

HMR Virtual Tour Tips

This checklist will help to ensure that your virtual tour has a professional look and represents your hotel well. Remember this photo will be a complete 360 degrees of the area that you are photographing, so a long blank wall will be exactly that--a long blank wall. Carefully consider what the camera lens will see. A good way to get an accurate idea of this is to stand in the middle of the area you are shooting and slowly turn around in a complete circle. Observe the room and consider what the finished product will look like. This type of photography is not meant to have people in the photo area. Consider that each photo is like a movie set, pay attention to the details and have all of the sets ready before the photographer arrives.

- Have the curtains open and be sure they hang evenly
- Consider what the camera will photograph outside of any windows in you photo area
- Remove all waste cans from a guest room or public space
- When shooting the lobby remove luggage carts and newspaper stands
- Do not shoot the exterior of your hotel if part of the view is a parking lot or an area you cannot control
- Turn on all of the lights in the area you are shooting
- Consider adding flowers or green plants to enhance the color contrasts in your photos
- When shooting the breakfast area remove highchairs, be sure that the buffet is fully stocked
- If photographing a restaurant remove waste cans, highchairs, tray stands and carefully detail the service areas
- Choose areas that will have a high visual impact
- Block rooms the night before so they will be ready for the photographer
- Plan to halt traffic through the lobby, restaurant or other public areas during the photo shoot
- Check to see that all art work is hanging evenly
- Pay special attention to clutter on and around the front desk area
- Although this is not a brochure shoot it still very effective to have the meeting room fully set
- Also, don't hesitate to place a computer, briefcase or other business items in the guest room