

Vacation Rental Photography & AI Enhancement Research

Purpose: Comprehensive reference document for AI prompt engineering in vacation rental photo enhancement tools.

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1. Vacation Rental Photography Best Practices

1.1 The Strategic Value of Photography

High-quality photography is not an elective expense—it is a critical strategic investment. The data is clear:

Metric	Impact
Professional photos	20-28% higher revenue
Quality images	40% higher revenue for listings
Verified professional photos	17.51% increase in bookings
First 5 photos	80% of guests decide based on these alone

The 5-Second Rule

Prospective guests decide to engage with or abandon a listing within a 5-second psychological window. Superior visuals signal quality to the guest while simultaneously signaling relevance to the search algorithm.

Key Insight: “You’re selling an experience, not square footage.” The goal is product photography, not real estate photography.

1.2 Composition Principles

Rule of Thirds

- Divide the frame into 9 equal sections using 2 horizontal and 2 vertical lines

- Position key elements (windows, furniture, architectural details) along these lines or at intersections
- Creates visually balanced, dynamic images that guide the viewer's eye naturally
- Most cameras/phones have built-in grid overlays to assist

Leading Lines

- Use countertops, hallways, furniture edges, and architectural features to guide viewer's eye through the space
- Creates depth and natural flow
- Helps viewers understand spatial relationships between rooms

Congruent Lines & Visual Comfort

All vertical elements (door frames, wall corners, cabinet edges) should ideally be perfectly plumb. This verticality provides "visual comfort"—a psychological trigger that increases site visit duration.

 **AI Update:** While perfectly level shots remain ideal, **AI can now correct crooked, tilted, or skewed photos** if some furniture or reference points are visible. This means hosts don't need to obsess over perfect leveling during capture—focus instead on capturing good content with adequate lighting.

Focal Points

- Every room should have a clear focal point (fireplace, view, bed, kitchen island)
- Position camera to emphasize the focal point
- Use diagonal dominance for spatial depth

Camera Height & Angles

Room Type	Recommended Height	Notes
Living Room	24-30 inches (knee to chest height)	Corner-to-corner captures three walls
Kitchen	6 inches above counter (chest height)	Shows counter space; surface must be visible
Bedroom	36-48 inches	Ensure clearance past foot of bed
Bathroom	Waist height	Shows countertop and sink clearly
Exteriors	Knee height	Makes structure appear more imposing

 **AI Update:** If camera angle is slightly off (pointed too far up/down), **AI can correct perspective** as long as furniture or reference objects are visible in the frame.

Wide-Angle Best Practices

- Use the **0.5x wide-angle setting** on smartphones to capture a larger "data canvas"
- This provides more information for AI to work with during enhancement
- Shoot from corners for two-point perspective and depth

- Step back when possible to reduce distortion

 **AI Update:** AI can now fix wide-angle (0.5x) distortion on outer edges. Capturing more than necessary allows software to correct lens distortion while enabling high-resolution cropping for artistic framing.

1.3 Lighting Requirements

Natural Light Optimization

- **Best shooting times:** 10 AM - 3 PM for interiors; golden hour for exteriors
- Open ALL blinds and curtains
- Turn OFF artificial lights to maintain consistent color temperature (unless supplementing)
- Position multiple floor lamps behind the photographer at varied angles to fill shadows

The ISO Ceiling Rule

Keep ISO under 800. High-ISO noise creates “unfixable noise”—digital grain that occurs when a camera sensor lacks sufficient information. This distorts the data AI needs for color and tonal reconstruction, making high-fidelity enhancement impossible.

Common Lighting Issues

Issue	AI Can Fix?	Notes
Blown-out windows	 Yes	AI can reveal exterior views through overexposed windows
Dark/underexposed photos	 Yes	AI can brighten and recover shadow detail
Mixed color temperatures	 Yes	AI can correct white balance
High-ISO grain	 Limited	Severe noise degrades AI reconstruction quality

 **AI Update:** AI can now fix blown-out windows to make scenery outside clear, and can correct brightness in dark/underexposed photos. However, starting with properly exposed images always yields better results.

1.4 Staging Guidelines

The “Eye Candy” Concept

The objective is a shift from real estate photography to **product photography**. Empty rooms feel stark and “stuffy.” Strategic staging with “eye candy” transforms the listing into an experiential product, allowing the guest to visualize themselves in the space.

Decluttering Essentials

Remove:

- Personal items (photos, toiletries, medications)
- Excess appliances and countertop clutter
- Cables, cords, and chargers
- Trash cans, brooms, cleaning supplies

- Branded packaging (unless intentional)
- Children's artwork and toys

Keep/Add (“Eye Candy”):

- Fresh flowers or plants
- Neatly folded/rolled towels
- Stylish coffee table books
- Coordinated throw pillows and blankets
- Set dining table with plates/napkins
- Bowl of fresh fruit in kitchen
- Book and mug near reading chair

 **AI Update:** AI can now **add missing amenities** like towels and toilet paper if forgotten during staging. However, physical staging before shooting still produces more natural, authentic results.

Bed Styling: The Luxury Signal

- Use **at least 4 king-size pillows** (more pillows = perceived luxury)
- Steam linens to remove wrinkles
- Layer bedding: sheets, duvet, throw blanket at foot

 **AI Update:** AI can **fix wrinkly beds** and simulate high-end linen textures. But starting with properly made beds reduces AI processing and maintains authenticity.

1.5 The Volume Strategy (With AI Workflow Context)

The “Overshooting” Principle

Professional photographers capture approximately **200 shots** to yield a final selection of **12-25 “keepers”**—a 20:1 ratio. This ensures the best possible angle and lighting data.

⚠ Critical Workflow Note for AI Enhancement

Homeowners must curate before submitting to AI. It is NOT practical to submit 200 images to an AI enhancement service. The workflow should be:

1. **Capture Phase:** Take many photos (100-200+) of each space from multiple angles
2. **Selection Phase:** Review and select the **best 1-3 shots per space** (15-25 total)
3. **Enhancement Phase:** Submit only the curated selection to AI
4. **Review Phase:** Verify AI output for accuracy and naturalness

The “shoot volume, use few” advice applies to YOUR selection process, not to AI submission.

1.6 First 5 Photos Strategy: The Algorithm Driver

The Airbnb “Image Algorithm” is a behavioral feedback loop tracking click-per-impression, site visit duration, and photo engagement. The first five photos appear in a desktop banner (1 large, 4 small)—this is your “fast version home tour.”

Optimal First 5 Photo Sequence

1. **Hero Photo:** “Curiosity-generating” shot—exceptional outdoor amenity, unique view, or “intrigue hook” that compels clicks
2. **Main Living Space:** Shows comfort, arrangement, and spaciousness
3. **Master Bedroom:** Emphasizes luxury and coziness (pillows, linens)
4. **Key Amenity:** Kitchen, outdoor space, or unique feature

5. High-End Bathroom: Spa-like, clean, inviting

Photo Quantity & Curation

- **Minimum:** 15-20 high-quality images
- **Maximum:** Up to 50 on VRBO
- **Orientation:** Always horizontal (landscape)
- **Order:** Logical flow mimicking guest walkthrough
- **Critical Rule:** Every photo must increase “buying temperature”

Eliminating “Unselling” Photos

Remove any photo that doesn't actively sell the property:

- Redundant shots (four angles of the same chair)
- Grainy low-light images
- Disheveled utility areas
- “Magic killers” like unfinished basements
- Any shot that creates apathy or confusion

1.7 Common Mistakes Hosts Make

Mistake	Impact	AI Can Fix?
Blurry/out-of-focus	Signals low quality	✗ No—reshoot required
Dark/poorly lit	Rooms appear smaller	✓ Yes
Cluttered chaos	Guests can't envision themselves	⚠ Limited (simple items only)
Warped perspectives	Unprofessional, disorienting	✓ Yes
Over-editing/filters	Misrepresents property	✗ N/A (human error)
Vertical orientation	Gets cropped, shows less	✗ No—reshoot required
Host reflections in mirrors	Breaks professional illusion	✓ Yes
Crooked/tilted shots	Causes visual discomfort	✓ Yes
Wrinkly beds	Suggests poor sleep quality	✓ Yes
Blown-out windows	Loses exterior view	✓ Yes
iPhone 8-quality images	Low resolution/sharpness	✓ Yes (AI can upscale)

2. Room-Specific Standards

2.1 Kitchen Photography: The Emotional Anchor

Why Kitchens Matter Most: Hotels lack kitchens—this room is the STR's greatest competitive advantage. The kitchen is the “emotional anchor” of vacation rental listings.

What Makes Kitchen Photos Convert

Essential Elements:

- Spotless, gleaming countertops with minimal items
- Modern, well-maintained appliances visible
- Ample counter space clearly shown (at least 6 inches visible)
- “Ready to cook” signals: pots, pans, spices visible
- Warm, inviting lighting

Critical Shots:

1. **Kitchen Medium Shot:** Frame stove clearly, showing cooking amenities
2. **Coffee Station Closeup:** High-resolution “personality shot” with legible branding
3. **Wide-angle hero** from corner showing full layout

 **AI Note:** Ensure branded elements (coffee labels, etc.) are sharp and legible. AI can **clarify branded words** but cannot unscramble severely blurred text.

Staging Checklist:

- [] Remove countertop clutter except 1-2 styled items
- [] Polish all surfaces and appliances
- [] Add bowl of fresh fruit or stylish cookbook
- [] Ensure cabinet doors closed and aligned
- [] Remove magnets/papers from refrigerator
- [] Hide dish soap, sponges, dish rack
- [] Show counter surface (camera at chest height, 6"+ above counter)

2.2 Bedroom Photography: Luxury & Comfort

Composition Strategies

Headboard-Centric Composition: Angle shots toward the headboard—it’s the most visually compelling feature.

The Clearance Rule: Position camera to provide clearance past the foot of the bed. This prevents the room from appearing “stuffy” and ensures the foreground isn’t dominated by bedding.

Essential Elements:

- Meticulously made bed as focal point
- **4+ king-size pillows** (pillow count signals luxury)
- Steamed, wrinkle-free linens
- Layered bedding (sheets, duvet, throw)
- Balanced, symmetrical composition
- Warm, diffused lighting

 **AI Capability:** AI can **fix wrinkly beds** and **simulate high-end linen textures** for a “crisp and clean” luxury look.

Staging Checklist:

- [] Fresh, crisp linens (white or neutral preferred)

- [] 4+ fluffed pillows arranged symmetrically
- [] Throw blanket at foot of bed
- [] Nightstands cleared except lamp + 1 item
- [] Remove all personal items
- [] Small plant or fresh flowers
- [] Close closet doors

Expert Insight: "Design is secondary to experience." The pillow count and linen quality dictate the review.

2.3 Living Room Photography: Volume & Flow

Composition Techniques

Corner-to-Corner Method: Shoot from one corner to the opposite to capture three walls, maximizing perceived room volume.

Center Line Aesthetic: In rectangular spaces, shooting straight down the middle (often over a coffee table) creates symmetry and showcases flow toward windows/balconies.

Essential Elements:

- Sense of spaciousness (three walls visible)
- Abundant natural light
- Comfortable, inviting seating
- Clear focal point (fireplace, view, TV area)
- Good flow and layout visibility

Camera Height: 24-30 inches (knee to chest height) for all living area captures.

Staging Checklist:

- [] Arrange furniture to create conversation areas
- [] Fluff and arrange throw pillows
- [] Add cozy throw blanket
- [] Clear coffee table except 1-2 styled items
- [] Remove visible cords and cables
- [] Open all blinds/curtains
- [] Turn off TV

2.4 Bathroom Photography: Utility & Cleanliness

Technique for Tight Spaces

Vertical Panoramas: Use the **0.5x wide-angle setting in vertical orientation** to capture tight bathroom spaces effectively.

Countertop Visibility: Apply chest-height rule to show countertop and sink, providing visual comfort through clear display of cleanliness.

Essential Elements:

- Spotless, sparkling cleanliness
- Bright, well-lit appearance
- Spa-like, fresh atmosphere
- Quality towels (white or coordinated)
- Toilet paper visible (signals readiness)

 **AI Capability:** AI can **add missing towels and toilet paper** if forgotten during staging.

Staging Checklist:

- [] Deep clean all surfaces, mirrors, glass
- [] Remove ALL personal toiletries
- [] Fresh, fluffy towels (neatly folded/rolled)
- [] Toilet lid DOWN
- [] Remove bath mats, scales, trash cans from view
- [] Add small plant or candle
- [] Polish all fixtures
- [] Ensure toilet paper is visible

2.5 Exterior Photography: The Hook

Techniques for Impact

Knee-Height Technique: Capture the property from knee height to make the structure appear more imposing and spacious.

Foreground-Pool-Sky Composition: For aquatic features, include:

1. Area before the pool (foreground)
2. Full water feature
3. Generous amount of sky

This composition sells the leisure experience.

Photography Timing:

- **Golden hour:** Warm, inviting exterior shots
- **Twilight:** Dramatic shots with interior lights on
- **Avoid:** Harsh midday sun, bare winter landscapes, overcast skies

 **AI Capability:** AI can **replace cloudy/rainy skies** with clear blue sky, or transform any time of day to **daytime, sunset, or twilight looks**. Shoot for content, not weather.

Staging Checklist:

- [] Mow lawn, trim hedges
- [] Remove weeds, debris
- [] Clean driveway and walkways
- [] Add potted plants at entrance
- [] Stage outdoor furniture
- [] Remove cars, toys, trash cans

3. AI Image Enhancement: Capabilities vs. Limitations

3.1 BnB Photo Factory Capabilities: What AI Can Do Now

Modern AI photo enhancement (exemplified by BnB Photo Factory) has dramatically expanded what's possible. These proven capabilities should inform our prompt engineering:

Room & Furniture Enhancements

Capability	Description	Use Case
Wrinkly Bed Fixing	AI recognizes and smooths wrinkled bedding	Rushed staging, unsteamed linens
Missing Amenity Addition	Can add towels, toilet paper	Forgotten staging elements
Room Recreation	AI “recreates” entire room based on elements in base photo	Comprehensive enhancement
STR Optimization	Subtle changes to make photos more attractive for guests	Conversion optimization

Lighting & Visibility Fixes

Capability	Description	Use Case
Blown-Out Window Correction	Reveals exterior scenery through overexposed windows	Bright day shoots, backlit rooms
Brightness/Dark Photo Correction	Handles underexposed images	Low-light conditions, poor timing
Sharpness Enhancement	Regenerates high-quality images from low-res sources	Even iPhone 8 photos can be enhanced
Branded Element Clarification	Ensures text/logos aren't scrambled during AI processing	Coffee labels, product branding

Angle & Composition Corrections

Capability	Description	Use Case
Angle Correction	Fixes crooked, tilted, or skewed photos	Handheld shooting, rushed captures
Distortion Correction	Fixes 0.5x wide-angle distortion on edges	Smartphone wide-angle shots
Perspective Adjustment	Corrects photos pointed too far up/down	Requires some furniture visible as reference

Object & Reflection Removal

Capability	Description	Use Case
Reflection Removal	Removes photographer reflection from mirrors	Bathroom mirrors, glass surfaces

Outdoor & Sky Enhancements

Capability	Description	Use Case
Sky Replacement	Replace cloudy/rainy skies with clear blue	Bad weather shoots
Lighting Mood Options	Daytime, sunset, or twilight looks	Regardless of original capture time

3.2 Pre-AI vs. Post-AI: Updated Photography Priorities

Many photography guides were written before AI capabilities existed. Here's what has changed:

Traditional Advice	Pre-AI Importance	Post-AI Importance	AI Solution
Get perfectly level shots	Critical	Helpful but not critical	AI angle correction
Shoot only in perfect weather	Critical	Less important	AI sky replacement
Use professional camera	Critical	Less important	AI can upscale iPhone photos
Fix every wrinkle in bedding	Critical	Helpful but not critical	AI bed smoothing
Avoid all reflections	Critical	Helpful but not critical	AI reflection removal
Perfect window exposure	Very difficult	Not required	AI HDR/window fix
Remove all clutter	Critical	Still critical for complex items	AI limited on complex scenes
Good composition/framing	Critical	Still critical	AI cannot change camera position
Adequate lighting/visibility	Critical	Still critical	AI needs data to work with
Sharp focus	Critical	Still critical	AI cannot fix motion blur

3.3 What AI Still Cannot Do

Despite advances, these limitations remain:

Limitation	Why It Fails	Solution
Change camera position/angle	AI only works with captured data	Reshoot from better angle
Fix motion blur	Lost data cannot be recovered	Use tripod, steady hands
Remove complex clutter	Large items leave artifacts	Physically remove before shooting
Add room elements not visible	If AI can't "see" it, it can't reconstruct it	Ensure all features are captured
Fix extremely dark photos	Insufficient data for reconstruction	Ensure basic visibility
Repair severe noise (high ISO)	Noise destroys underlying data	Keep ISO under 800
Create authentic virtual staging	AI-added furniture can look artificial	Physical staging preferred
Fix fundamentally bad composition	Cannot change what was framed	Plan shots carefully

3.4 The AI Input Quality Principle

"AI reconstruction logic is dependent on visibility. If the sensor cannot detect a detail, the AI cannot 're-imagine' it."

Prioritize Visibility Over Aesthetics: A slightly "flat" or evenly-lit photo with high visibility is superior to a "moody" dark photo. If the AI cannot "see" the furniture or corners, it cannot enhance them.

3.5 AI Enhancement Decision Matrix (Updated)

Issue	AI Can Fix?	Confidence	Notes
Dark/underexposed	✓ Yes	High	Excellent AI use case
Wrong white balance	✓ Yes	High	Excellent results
Overcast sky (exterior)	✓ Yes	High	Sky replacement proven
Blown-out windows	✓ Yes	High	BnB Photo Factory feature
Crooked/tilted photos	✓ Yes	High	If reference objects visible
Wide-angle distortion	✓ Yes	High	Edge distortion correctable
Wrinkly bedding	✓ Yes	High	Proven AI capability
Photographer reflections	✓ Yes	High	Mirror reflection removal
Perspective (up/down tilt)	✓ Yes	Medium-High	Needs furniture reference
Low resolution/sharpness	✓ Yes	High	Can enhance even iPhone 8
Missing towels/toilet paper	✓ Yes	Medium	AI can add small amenities
Minor clutter	⚠ Maybe	Medium	Simple items only
Lighting mood change	✓ Yes	High	Daytime/sunset/twilight
Scrambled text/branding	⚠ Maybe	Medium	Can clarify, not unscramble severe blur
Major clutter	✗ No	Low	Reshoot after staging
Bad composition	✗ No	Low	Reshoot required
Wrong room angle	✗ No	Low	Reshoot required
Motion blur	✗ No	Low	Reshoot required
Extreme darkness	✗ No	Low	Insufficient data

Issue	AI Can Fix?	Confidence	Notes
High-ISO noise	⚠ Limited	Medium	Severe noise not recoverable

3.6 When Professional Photography Is Still Necessary

Scenario	Why AI Can't Help
Luxury/high-value properties	ROI justifies professional investment; quality expectations higher
Properties with unique architecture	Requires creative angles and specialized equipment
Drone/aerial photography	Requires specialized equipment and licensing
Video/virtual tours	AI enhancement for video is limited
Properties needing physical staging	AI can't arrange real furniture convincingly

4. Optimizing Images for AI Processing

4.1 Providing a “Data-Rich Input”

The host's goal is to provide images that serve as a viable “reconstruction baseline.” AI quality is directly proportional to input quality.

The Four Pillars of AI-Ready Images

1. Visibility First

- Every corner, piece of furniture, and feature must be visible
- Slight overexposure is better than underexposure
- If you can't see it, AI can't enhance it

2. ISO Discipline

- Keep ISO under 800
- High ISO creates noise that degrades reconstruction
- Use additional lighting instead of raising ISO

3. Leverage Wide-Angle (0.5x)

- Captures larger “data canvas”
- Gives AI room to crop and correct distortion
- Include more than you need in frame

4. HDR Bracketing (Advanced)

- Capture three exposures: highlights, midtones, shadows
- Provides AI data for both blown windows and dark corners
- Most smartphones have auto-HDR; ensure it's enabled

4.2 The Ideal AI-Ready Photo Checklist

Before submitting to AI enhancement:

- [] Image is in focus (no motion blur)
 - [] ISO was under 800 during capture
 - [] All room features are visible (no pure black areas)
 - [] Windows are not 100% blown out (some detail visible)
 - [] Photo is horizontal (landscape orientation)
 - [] Key branded elements are legible in original
 - [] Composition includes the important room features
-

5. Prompt Engineering Recommendations

5.1 General Prompt Structure for Image Enhancement

Recommended Prompt Formula

[Enhancement Goal] + [Technical Specifications] + [Preservation Instructions] + [Quality Parameters]

Core Principles (Informed by Proven AI Capabilities)

1. Leverage Known AI Strengths

- Sky replacement, brightness correction, perspective fixes
- Window recovery, bed smoothing, reflection removal
- Sharpness enhancement, distortion correction

2. Be Specific About Corrections

- “Straighten vertical lines” rather than “fix perspective”
- “Reveal view through windows” rather than “fix exposure”
- “Smooth bed linens” rather than “improve bedroom”

3. Preserve Authenticity

- “Enhance without misrepresenting”
- “Maintain natural appearance”
- “Keep original layout and objects”

5.2 Room-Specific Prompt Templates (Enhanced)

Kitchen Enhancement Prompt

Enhance this kitchen photo **for** vacation rental listing:

CORRECTIONS:

- Straighten all vertical lines (cabinets, door frames)
- Correct any wide-angle distortion on edges
- Balance window exposure-reveal exterior view **if** blown out
- Brighten shadow areas **while** preserving highlights

LIGHTING & COLOR:

- Correct white balance **for** accurate surface colors
- Enhance warmth slightly **for** inviting atmosphere
- Ensure countertops and appliances are well-lit
- Stainless steel should appear clean and neutral

CLARITY & BRANDING:

- Sharpen details on appliances, fixtures, and hardware
- Ensure any branded elements (coffee labels, appliances) remain legible
- Enhance texture visibility on countertops and backsplash
- **Do** not scramble or distort any text in the image

PRESERVE:

- Maintain all original objects and layout
- Keep natural shadows **for** depth
- **Do** not alter room dimensions
- Preserve authentic material textures

OUTPUT: Professional vacation rental quality, "ready to cook" atmosphere

Bedroom Enhancement Prompt

Enhance this bedroom photo **for** vacation rental listing:

CORRECTIONS:

- Straighten any tilted/crooked framing
- Correct perspective **if** shot was angled up **or** down
- Smooth any wrinkles **in** bed linens **for** "crisp and clean" look
- Remove photographer reflection **if** visible **in** any mirrors

ATMOSPHERE:

- Create warm, cozy, inviting ambiance
- Simulate high-end linen textures
- Soft, diffused lighting appearance

LIGHTING:

- Brighten dark corners **and** shadow areas
- Balance window light with room interior
- Ensure linens appear bright **and** fresh
- Recover window view **if** overexposed

COLOR:

- Enhance whites **in** linens to appear crisp **and** clean
- Warm neutral tones **for** cozy feeling
- Accurate color representation of fabrics

PRESERVE:

- Maintain bed styling **and** pillow arrangement
- Keep natural fabric textures authentic
- Do **not** add **or** remove objects
- Preserve the "**luxury**" signals (pillow count, layers)

OUTPUT: Luxury hotel quality, high-ADR appearance

Living Room Enhancement Prompt

Enhance this living room photo **for** vacation rental listing:

CORRECTIONS:

- Straighten all vertical lines (walls, door frames, windows)
- Correct wide-angle edge distortion
- Fix any perspective tilt
- Remove photographer reflection from any glass/mirrors

SPACIOUSNESS:

- Brighten to emphasize openness and volume
- Enhance natural light from windows
- Recover exterior views through any blown-out windows
- Ensure all three walls (**if** visible) are properly lit

LIGHTING:

- Balance bright windows with interior exposure
- Reveal details in shadow areas
- Natural, welcoming illumination

COLOR:

- Warm, inviting color temperature
- Accurate furniture and decor colors
- Subtle vibrancy enhancement

PRESERVE:

- Maintain sense of depth and "corner-to-corner" volume
- Keep natural flow and layout
- **Do** not alter furniture arrangement
- Maintain realistic proportions

OUTPUT: Spacious, inviting, "**visual comfort**" quality

Bathroom Enhancement Prompt

Enhance this bathroom photo **for** vacation rental listing:

CORRECTIONS:

- Correct any wide-angle distortion (especially **if** 0.5x used)
- Straighten vertical lines (walls, door frames)
- Remove photographer reflection from mirrors
- **If** towels or toilet paper are missing, add them naturally

CLEANLINESS:

- Bright, fresh, spa-like appearance
- Sparkling clean surfaces
- Crisp white towels and fixtures

LIGHTING:

- Bright, even illumination throughout
- No dark corners or shadows
- Enhance natural light **if** present
- Clean, fresh lighting mood

COLOR:

- Accurate white balance **for** tiles and fixtures
- Bright whites without yellow or blue cast
- Natural material colors preserved

CLARITY:

- Sharp detail on fixtures and hardware
- Clean tile and grout appearance
- Streak-free mirror and glass surfaces

PRESERVE:

- Maintain clean, organized appearance
- Keep spa-like atmosphere
- Accurate representation of space size

OUTPUT: Spa-quality, "**crisp and clean**" appearance

Exterior Enhancement Prompt

Enhance this exterior/outdoor photo **for** vacation rental **listing**:

SKY ENHANCEMENT:

- Replace overcast/cloudy sky with pleasant blue sky
- OR convert to twilight/sunset mood **if** appropriate
- Natural cloud formations **if** adding clouds
- Lighting direction must match sun position

CORRECTIONS:

- Straighten any tilted framing
- Correct wide-angle distortion on edges
- Enhance structure to appear imposing (was shot from knee height)

LANDSCAPING:

- Enhance green grass vibrancy naturally
- Brighten foliage colors
- Well-lit outdoor spaces **and** features

FOR POOL/WATER FEATURES:

- Enhance the foreground-pool-sky composition
- Crystal clear, inviting water appearance
- Bright, leisure-focused atmosphere

LIGHTING MOOD OPTIONS:

- **Daytime:** Bright, clear, inviting
- **Sunset:** Warm golden hour glow
- **Twilight:** Dramatic with interior lights visible

PRESERVE:

- Accurate representation of property
- Real landscaping features
- True proportions **and** scale
- Actual property condition

OUTPUT: High-conversion "**curiosity-generating**" hero shot quality

5.3 Enhancement Intensity Guidelines

Light Enhancement (Good Source Images)

Apply subtle enhancements only:

- Minor exposure adjustment (+/- 0.5 stops)
 - Gentle white balance correction
 - Light shadow recovery
 - Subtle sharpening
 - Minor vertical line straightening
- Maintain 95% fidelity to original image.

Moderate Enhancement (Average Source Images)

Apply moderate corrections:

- Exposure correction (+/- 1 stop)
- White balance normalization
- Shadow/highlight recovery
- Perspective and distortion correction
- Bed linen smoothing **if** needed
- Reflection removal **if** present
- Color vibrancy enhancement

Maintain 85% fidelity to original image.

Significant Enhancement (Challenging Source Images)

Apply comprehensive corrections:

- Major exposure rebalancing
- Full white balance correction
- HDR-style shadow/highlight recovery
- Sky replacement **if** overcast
- Blown-out window recovery
- Perspective, angle, and distortion correction
- Bed smoothing and texture enhancement
- Reflection removal
- Resolution/sharpness enhancement
- Add missing amenities (towels, toilet paper) **if** appropriate

Note: **If** original image lacks basic visibility or is severely motion-blurred, recommend reshooting rather than enhancement.

5.4 Specific Feature Prompts (Based on BnB Photo Factory)

Bed Wrinkle Correction

Identify and smooth all wrinkles in bed linens and bedding.

Create a "crisp and clean" luxury hotel appearance.

Maintain natural fabric texture—avoid plastic or artificial look.

Preserve pillow arrangement and layering.

Sky Replacement

Replace current sky with [clear blue / sunset / twilight] sky.

Match lighting direction with sun position in scene.

Ensure building/landscape lighting is consistent with new sky.

Natural cloud formations **if** applicable.

Avoid unrealistic saturation or "HDR glow."

Window Recovery

Recover exterior view through blown-out/overexposed windows.

Balance interior exposure with window brightness.

Reveal clear, attractive outdoor scenery.

Maintain natural lighting transition from interior to exterior.

Reflection Removal

Identify and remove photographer/equipment reflections from:

- Mirrors
- Glass surfaces
- Polished fixtures
- Window reflections (**if** distracting)

Restore the "**empty room**" professional appearance.

Fill removed areas with appropriate continuation of scene.

Angle & Perspective Correction

Straighten **all** vertical lines (walls, doors, cabinets, frames).

Correct any tilt or skew in the image.

Fix **perspective** distortion from **camera** pointed **up** or down.

Use visible furniture as reference for correction.

Restore "**congruent lines**" for visual comfort.

5.5 Quality Control Prompts

Verification Prompt

Review this enhanced image and verify:

1. Does it accurately represent the actual space?
2. Are all vertical lines properly straightened?
3. Are colors natural and realistic?
4. Are shadows and lighting consistent?
5. Are any AI artifacts visible (smearing, repetition, floating objects)?
6. Is any text/branding still legible and not scrambled?
7. Would a guest feel the image matches reality?
8. Does it achieve "visual comfort" through congruent lines?

Consistency Check Prompt

Compare this enhanced image to the listing set:

1. Is color temperature consistent across all images?
2. Is enhancement intensity uniform?
3. **Do** all images appear to be from the same property?
4. Is the overall mood/atmosphere consistent?
5. Are editing styles matching throughout?
6. **Do** the first 5 photos represent 5 distinct, high-value rooms?

5.6 Effective Prompt Language Reference

Goal	Effective Phrase
Level correction	"straighten all vertical lines for visual comfort"
Window fix	"recover exterior view through blown-out windows"
Brightness	"brighten shadows while preserving highlights"
Color	"correct white balance to neutral daylight"
Warmth	"add subtle warmth for inviting atmosphere"
Bed fix	"smooth bed linens for crisp and clean appearance"
Sky	"replace with [blue sky / sunset / twilight]"
Reflection	"remove photographer reflection from mirrors"
Distortion	"correct wide-angle edge distortion"
Sharpness	"enhance resolution and sharpness"
Preservation	"maintain all original objects and layout"
Natural look	"maintain photorealistic appearance"
Amenities	"add towels/toilet paper if missing"
Brand clarity	"ensure branded elements remain legible"

Quick Reference: The AI-Enhanced Workflow

Capture Phase

1. Use 0.5x wide-angle for maximum data canvas
2. Keep ISO under 800
3. Prioritize visibility over artistic darkness
4. Capture from multiple angles
5. Enable HDR mode on smartphone

Selection Phase (YOU Do This)

1. Review all captures

2. Select best 1-3 shots per room
3. Choose images with best lighting and composition
4. Total: 15-25 images for AI processing

Enhancement Phase (AI Does This)

- Perspective and angle correction
- Window exposure recovery
- Sky replacement (if needed)
- Bed linen smoothing
- Reflection removal
- Brightness/color optimization
- Sharpness enhancement
- Minor amenity addition

Quality Phase (YOU Verify)

1. Check all outputs at full resolution
 2. Verify shadows and lighting consistency
 3. Ensure text/branding is legible
 4. Compare to actual property
 5. Confirm “visual comfort” achieved
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Summary: Key Principles

- 1. AI has expanded what's fixable** — Crooked shots, blown windows, wrinkly beds, bad weather, and reflections are all correctable now.
 - 2. Focus human effort where it matters** — Good composition, adequate lighting/visibility, basic staging, and curating the best shots.
 - 3. Visibility is non-negotiable** — AI needs data. If you can't see it in the original, AI can't enhance it.
 - 4. Volume strategy applies to selection, not submission** — Shoot many, select few, then submit to AI.
 - 5. Every photo must increase “buying temperature”** — Eliminate unselling images ruthlessly.
 - 6. First 5 photos drive the algorithm** — Curiosity-generating hero, then diverse high-value rooms.
 - 7. “Crisp and clean” is the baseline** — This phrase defines high-ADR performance.
 - 8. Product photography, not real estate** — You're selling an experience, not square footage.
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