

Getting the most from your Photography

Northern Ireland Tourism Toolkit



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Introduction

Photos are a great way to showcase your space, set guests' expectations, and increase bookings. They are the first thing that visitors look at (besides the price)

- Resolution matters-take photos that are at least 1024 x 683px
When in doubt, a bigger photo is better
- Take your photos in landscape format.
Vertical photos don't showcase your space as well
- Light up the room or take photos during the daytime
- Before taking photos, clean your space and remove any clutter
- Highlight unique amenities. Guests love to stay in spaces with character

The starting point

When providing images for your listing on www.discovernorthernireland.com make sure you use the following guidelines:

- Provide images in a landscape format
- Provide images at a filesize of 1mb
- Feature both interior and exterior shots
- Try and keep your total number of images to 9. This will provide a good overview and flavour of your product
- Ensure that one image is tagged with primary/main
- Do not lift images from company website as this will mean that your images are reproduced in low quality – provide the original



Lighting

- Bring out natural depth, colour, and contrast in a setting. Great lighting makes your photo look more professional overall, which makes you look professional as well
- Shoot during the day, turn on all the lights, open the curtains and let in all of the natural light. Most modern cameras will adjust for bright spots by darkening the rest, so focus the camera away from the windows if possible
- Make sure that there are no reflections from lights on pictures, mirrors and windows



Styling

- Take the time to clean the room and prep for the shoot. De-cluttering removes distractions from the eye. In particular watch for piles of 'stuff', piles of magazines or too many items on a bookcase for example
- Stage the room
- Clean up, but be sure the photo aligns as closely as possible to the actual space when they arrive. Let photos be a true reflection of how your guests will find it



Shoot into a corner

- This makes the space seem larger. Shooting flat onto a wall can make a space seem smaller than in real life, while corners help give a sense of true perspective
- Take this one step further by shooting from a high position



Highlight unique amenities

- Look for unique ways to capture the location's personality and showcase its character
- Every building and interior has a story – tell it



Take photos outside

- What's outside is just as important as what's inside. Help set people's expectations of their arrival by photographing your place from the outside. The best time to shoot outdoors is the first and last hour of sunlight of the day, known as the "Golden Hour." This is the time of day where light is softest and brings out the broadest range of colour



Be your guest

- Walk through the journey yourself and plan your photo shoot- let it tell your story
- Think about their journey and the key touch points



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