photographer provides an hourly charge for customized retouching should this be required.
- A timeline for completion and whether any guarantees are provided if photographs do not meet Marriott’s standards.
- Two DVD copies of images with both high-resolution RGB tiff files and low-resolution jpg files.
- An outline of their cancellation policy.
- Provides shoot insurance (strongly recommended) and have the photographer outline their cancellation policy.

Interview and Select a Photographer

- Solicit at least three estimates which will provide a comparison of costs and services available for the area.
- Ask to see a portfolio of architectural images – interiors and exteriors of buildings. If the photographer provides a portfolio without any architectural images, this may mean they may not have the qualifications to meet Marriott’s standards.
- Request references from other hotels or real estate companies that have used the photographer for professional architectural photography services.
- Ensure all price quotes reflect a comparable scope of work.

Step 3: Determine whether you need help managing the shoot

Preparing for and managing a multi-day photo shoot is not something that hotel leaders do every day, and some hotels have found that they lack the resources and expertise to complete a Marriott.com hotel website shoot successfully. After reviewing your needs, the services provided by your photographer, and your own hotel resources to the project, you may decide that you require additional support. Consider these options to ensure the best shoot possible.

Option 1: Work with an above-property leader to manage your shoot

CFRST franchisees may decide that the best way to coordinate and manage their shoot is to dedicate an above-property resource who can leverage best practices across hotels. Franchisees should determine the best resource for this effort.

Marriott-managed CFRST hotels can work with their Marriott Manager, Marketing & eCommerce (MME) to help determine how best to manage their shoot.

Option 2: Hire an outside resource to manage your shoot

A second alternative is to hire an outside resource who is experienced in coordinating, managing and styling architectural photo shoots. Hotels may want to hire a local advertising agency, preferably with hotel experience, to help style the hotel for the shoot. If working with an outside resource not trained by Marriott, hotels will need to educate the resource on Marriott's standards and style guides.

Both Marriott-managed and franchised CFRST hotels can also contract with Marriott's Global Design and Production Services (GDPS) team directly to provide custom photography shoot services, including managing the shoot and the photo team and providing an art director/stylist onsite. This team charges a day rate plus travel expenses for its services. Contact GDPS@Marriott.com or visit the [Marriott Global Source](#) for more information.

CAMERA!

Now that you have selected a photographer, you need to begin prepping your hotel for the shoot. If you were filming a movie, this would be your "location" work. Similar to being on location for a movie, you will only have the photographer at your hotel for a limited amount of time and you need to get the shot right the first time. It is very important that you put the time and effort in before the photographer arrives so that your hotel looks its best and you can be efficient in completing the shoot. The *Camera!* section covers four critical steps in preparing your hotel for a photo shoot.

- Selecting Your Crew and Outlining Their Roles and Responsibilities
- Planning Shoot Dates and Communicating with Your Crew
- Scouting and Prepping the Site
- Rehearsing for Your Shoot

Step 1: Select Your Crew and Outline Their Roles and Responsibilities

Your photographer is only one of the key members of your crew. You will also need to determine who from the hotel or above-property team is responsible for getting the hotel ready for the photo shoot, who will manage the photographer and their team onsite, and who will manage the photographs in "post-production" once they're delivered by the photographer. You will also need to know what to expect from your photography team and any other resources you have hired to support the shoot.

Hotel Resources

Photo Shoot Champion (aka the Producer, Writer and Director) can be one or more individuals from your hotel who is responsible for preparing the hotel and managing all aspects of the photo shoot. Depending on your resources and staff's expertise, you may choose to separate the roles so that one person is accountable for *producing* the hotel (clean rooms/items, repair/replace items if necessary, set up rooms for shots, etc.) and another person is responsible for *writing* about and *directing* the shoot (acts as primary point of contact for the photographer and art director, makes decisions, communicate to the hotel team, keeps everyone on schedule, resolves issues).

To fill these roles, you may choose someone from your hotel staff (i.e., General Manager, Director of Engineering, Front Office Manager) or you may decide to work with an above-property resource. Franchised hotels will need to determine the most appropriate resource for this work. Marriott-managed hotels should work with their MME, Art Director (optional), and photographer to help get the property prepared for the shoot.

Your Photo Shoot Champion(s) must be:

- Very familiar with the CFRST Marriott.com Hotel Website Photography [standard](#) and your hotel's specific shot list to ensure you capture all of the photographs you need to meet the brand standard.
- A strong communicator and leader within your hotel and comfortable working across departments to achieve results.
- In a position to make decisions, to keep the shoot on time and ensure all photo requirements are being met.
- Prepared to spend a portion of his/her day with the photo team. It is not necessary for the Photo Shoot Champion to spend the entire day with the photo team; however, it is up to this person to approve photography, check in on progress, ensure the schedule is maintained, and resolve issues as they arise.

Photographer Resources

Photographer and Assistant(s) will provide the photographic expertise for your shoot. They ensure the technical specifications are met. The photographer will explain their needs for each shot (lighting, set up, etc.) during the scouting phase. The photographer may also bring an assistant to the shoot. This individual works for the photographer and is responsible for the transportation and security of the photographer's equipment. Their job is to set up lights, prepare camera and lenses, and pack and move the equipment to each location.

The Project Manager (PM) is your primary contact from the photography team for pre-shoot planning. The Project Manager may be the photographer, but you will need to ask who is managing your project for you and who your primary point of contact will be before the photographer arrives. Once you have contracted for your photography services, your Project Manager will work with you to schedule the shoot and ensure all of the details are being managed.

The Art Director (AD) or Stylist (optional) is an individual that your hotel may choose to hire to lead the team during the shoot on property. This person will work with the photographer to determine the angles and needs for each location within the property. The Art Director will set-up a preliminary schedule with the property that will be the basis for the 'on-location' scouting prior to the shoot.

Step 2: Plan Shoot Dates and Communicate with Your Crew

Now that you have your team in place, you are ready to plan your dates for the photo shoot. The Photo Shoot Champion will:

- Work with the photographer to select a date that is most convenient for the hotel. It is important to consider occupancy and staffing levels and what weather conditions will be like if taking exterior shots.
- Announce the shoot dates via memo and in the daily stand up meeting to all hotel personnel. Outline what will be required of them during the shoot, if anything, and explain what areas will be closed during the shoot dates.
- Create a communications plan to educate guests about the photo shoot, as certain areas of the hotel will be closed during the shoot.
- Ensure appropriate staff is scheduled to help prepare each area, move furniture if needed, and make any other last-minute preparations on the shoot days. Consider having this include a member of both the engineering and housekeeping staffs, depending on the need.
- Block selected guest rooms for maintenance for the dates of the shoot so that they are not put into room inventory.
- Work with the restaurant/Bistro manager or breakfast area attendant to determine when the dining area can be closed to guests for a shoot.
- Set a hotel walk-through date with your photographer to occur before the shoot. This may occur the morning of the first day of shooting; however, allowing more time between the walk-through and the photo shoot will give you and your crew enough time to prepare each area before the photography team arrives.
- Ensure all repairs, replacements, cleaning and maintenance are completed before the photographer arrives on site. See *Step 3: Scouting and Prepping the Site* below for specific steps to take.

The Photo Shoot Champion will also direct communications with the hotel staff so that everyone knows their role on the crew. Consider the following in pre-planning for your shoot:

- Have an engineer on call on the day of the shoot in case a repair is needed.
- Prepare to have one or two guest service associates available to control guest traffic in public spaces, especially those that need to be closed during a shoot.
- Have two associates on call in case something has to be moved or entrance traffic needs to be diverted for a short time (can be the same associates as above).
- Make sure that no repairs or major cleaning efforts are scheduled during the dates of the shoot.

Step 3: Scouting and Prepping the Site

The Photo Shoot Champion is responsible for making sure the hotel is truly ready for its big close up. Think of this as a quality assurance audit for your photo shoot. The Champion will:

- Use the checklist below to walk the hotel and ‘scout’ all locations that are going to be photographed.
- Make a list of any items that need to be repaired, replaced, cleaned or maintained prior to the shoot.
- Refer to your brand’s quality assurance audit questions to ensure you are meeting brand standards and meeting your customers’ expectations.
- Set a schedule of repairs, cleaning and upkeep that needs to take place before the dates of the shoot and assign appropriate individuals to complete the work.
- Verify that all work is taking place and will be completed prior to photo shoot.

A number of CFRST hotels have already completed hotel website photo shoots and have shared their best practices to create this pre-planning checklist. Use the following information as a baseline for how to prepare your hotel and your crew for your photo shoot. Your actual shots and areas to prepare may be different, depending on your hotel’s specific shot list and brand requirements.

At a minimum you should make each area to look its best, while also ensuring that it looks realistic and reflects what a customer would actually experience if they came to your hotel. Never misrepresent or “oversell” any aspect of your hotel in your Marriott.com hotel website photographs. Refer to your hotel’s shot list and the CFRST Hotel Website Photography Brand [Standard](#) in preparing your hotel.

Exterior: Day and Evening Shots

- Check that exterior area is clean and in the best possible condition.
- Make sure that lighting fixtures are in good working order.
- Make sure that all flowers and landscaping are manicured and looking their best.
- Check that windows and shades are clean.
- Notify housekeeping to have black-out drapes open, a light on in the room near the window, sheers pulled closed on the sides to be photographed.
- Consider wetting down black top driveways, if necessary

Lobby/Public Space Areas

- Consider areas you want to showcase (i.e. the front desk/pods, new furniture/features) and focus your attention on ensuring these areas look their best.
- Check light fixtures to make sure all are in good working condition.
- Replace non-tungsten lights in lamps with regular 100 watt tungsten bulbs.
- Make sure that plants are in good condition.
- Check furniture, flooring, carpeting and rugs. Have them cleaned if soiled or repaired/replaced if broken.
- Clean windows and check drapes/sheers for stains.

- Remove extraneous materials from lobby area that are not part of the décor package (i.e., excess brochures, flyers, flower arrangements – anything that would appear as clutter in a photograph).
- Check to make sure a large bus or group check-in or check-out does not coincide with scheduled timeframe.
- For Courtyard Refreshing Business hotels, review [Courtyard Refreshing Business requirements](#) and [photo gallery](#) for best practices.

Guest Rooms/Suites

- Ensure that [guest room and living area meets brand standard](#) and all bedding, amenities, and 5SU items are in place and in good condition.
- Review [bedding specifications and ensure housekeeping understands on how to make a bed](#), as necessary.
- Ensure all soft goods are in good condition – all draperies, comforters, dust ruffles, sheets and pillow cases that are visible are ironed and wrinkle free. Use starch if necessary.
- Clean all marks and stains from carpeting, wall vinyl and furniture.
- Make sure that lighting fixtures are in good working order. Have 90 watt light bulbs available for lamps.
- Show the view out the window from the room whenever possible.
- Note: The position of the sun will dictate when a guest room shot can be scheduled.
- Reminder: Block the selected rooms for maintenance so that they are not put back into room inventory.

Bathrooms

- Ensure [bathroom includes all brand standard items](#) (towels, amenities, paper goods, etc.)
- Ensure all bright work in bathroom is clean and shined.
- Clean countertops so that no stains or water marks show.
- Replace any caulk that is old or showing dirt.

Pool Area

- Check light fixtures to make sure all are in good working condition.
- Replace non-tungsten lights with regular 100 watt tungsten bulbs.
- Clean area and have vacuum cleaner and mop available for touch up.
- Ensure any equipment or furniture is in good working order.
- Clean windows, if indoor pool.
- If indoor, remove plants from shoot area. If outdoor, ensure visible landscaping is maintained.
- Note: The day before the shoot the Photo Shoot Champion will post a notice at the door/entrance of the Pool Area announcing the photo shoot date and time to alert guests. Guests may not use the pool during a shoot due to security and safety issues the lighting equipment needed for the shoot will be near water and poses a safety risk.
- Have an associate in the pool area during the shoot to control traffic, and explain to guests what is taking place and when they can use the pool.

Fitness Center/Health Club

- Ensure [fitness center meets all minimum required brand standards](#) and includes all items outlined in standard.
- Post a memo at the door announcing photo shoot date and time one day prior to the shoot to prepare guests. Guests may not use the fitness center during the shoot.
- Check light fixtures to make sure all are in good working condition.
- Replace non-tungsten lights with regular 100 watt tungsten bulbs.
- Clean area and have vacuum cleaner and mop available for touch up.

Breakfast Area/Bistro/Restaurant

- If shooting for a breakfast set up, ensure that the [brand's standard breakfast items](#) are displayed. Review brand-specific requirements as well.
 - [Courtyard Eggs Are It](#)
 - [Courtyard Bistro \(Courtyard Refreshing Business Hotels\)](#)
 - [Fairfield Inn & Suites Breakfast Refresh](#). Note: Ensure artwork overlays are properly placed over existing artwork (See Marriott Global Source: **FIS Breakfast Refresh** for more information)
 - [Residence Inn Breakfast \(Morning People Thrive\)](#)
 - [SpringHill Suites Breakfast Setup](#)
 - [TownePlace Suites Morning Break](#)
- Check light fixtures to make sure all are in good working condition. Replace non-tungsten lights in lamps with regular 100 watt tungsten bulbs.
- Check furniture to make sure it is clean and make any repairs necessary.
- Check signage and art work to make sure there are no rips or stains. Replace or repair as necessary.
- Check carpeting and rugs and have them cleaned if soiled.
- If there are typically tablecloths in your restaurant, inventory your table linens to ensure they're in good condition (no holes, stains) and have an ample supply on hand. White or light colors are recommended. Flat iron the linen (not steam) to ensure they are free of wrinkles. Use starch if needed. The cloth should have equal overlap and be straight all around table top. Chairs should not touch sides of tablecloths.

The Market/In a Pinch

- Ensure the Market/In a Pinch meets the brand standard for this area, if applicable. (See [Courtyard, Fairfield Inn & Suites, Residence Inn and SpringHill Suites standard](#), [Courtyard Refreshing Business standard](#), or [TownePlace Suites information](#) depending on your brand.)
- Order appropriate items for your Market/In a Pinch in advance of photo shoot.
- Clean refrigerators and shelving.
- Ensure all shelves are fully stocked and well organized.
 - ✓ Make sure all product is pulled to the front shelves, including product in refrigerators
 - ✓ All labels should be facing the same way
 - ✓ Product for each category should be featured (healthy snacks, cookies, candy, etc.)
 - ✓ Make sure like products are stocked together by category (cookies, salty snacks, etc.)
 - ✓ No product should be displayed in the large outer box

- ✓ No souvenirs should be featured in The Market
- ✓ No holiday decor, flower arrangements or extra signage should be featured

Business Center/Lobby PC Area

- Ensure that the [business center/lobby PC area meets brand standards](#), if applicable.
- Clean area and remove any extra materials or papers to avoid appearing cluttered.
- Inspect furniture and equipment and make any repairs necessary.

Outdoor Space (patio, SportCourt, Green Area, etc.)

- If you are required to shoot an outdoor space per your brand standard or have an outdoor space that you would like to highlight for guests, ensure the space is clean and that all furniture and features are in good working order.

Meeting Room/Banquets Set-up

- If your hotel has a meeting room/space, use the following guidelines and follow your brand's standards to set up the area for your photo shoot. In preparing your meeting space for a photo shoot, do not misrepresent the space to customers. For instance, if you do not typically rent/use linens for meetings, do not set your meeting space up using linens.
- Follow your brand's specific guidelines, standards and requirements.
 - [Courtyard Small Meetings. No Small Matter.](#)
 - Courtyard Refreshing Business hotels should review [Meeting Room Solutions and Standards](#) to ensure meeting room meets all requirements (includes educational video)
 - [Fairfield Inn & Suites Small Meetings. No Small Matter. specifications](#)
 - [Residence Inn Small Meetings. No Small Matter. specifications](#)
 - [SpringHill Suites Small Meetings. No Small Matter. specifications](#)
- After following the standard outlined above for your brand, you will determine the best set-up/seating arrangement with your photographer and art director, if applicable, prior to your photo shoot depending on the size of your space, your primary marketing needs based on your customers (i.e., social versus business set up) and other factors. Discuss your primary marketing needs with your hotel's sales leader in advance of the photo shoot.
- In all cases, ensure that furniture, carpeting and equipment is clean and in good working order.
- If table linens are used, ensure they're in good condition (no holes/stains), have ample supply and ensure that they are a good "photographic" complementary color scheme (white/cream recommended, no dark colors, all matching colors, no fading). All linens must be pressed and free of wrinkles (flat ironed, not steamed). Floor length linens should touch the floor. Toppers should have equal overlap and be straight all around the table top. Chairs should not touch sides of tablecloths. Consider renting linens if the hotel's are not suitable.

Conference / Theater (service shot opportunity)

- You will not need to set-up AV. A screen with pipe and drape is appropriate.
- In a theater-style set up, have staff complete set-up so that chairs line up.

Boardroom or Conference Style Meeting Rooms

- Create VIP meeting set (leather pads, boxed pens, bottled water, laptops).

U-Shape Meeting

- Showcase high-tech capabilities with AV display (sound board, dress kit, etc.).
- Meeting tabletops should have pens, meeting pads, water pitchers without water.

Wedding/Social

- Set dinner, bread plates and silverware, wine, water and champagne glasses. Keep the napkin fold simple and clean. Napkin colors can be the touch of color throughout the room. Ensure you pick-up on a color that coordinates with the room's decor or carpeting.
- Plan for a floral centerpiece on each table. One-sided arrangement works well and save money. If you are planning on elevating the flowers on pedestals the flowers will need to be weighted. If you have more than one shot planned for the room, consider getting two sided arrangements.
- A wedding shot can be created by using chair covers and elevated florals. Then the florals can be turned and lowered and the chair covers pulled to create a social gala/business shot.
- Give your florist advance notice that you will be requesting arrangements. Offer the florist a sales recommendation to customers who see the images; perhaps the florist will provide arrangements at a better price. Plan for a floral arrangement for weddings or social gala meeting venues. Do not use these florals in other areas of the hotel. Select modern style arrangement for the required shots. Plants are currently out of style and should not be in the shots when possible.
- When planning a wedding shot consider using white table cloths and a cream or taupe chair cover. Polyester fabrics tend not to show wrinkles as much as cotton cloth.
- For social galas consider using slightly contrasting and complimentary colors for the table cloth and the chair covers. The camera can not pick up on depth when using table cloths and chair covers of the same color. All white linen sets can lack depth. Also, avoid using extreme contrasting color schemes such as black and white throughout the room the camera can not pick up on the details when using extreme contrasts.
- Arrange the tables throughout the room. Chairs should be placed at the side of the room until all tables have been arranged from the camera angle by the photo team. Have staff available to help with set-up.
- Check lights and down lights to make sure all are in good working condition. Replace any bulbs that are out.
- Note: super wide shots are to be avoided as the distortion does not meet Marriott brand standard guidelines and specifications.

Step 4: Rehearsing for Your Shoot

Now that you have prepped your hotel and your crew, you are nearly ready for your shoot to take place. But just like on any movie set, it's important to take time to rehearse how the shoot will take place and re-communicate last-minute details to your crew.

Walk-Through or "Rehearsal"

- The Photo Shoot Champion, together with the photographer, art director (optional) and any above-property leaders, will meet prior to the photo shoot to review each location on the shot list. The photographer will use this time to scope out the angles and determine his/her needs (furniture moved, props, lighting, etc.) for each location.
- If an event or a large group has been booked into the hotel during the time of the photo shoot, the Photo Shoot Champion will share this information with the photographer to help manage the shoot schedule, avoid conflicts, and allow the team to move quickly without interrupting their schedule or that of the guests.
- During the walk-through, the photographer and Photo Shoot Champion will create a written shot schedule. This schedule will outline which areas will be shot on which days and at what time of day. The times will still be subject to some changes due to sun exposure, weather conditions, hotel/guest needs, etc.
- During the walk-through, the group will also identify any items that still need to be repaired, cleaned or replaced. The Photo Shoot Champion will be responsible for ensuring the items are addressed prior to the shoot.

Last-Minute Directions

The Photo Shoot Champion will:

- Share the written shot schedule with all associates in the hotel so that they can be aware of any areas that need to be closed during a shoot (i.e., restaurant, pool, fitness area).
- Identify any associates needed to be on call/available during the shoot schedule to help repair items, move items, prep areas or guide guests, and he/she will communicate with those associates and their managers to ensure staffing levels are appropriate.
- Create written notices to be posted in the following areas to alert guests to an area being used and/or closed for a photo shoot: Pool Area, Breakfast Area/Bistro/Restaurant, Outdoor Space, Lobby PC/Business Center, Lobby, Fitness Center, Exterior. The signage should include the date and time that the area will be impacted and information about the photo shoot so that guests understand if an area will be closed (off limits for a period of time, as in the Pool Area, or simply closed to traffic for a few moments during the actual shot, as in the Exterior).
- Confirm that the guest rooms selected for shoots are blocked for maintenance so that they are not included in room inventory.

ACTION!

Now that you have scouted your location and prepped your team, your hotel is ready for your shoot to take place.

Step 1: Shooting Your Hotel's Photos

By following the steps in the previous sections to prepare your hotel, you will help ensure that they day of shoot runs smoothly and your photographer and team can capture the best photos to help market and sell your hotel. The Photo Shoot Champion and any associates assigned to support the shoot should follow the steps below on the days of the shoot.

- The Photo Shoot Champion will share the written shot schedule with all associates in the hotel so that they can be aware of any areas that need to be closed during a shoot (i.e., restaurant, pool, fitness area).
- The Photo Shoot Champion should walk the areas of the hotel that will be shot each day prior to the arrival of the photo team to ensure the areas are set up correctly.
- The Photo Shoot Champion should greet the photo team when they arrive at the hotel and reconfirm that the shot schedule is still correct.
- The Photo Shoot Champion should introduce the photo team to any on-property associates assigned to support the shoot.
- It is not necessary for the Photo Shoot Champion or above-property leader (MME or franchise above-property leader) to spend the entire day with the photo team. However, it is up to the Photo Shoot Champion to check in on progress at each step of the photo shoot. The photo team should know how to get in touch with the Photo Shoot Champion if any issues arise. It is strongly recommended that the Photo Shoot Champion offer a secondary contact to the photo team to ensure they have a property contact throughout the shoot.
- The Photo Shoot Champion and/or above-property leader should review the final digital image on the photographer's screen to see exactly how the room is styled and propped. This will allow you to make any last-minute changes to ensure your hotel is shown in its best light. If other business needs require your attention, a review is not required, but you will lose your opportunity to approve the look of the shot before it is finalized.

Step 2: Delivering the Photos and Uploading to Marriott's Systems

Once your photos have been taken, the photographer will take time to edit and retouch them before delivering them to you. Below is a general outline of what steps will be necessary on the part of the hotel if working with an independent photographer.

- Hotels will need to review the contract terms to understand when they can expect their images to be delivered. Note: Hotels should obtain all usage rights on the DVD provided by the photographer in electronic format. It is the responsibility of the hotel to distribute images within the licensed rights provided and/or re-negotiate for additional needs.
- Hotels are required to upload their images to Marriott.com via the [HWS Request Form Library](#) and to [BrandWorks](#) following the standard processes.
- If any of the photographs do not meet Marriott.com's requirements, the property will be notified and will be responsible for having the photo retaken at their own cost.

It's a Wrap!

Congratulations on completing a successful hotel website photo shoot and creating a compelling website for your hotel on Marriott.com.

APPENDIX

Sample Contract for Hotel Photography

The following is a sample contract that contains information that CFRST hotels should consider when contracting with an independent photographer. Review this sample document in its entirety to ensure that major components are addressed in your hotel's final signed contract, including license of the usage rights, format, etc.

Photography Unlimited Usage Rights License – In Perpetuity

By signing a contract with a photographer, you have purchased the photograph or use of the *image* itself, but not ownership of the copyright. Written permission from the photographer or studio is required before reproducing any professional photographs. It is also important to remember that you cannot manipulate the photo or reproduce it on any media (digital, in calendars, etc.) or by scanning, faxing, photocopying, etc., without written permission from the photographer or studio.

Be certain that the license you receive is signed and on the letterhead of the photographer and delivered with the final images and invoice. Ensure that the agreement for the License of Image Rights goes to the Hotel, Franchise Ownership Company and Marriott International. The copyright is retained by the photographer. Consider including the following in your contract with the photographer.

The hotel will own the physical embodiments of all images created pursuant to services rendered to the hotel in any form, including without limitation, clipart, composites, digital footage, digital video, film footage, fonts, graphics, illustrations, images, photographs, transparencies, or any other visual or audiovisual representation regardless of method of production, delivered via any storage media (print, negative, slide, CD, DVD, disk, etc.) that is now known or may become known in the future, together with all accompanying metadata and other material.

PHOTOGRAPHY UNLIMITED USAGE RIGHTS – _____ (Photographer's name)
Agreement for the License of Image Rights to the _____ (Hotel), _____
(Franchise Ownership Company), and Marriott International.
National and Local rights for all print media including, but not limited to:

- Marketing collateral, directories, publications, newsletters, direct mail, point-of-sale, advertising and promotions (including magazine and newspaper)
- All Internet and intranet site including but not limited to Marriott.com, property internet sites, franchise internet sites. This agreement allows for the images of the property to be used in website promotion by third parties such as expedia.com, travelocity.com, hotels.com for the promotion of the property.
- Prints, slides, file replication and framed photographs
- Television, video & airport dioramas
- Partner usage allows for the images to be provided to companies that are promoting events at the hotel and for Marriott International business partners in the promotion of the property and or Marriott International. Upon reaching the expiration date (for talent – typically 5 years) of the agreement, the property will be required to renegotiate any further usage.
- Properties may not resell images to outside vendors, companies or other hotels to supplement the cost of their photo shoot. Nor may they share and or provide the images to florist, linen companies, or interior design firms in the promotion of their businesses.
- The photographer may not sell the images to stock photo houses or other hotel companies for stock.

Image License. _____ (photographers name) hereby grants to the hotel, franchise company and also to Marriott International a worldwide, exclusive, transferable, irrevocable (for the duration of the copyright) right and license, with a right to grant sublicenses, to reproduce, distribute, publish, transmit, broadcast, display, exhibit, adapt, crop, modify, publicly perform, exploit, create derivative works of, recast or enhance, the Images,

alone or in combination with any other material, in any media or embodiment, now known or later developed, for any purpose related to the business of Marriott International, Inc. and its franchisees ("Image License"), including but not limited to the following uses:

1. Marketing collateral, directories, publications, newsletters, direct mail, point-of-sale, advertising and promotions (including magazine and newspaper),
2. All electronic communications uses and promotions. (ie., email, eNewsletters, Mett tools, eMail signatures, websites)
3. All internet and intranet site including but not limited to Marriott.com, Property internet sites, franchise internet sites. The Images may be used by the hotel(s) and by Marriott International in website promotion by third parties such as expedia.com, travelocity.com, and hotels.com for the promotion of the property.
4. Prints, slides, file replication and framed photographs
 - Television, video & airport dioramas
 - For use on any new or emerging technology purpose not noted in development or in the future
 - Partner usage - By companies that are promoting events at the Properties and at the offices or other properties of Marriott International and for Marriott International business partners in the promotion of the Property and or Marriott International.
 - For use on BrandWorks Marriott International's internal Marketing Tool for educational purposes, distribution of materials and imagery worldwide

This agreement allows for the images to be provided to companies that are promoting events at the hotel and for Marriott International business partners in the promotion of Marriott. Per Marriott policy, it is the responsibility of each Marriott associate and business partner to protect the distribution of Marriott Intellectual property.

Additional Information about Copyrights and Trademarks

There are serious penalties involved with copyright/trademark infringement. Before you get started, clearly define and communicate your needs and exactly how and where your photography will be used. This will save you time and money in the long run.

Trademarks - Names, words, logos and designs used to identify services or products are considered trademarks or service marks. Marriott has many such trademarked and service-marked services, products and tag lines. As the owner of these trademarks and service marks, Marriott has the exclusive right to use or reproduce them. For example, the word "Marriott" is our trademark and we use the symbol, ®, when it is used in logo format and on the first text reference of any printed piece, such as ads and brochures. The symbol © gives our copyright notice, however, this notice is not required under the law. Works are still considered copyright-protected without depicting a copyright notice. As a company, Marriott ensures that the laws regarding trademarks and service marks are upheld.

Copyright - Marriott requires that properties receive written permission from the copyright owner before reproducing any copyrighted material.

Reproducing Professional Photographs - According to copyright law, it is illegal to reproduce or assist in reproducing, in any manner, a professional photograph without the express written permission of the photographer or studio that took the photograph. The law clearly protects photographers and studios with copyright ownership. Under this protection, they have the exclusive right on how and who can reproduce or use their copyrighted photographs. Remember, *having a copy or print of a professional photograph does not give you the right to copy or modify it.*

Liability – The photographer is responsible for the safety of all digital files and/or film until final delivery. The photographer is expected to pay all costs of re-shooting due to negligence of the photographer or crew, or any act or accident that prohibits delivery. Shoot Insurance is required when negotiating.

Photo Shoot Estimate

A photo shoot estimate will be based on creating the highest quality images to support a comprehensive marketing communications effort. A team of professionals hired for this purpose should have knowledge of Marriott's brand standards and initiatives, brand image, identity, design and style guidelines to ensure a successful photo shoot. Determine who is responsible for leading the photo team on property, seeing that the strategy and objectives for the brand are met and interacting with the property to create and manage the daily shoot schedules.

The estimate should reflect the costs incurred by the hotel for contracting the photographer, art director (optional), project manager and travel costs for the team involved in the shoot. An industry standard +/-10% variance applies to this estimate.

Estimate

Must accurately reflect the cost of time, equipment, materials, lab or processing fees, and all travel and other costs necessary to deliver the final product. On-property charges commonly associated with photo shoots, including props and styling rentals, meals and accommodations for the shoot crew, are not to be included as part of the photographer's estimate.

Accommodations and Allowances

Determine whether the estimate includes the cost for accommodations (for the photo crew and any out-of-town model talent), daily food/beverage allowance typically of \$50.00 per day/per person (not applicable if hotel provides meals), or any on-property charges commonly associated with photo shoots (linen rental, floral arrangements, landscaping, etc.).

Not included in the photo crew per diem allowance are telephone calls, dry cleaning, hair salon, entertainment, in-room pay movies, chargeable health club facilities and services. Outline in your contract that these charges **MUST** be paid before leaving the property. It is the responsibility of the photographer to pay all unapproved charges prior to leaving the property. The art director may request paid room portfolios prior to leaving property.

Fee Schedule

Shooting Days: Based on a 12-hour, 3-shot day @ \$_____. per day.

Overtime is incurred only by property caused delays. One sit-down meal is included in the 12-hour timeframe. The 12-hour day may be split as long as there is a break of four or more hours between shots.

Scouting: Based on up to a 12-hour day @ \$_____. per day.

Assistants: Based on up to a 12-hour day @ \$_____. per day, for travel, scouting or shooting.

Advance

An advance of 1/3 the estimated total photographer's fees is typically forwarded once the estimate and dates of the shoot are approved. Prior to sending the advance, the hotel should receive from the photographer a signed estimate and a signed copy of this notice with intent to comply, and a list of equipment to be used for the shoot, with equipment to be rented noted as such with cost.

Final Invoice

Copies of all receipts must accompany the final invoice as back-up. The outstanding balance will be remitted once the final film is delivered. Any events occurring during the shoot that affect the photographer's final invoice must be brought to the attention of the hotel at the time that they occur. Otherwise, the estimate is binding +/- 10%. (Such events might include: overtime, additional shots, additional equipment required, changes to schedule, etc.)

This estimate is based on ____ day(s) photo shoot

\$ _____ Project Management/Pre-planning (typically 8-10 hours)

\$ _____ Art Director travel expenses (optional - airfare, taxis)

Digital Photography Fee & Usage License Fee

\$ _____ Travel Time Photographer
\$ _____ Digital Photo Fee & Usage Fee
\$ _____ Digital Equipment and Image Processing Fee
\$ _____ Photographer's Assistant
\$ _____ Airfare, Travel expenses, Cargo expenses
\$ _____ **Subtotal**

Note: photographers will charge differently and are responsible to make their own travel arrangements. Please get an estimate from the project manager for all projects.

\$ _____ **PHOTO SHOOT TOTAL**

- Industry standard of +/- 10% variance applies to this estimate.
- Additional charges should be paid as long as the expenses are justified and backed up with receipts.
- Additional costs not included in this estimate: All Rooms, Internet Service and Meals (or meal expenses) will be provided by the property for the Photo Team.

Digital formats, requirements and deliverables

Because of its versatility, high quality, and ease of use digital shoots are preferred. All images must be shot in high resolution for print purposes. Approx 12" x18" or 18" x 12" at 300 DPI.

Shoot Dates

Shoot dates will be assigned only once the estimate is signed and returned. Note: Cancellation or postponement of a photo shoot within 30 days of the agreed upon starting date will result in a cancellation fee charged to the property. The following fees will apply based on the photographers' and assistants' fees. A cancellation notice within 29 to 15 days will incur a 25% fee; 14 to 7 days will include a 50% fee; anything less than 7 days will incur a 100% fee. All expenses including fees and purchases that were approved by the property will be billed.

Approved by: _____ Date: _____