

# THE DOWNLOAD

July 1st, 2006



Right: Fairwind Hotel on Miami's Collins Avenue. Photographed in June 2006.

## Hotel images free to download Don't miss your next brochure deadline

By Steven Graffham

Allow us to officially introduce "Hotel Image Host".

At Winter Park Photography over the last couple of years we were finding ourselves commissioned for hotel shoots more and more, not by tour operators, but by the hotels themselves. At last even smaller hotels are coming out of the dark ages and doing away with slides and updating their images to high resolution digital. It seems they realized that it was more cost effective to reproduce digital images as opposed to slides. They still faced one problem though. Many hotels were still living with the same

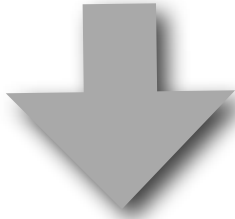
system of image distribution. They were waiting until a tour operator or wholesaler contact them and then rush around like blue bottomed flies keeping the boys at FedEx busy sending courier packages across the world containing compact discs of their images.

We couldn't believe it when we were constantly being asked to email hi res images urgently to a client in Canada or the UK. Eventually we realized that there must be a cost effective way to do this. Then we came up with Hotel Image Host or should I say [www.hotelimagehost.com](http://www.hotelimagehost.com)

Since starting with the first hotel back in January 2005, the number of hotels has steadily increased and the site has grown. The idea is that the hotels have a constantly updated library of images for their customers online. The images are also online in high resolution at 300 dpi for print jobs and at 72 dpi for use on websites etc. The low resolution gallery's also serve as a good option for viewing the images before downloading your final choice.

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## More hotels and stock photo's

Since starting the site we have had excellent feedback from customers using the site. The hotels are very pleased because they are saving money and their images are available immediately. Tour operators are also pleased because it gives them a one stop shop and they are saving money on photo shoots. It is true that the images are available to competitors, but for hotels where there are smaller room allocations and exclusive shots are not needed it is a great option. This is not the end of tour operators commissioning Winter Park Photography for exclusive photo shoots, its just a great tool to help them allocate funds where they are better spent concentrating on getting those signature shots that set their brochures apart.

The animal has been created and it will only grow bigger. As we shoot more hotels at Winter Park Photography we will be adding more and more to [www.hotelimagehost.com](http://www.hotelimagehost.com) . At present we just have Florida Hotels but as we do more in the caribbean and other destinations this will grow.

### What about stock photo's?

One question we have had time and again is "what about stock photo's" There are many sources out there, but Winter Park Photography has been concentrating on building a new library of stock

**"this is a great idea, just what we need, can we get all the hotels to join up"**

**Head of brochure department TUI UK**

images specifically for the travel industry. The stock library will be launched with our new website coming in August this year. Our images will be very affordable, so keep coming back to visit

[www.winterparkphotography.com](http://www.winterparkphotography.com)

The new stock library is part of a bigger project to completely overhaul our website and come up with a new look and vastly improved navigation and functionality. Hotel Image Host will also benefit from a new look and with that we will be introducing a login system where passwords will be made available to you.

### Feedback please

We are very interested to hear your thoughts and any feedback on Hotel Image Host. Whether you are a new or seasoned user. With your help we can make this one of your most valuable tools around brochure time.

You can email me at [steve@winterparkphotography.com](mailto:steve@winterparkphotography.com)

**Pictured Right:** Dolphin Beach Hotel, St. Pete's Beach, Florida.  
**Far Right:** Hyatt Regency, Fort Lauderdale, Florida.

