

Roles & Benefits of Media



Images



Virtual Tours



Videos

| | Images | Virtual Tours | Videos |
|----------|---|---|--|
| Role | <ul style="list-style-type: none"> • Provide a quick evaluation of property • Answer the “Would I stay here?” question • Can showcase a variety of features and services | <ul style="list-style-type: none"> • Increase confidence of travel shoppers • Answer the “Is it what it claims to be?” question • Provide greater detail of hotel | <ul style="list-style-type: none"> • Allow travel shoppers to visualize their stay • Answer the “Why is this place different?” question • Impress travel shoppers with the experience |
| Benefits | <ul style="list-style-type: none"> • Easily scanned during research phase • Properties with over 20 photos get 150% more engagement | <ul style="list-style-type: none"> • Enable interactivity with the feeling of being on-site • Websites with virtual tours are viewed 5-10 times longer | <ul style="list-style-type: none"> • Can lead to a 40% increase in buying • Capture uniqueness of property |
| Tips | <ul style="list-style-type: none"> • Provide highest resolution available • Greater than 2048 pixels on longest side • Not older than 3 years | <ul style="list-style-type: none"> • Should be produced in panoramic (360° x 90°) in highest resolution • 7000 x 1750 pixels is ideal • 4:1 aspect ratio is ideal without cropping | <ul style="list-style-type: none"> • Highest resolution possible (HD or 1080p and 1920 x 1080 or larger) • Frame size: 720 x 480 pixels is ideal • 16:9 aspect ratio is ideal |
| Quantity | <ul style="list-style-type: none"> • 15 - 21 or more for limited service hotels • 18 - 28 or more for full service hotels • 21 - 35 or more for luxury hotels | <ul style="list-style-type: none"> • 3 - 10 virtual tours | <ul style="list-style-type: none"> • 1 video (1 - 2 minutes) • 2 - 3 videos (12 - 45 seconds) |