




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	Up to 2 minutes