

**RezNEWS HOT TIP**  
**"A picture says 1000 words"**

Images of your property displayed on both your Internet website AND your booking engine are extremely important. In a search for lodging choices, when rates are relatively equal among accommodation options or similar in description, the properties with accompanying photos are nearly always selected first by potential customers. With the rapid growth of online reservations, hotel images are a key consideration in the consumer online shopping experience. Websites such as Orbitz, Expedia, Travelocity, and many others will publish your images, and you can expect increased reservations as a result. This month's **HOT TIP** will illustrate how to add your property's photos to your global distribution system (GDS) account with InnLink.

**Should you hire a photographer?**

It is in your property's best interest to present itself professionally and attractively through its photographic images. Although there is no requirement to hire a photographer, InnLink encourages you to consider professional assistance as you compile your image portfolio. Proper lighting, image-sizing, and photo content will greatly influence bookings.

**How do you submit your property images to InnLink?**

Please follow the image requirements listed below.

**File format:**

- The preferred file format is: JPEG. Gif files are acceptable for logo images only.
- Zip files less than 5MB are acceptable when submitting images via email.
- All images must be submitted in color.

**Number of images required:**

One image of each room type and up to ten property images (including exterior views of property, distinguishable property areas, etc.) are required. Be sure to display your property accurately and well.

**Image size and suggestions:**

- **Exterior property image:** An exterior property photo is *mandatory*. Recommended image size is 350 pixels wide by 350 pixels high. The file name of the image must be "your property code.jpg." For example: "TSSH1.jpg." If you do not know your property code, please contact your InnLink revenue manager at 1-800-525-4658.
- **General property images:** General property images may include hotel lobby, hotel restaurant, pool, business facilities, fitness room, etc. *Recommended image size is 350 pixels wide by 350 pixels high.* The file name of these images must be listed as "area name.jpg." For example: "pool.jpg" or "lobby.jpg."
- **Guest room image:** *Recommended image size is 350 pixels wide by 350 pixels high.* The file name of the image must be "GDS room code.jpg." For example: "A1K.jpg." If you do not know each room type's GDS room type code, please contact your InnLink Revenue Manager to receive a list of the applicable room types.
- *Note: An image of each room type should be submitted for properties participating in InnLink's iLINK booking engine service.*
- **Logo image:** Image size must not be larger than 239 pixels wide and 86 pixels high. The file name of the image must be "logo.jpg" or "logo.gif." For example: "logo.jpg."
- *Note: The "logo" image option is only available for those properties that own a GDS chain code or a property that participates in InnLink's iLINK booking engine service.*

**Image submission:**

Innlink offers three convenient ways to submit images of your property. Images can be submitted via mail, email, or by using the FTP Tool (for files larger than 5MB). Email file size

should not exceed 5MB to avoid rejection of emails sent to InnLink. Images may require more than one email submission.

For multiple images or any images that are larger than 5MB in size just follow these instructions.

1. Press the Drop box for FTP site below.
2. Enter a subject line and instructions on where it should be placed.
3. To attach the file, hit the browse button and find the file (make sure the file you want to send appears in the white box beside the "browse" button).
4. Hit the "send it" button and you're done!

Choose one of the methods below:

**Drop box for FTP site:**

[Drop box for FTP Site](#)

**Mail CD or Disk to:**

InnLink Central Reservation Services  
Attn: Image Department  
130 Maple Drive North  
Hendersonville, TN 37075

**Email Images to:**

[images@innlink.com](mailto:images@innlink.com)

**Additional resources:**

As always, RezStream support can be reached at 303-872-0220. Normal support hours are Monday through Friday, 8AM to 5PM, MST.