

Uploading media to Content Manager: Content Guidelines

leonardo

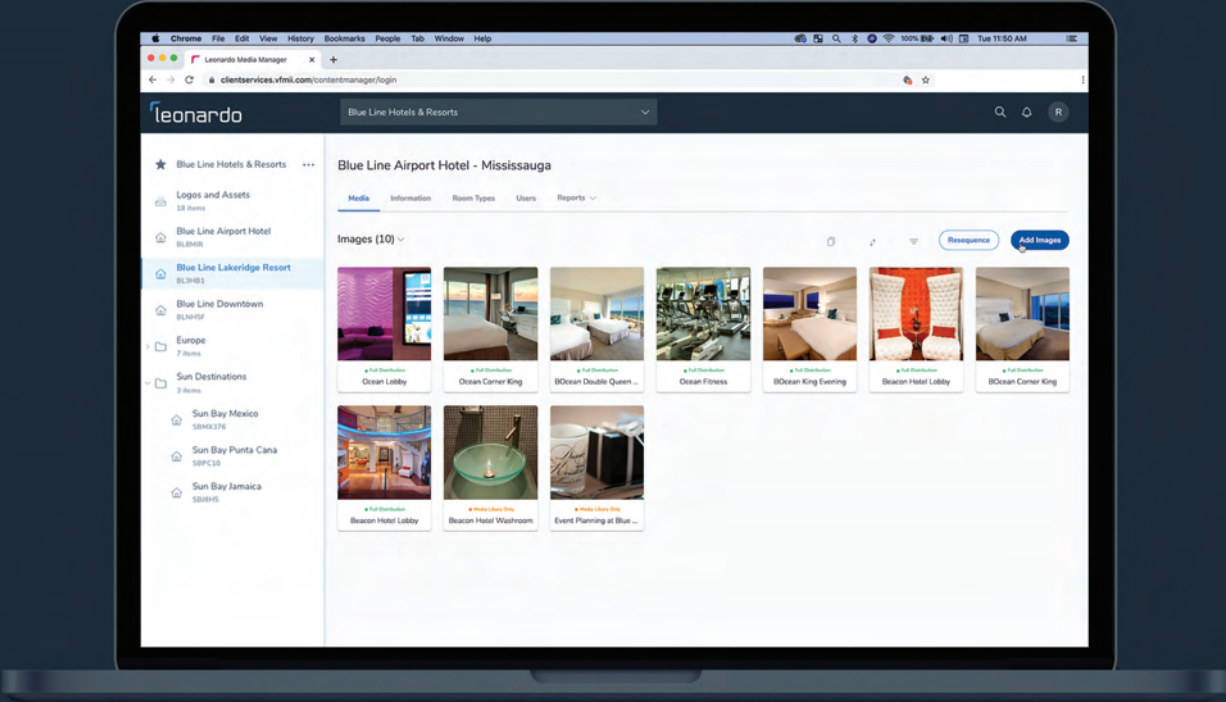


Uploading media to Content Manager:

Best practices

Travel shoppers and OTAs alike want to see and display high quality content that’s clearly labelled and is an accurate depiction of your hotel. So make sure your content is checking all the boxes when it’s being put into Content Manager – it will save you trouble down the road, and ensure you’re putting your best digital foot forward.

This short checklist will help ensure all of the content you upload is ideal for the OTAs to display, and for the travel shoppers to view and consider.





Define the Caption

Creating a valid caption for your image is essential. Why? On some channels, the caption is often the only descriptive text a travel shopper will see, so this is your opportunity to add content to the image and help avoid confusion.

When you upload your media to Content Manager, make sure you change the title of the file name so that it accurately reflects what the image is – this will become the caption for your photo. Make sure you rename your images to something more descriptive.

For example: if your image is of the Bathroom in one of your suites, the file name shouldn't be DSC4536.jpg – it should be Bathroom Deluxe Suite.jpg. Try to put the main keyword (the main subject of the photo) at the beginning of the file name (in this case "Bathroom").

Define the Category

Most OTAs and travel channels use standard Open Travel Alliance Categories to help process and understand the visual content that they receive in a standardized way. It is important to set categories that are a reflection of the visual content you're sharing, and make sure that it rolls up to one of the predefined OTA categories.

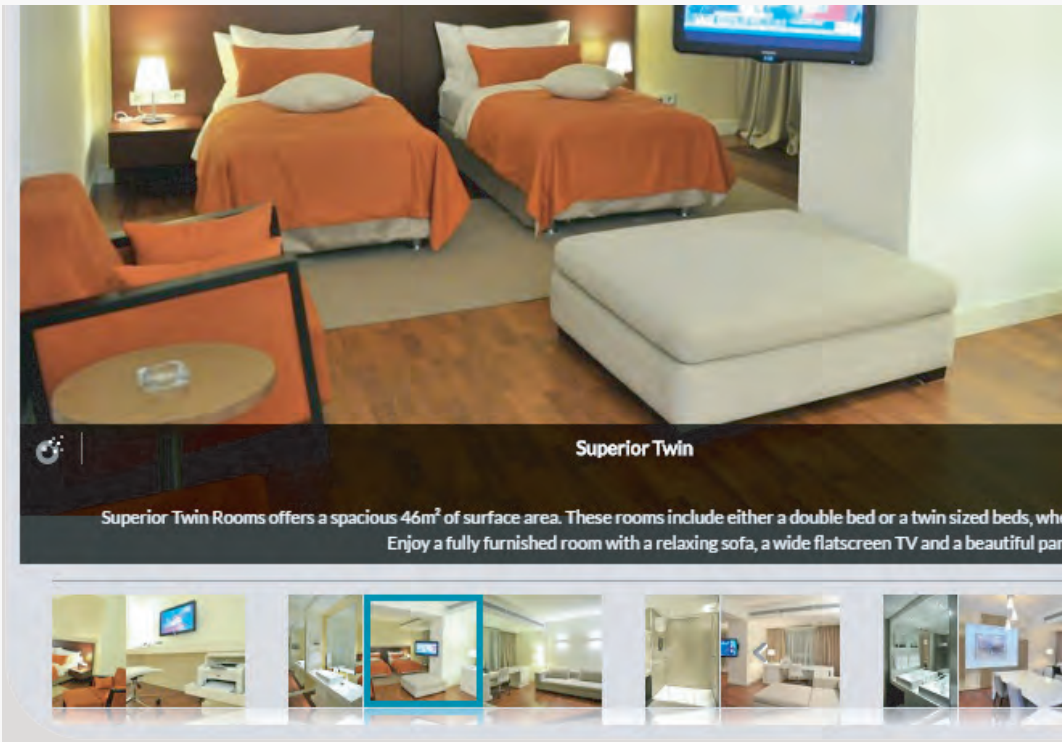
Why? OTA Categories help a travel site understand the subject of your visual content and how it should be used. Content that is uncategorized or categorized incorrectly likely won't be displayed on channels, and can have a negative impact on your hotel score on many major channels.

[Find the full list of OTA categories here.](#)

Include a Brief Description

Your image's short description is the headline for the image. A Short Description should be no more than 90 characters in length.

Why? Although not all channels will display the Short Descriptions some do, which will give you added opportunity to provide context to travel shoppers. This is an opportunity to give additional insight into the value the image is providing. Also, make sure you use keywords in your descriptions!





Include A Room Code for Guest Room Content

Room Type functionality in Content Manager can be used to create an association between a room code and the visual content that should be tied to that room code. When a guest room visual is uploaded to Content Manager, set a room code for the image to create a link between the room code and it's related images. Channels that pull room codes typically require at least 4 images per room type: 3 photos of the room itself and 1 of the bathroom



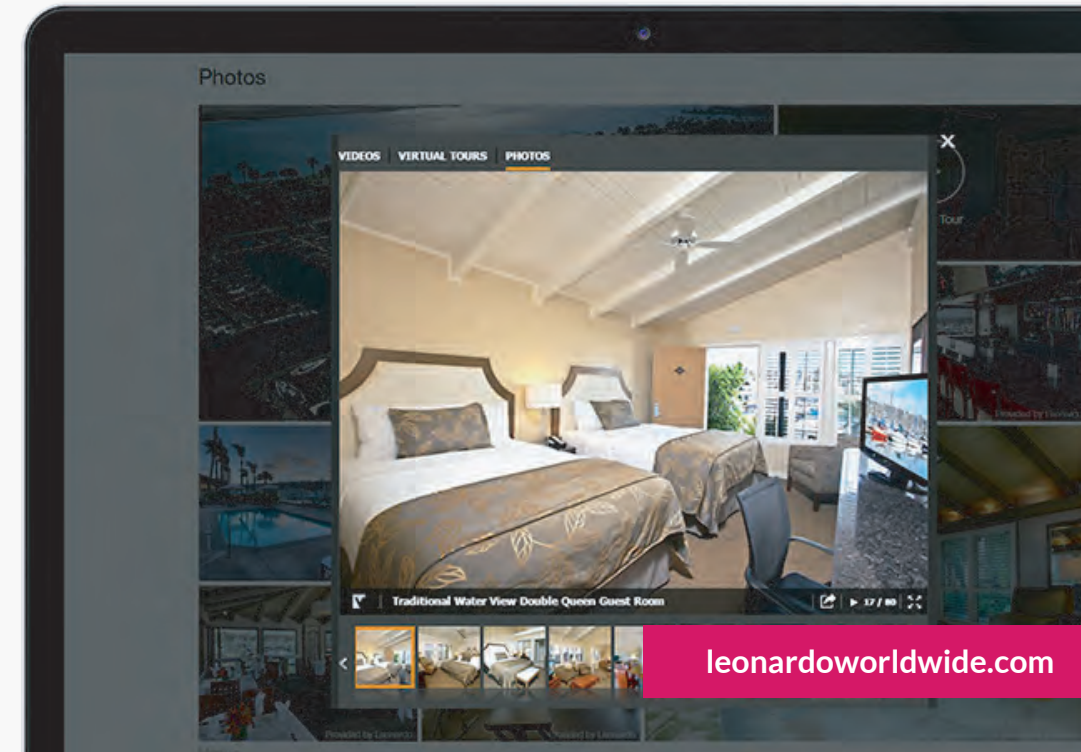
Upload the Highest Quality Content

There is no limit to the quality of images you can upload, so we encourage you to make sure you are uploading the best available version of a photo. Here are some image quality tips:

- ▶ An aspect ratio of 16:9 is ideal as it's the most common aspect ratio for TV's, computer monitors and smartphones or tablets turned sideways. This landscape orientation is preferred because the image will occupy the entire screen. If a vertical orientation is used, then the viewing device will surround the image with "white space" the image is rendered.
- ▶ File Types: JPEG or JPG images are best, but other file types that are accepted include GIF, PNG, BMP, TIFF, and EPS.
- ▶ Try to avoid the use of photos older than two years.
- ▶ Photos should reflect your brand identity; be free of debris, cables cords, trash cans, ash trays, power lines, banners or other eye distractions; and reflect the property's current condition and amenities.

Why? Every channel has different image quality and size requirements, but when your content is added to Content Manager it is automatically copied in 14 different sizes. Content Manager will then take care of sending the highest accepted size to each channel. But we can't send higher than what we receive, so make sure you're uploading the highest-quality images to Content Manager.

The recommended resolution is 2880px+. However, many channels, want even higher quality images. This is important to keep in mind because some channels penalize for content that doesn't meet their quality requirements.





Consider Quantity

We know that visual content is an important element to selling hotel rooms, and studies have found that a minimum of 20 photos per hotel is the right amount to be targeting. In fact, research shows that [an increase in images can have positive effects on a hotel's ADR and online engagement](#).

Of course the larger and more amenities associated with a property, the more visual content you should be sharing. You'll want to include at least one image for every amenity and approximately four images for every guestroom type.

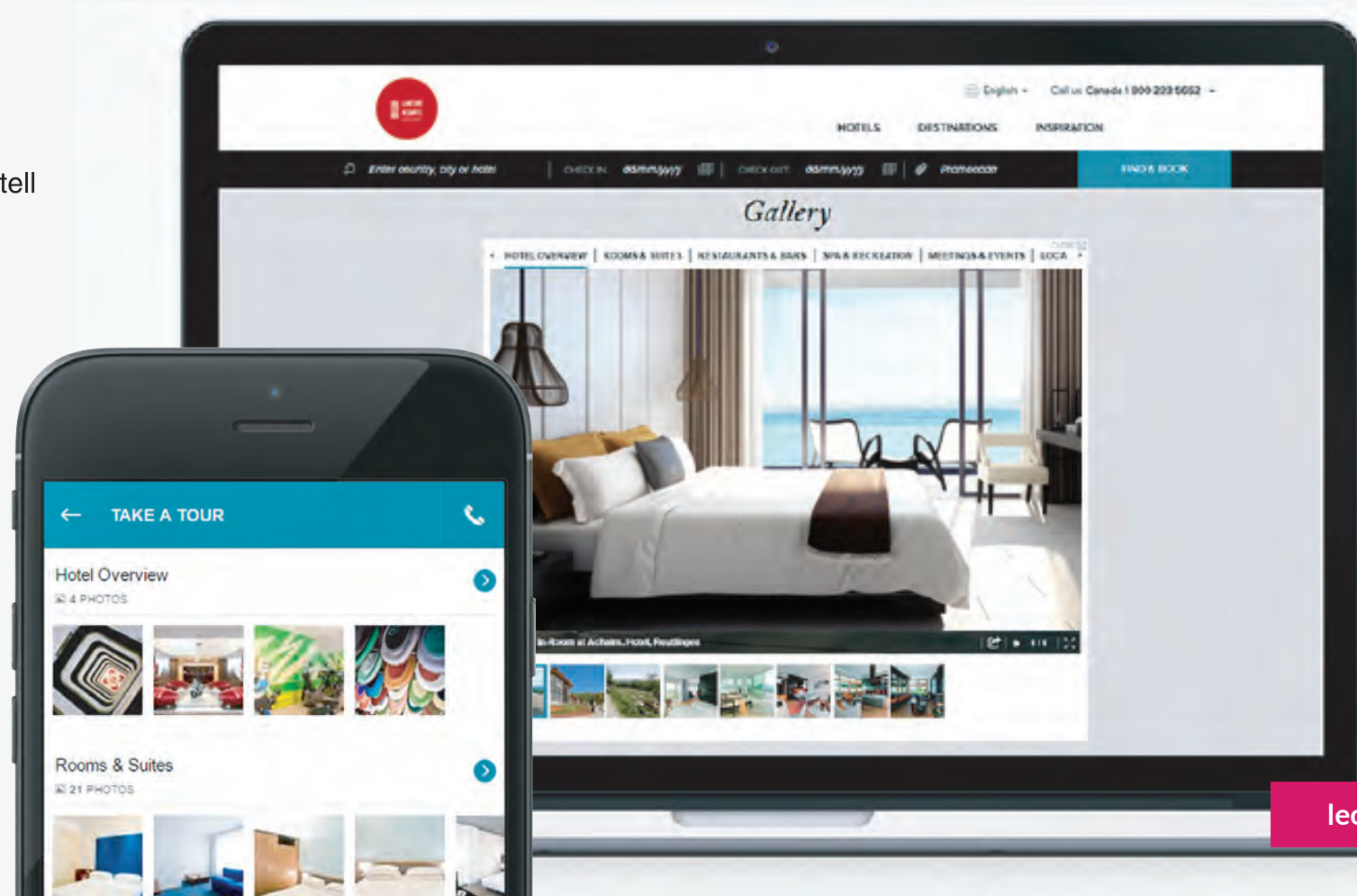
Here are some general guidelines you can follow:

- ▶ 15 - 21+ for limited service properties
- ▶ 18 - 28+ for full service properties
- ▶ 21 - 35+ for luxury properties

Regardless of the type of hotel, use an appropriate amount of media to accurately tell your unique story.

Need Help?




If you're struggling to find the time to complete the steps or want some hands-on help, schedule a call with your Account Manager who will be happy to go through these best practices with you.





QUICK REFERENCE: HOTEL MEDIA

Tell the best story possible with your media by following these multi-media guidelines for hotel photos, videos and virtual tours.
Every hotel’s story is unique. Use your media to accurately tell your story in its entirety.

	 Images	 Virtual Tours	 Videos
Size	2048px (longest side); 2880px for Expedia	7000px by 1750px	Minimum: 720p (1280px by 720px) Acceptable: 1080p (1920px by 1080px) Best: 1440p (2560px by 1440px) or 4K (3840px by 2160px)
Aspect Ratio	16:9	4:1 or 2:1	16:9
File Type	File Types: JPEG or JPG are best but other file types are accepted including GIF, PNG, BMP, TIFF, and EPS	JPEG or JPG	FLV, MOV, AVI, MPG, MPEG, MPV, WMV, ASF, RM, RMVB, RV, MP4, and MP4E
Quantity (Length)	20+ photos including 4 images per room type	3-10 virtual tours	30 seconds to MAX of 2 minutes



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