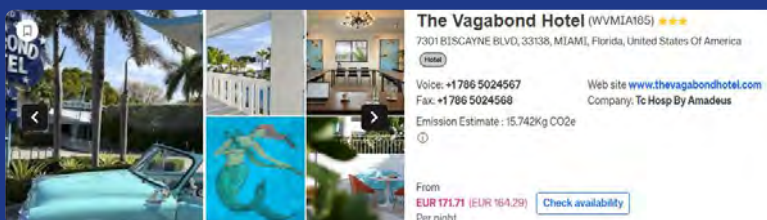


# What are the image requirements for the world's largest distribution channels?

A hotelier's cheat sheet by Shiji Iceportal Content

Each platform has specific size and aspect ratio requirements. With Iceportal Content, we take that pressure off you by automatically optimizing your images to meet these standards.

amadeus



## Technical requirements

- Minimum display size in Amadeus Selling Platform Connect is 384x250 (thumbnail), but 720px (HD) is preferred to ensure no pixelation and better image quality.



## Quantity & coverage

Provide images that showcase different aspects of your property:

- 4 or more photos per room type and 1 bathroom photo
- 1 exterior photo
- 1 entrance/lobby photo
- 1 photo per key amenity (e.g pool, fitness center, recreation areas)

## Technical requirements

- Orientation: Horizontal preferred

### **Resolution:**

- Minimum: 1000 pixels on the longest side
- Recommended: 2880 pixels or higher
- Maximum file size: 15MB

### **Accepted formats:**

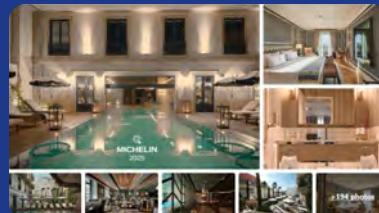
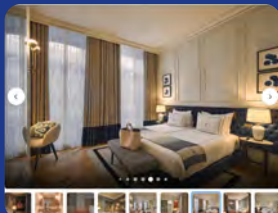
- JPG, PNG, BMP

## Recommended primary images

- Unique exterior shot
- Stylish or distinctive interior
- A pool (if it is a key selling point)
- A room view featuring a landmark or unique landscape

### **Avoid using as primary image:**

- Bathrooms
- Spa or fitness facilities
- Dining areas
- Business facilities



### Quantity & coverage

Your photos should showcase all room types and facilities

Upload at least 10 photos

Include at least 1 photo of the bathroom/toilet for each room type

### Technical requirements

- Orientation: Landscape (horizontal) only

#### Resolution:

- Minimum: 2048 × 1080 pixels
- Preferred: 4000 × 3000 pixels
- Minimum: 10 photos
- Camera height: 3 to 5 feet (approximately 91 to 152 cm)

#### 360° images:

- Aspect ratio: 2:1 (width double the height)
- Minimum resolution: 1800 x 900 pixels
- Maximum file size: 19MB/ photo

### Avoid uploading

- Grainy or pixelated images
- Blurry or tilt-shift photos
- Over-processed images
- Filters, strong contrast, oversaturation, or excessive HDR
- Photo collages
- Watermarks or illustrations
- Skewed, stretched, or distorted images
- Black-and-white photos
- Extreme wide-angle or fisheye images

### Composition tips

- Keep the subject centered whenever possible
- Leave enough space for cropping
- Avoid shooting too close to the subject
- Remember that images displayed in your Extranet gallery may be pre-cropped



## Quantity & coverage

Include a variety of images covering guest rooms (bedroom, bathroom, storage), exteriors, common areas, and amenities like pools or restaurants

## Technical requirements

### Images:

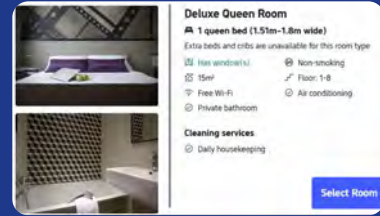
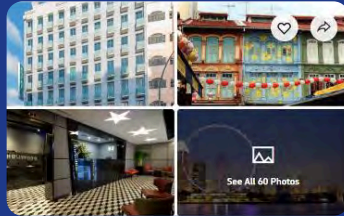
- Minimum resolution: 1060 × 450 pixels
- Maximum file size: 10 MB (up to 15 MB for accommodations)
- Supported formats: GIF, JPG, BMP, PNG
- Recommended orientation: Landscape
- Recommended aspect ratio: 1:1 to 4:3
- Images will be scaled to fit standard display boxes
- Photos should be well-lit for better engagement

### Videos:

- Maximum file size: 500 MB
- Supported formats: MP4, M4V, MOV
- Videos must be clear and easy to view
- No blurry, dark, or sideways videos will be accepted

## Best Practices

- Select high-quality, well-lit images
- Highlight what makes your property unique
- Include traveler-generated content to add authenticity and a real guest perspective
- Add captions to provide context
- Ensure images look good in both thumbnail and full-size formats
- Make sure guests see your best photos first with Cover Photos
- Hand-select images that showcase your rooms, property features, and amenities



## Quantity & coverage

Minimum 20 total photos (property + room images combined)

### Include:

- At least 1 public area photo
- At least 1 exterior photo

### Room photo requirements:

- Minimum 4 photos per room type

### Must include:

- 1 bed photo
- 1 bathroom photo

## Technical requirements

- Resolution: greater than 1280 × 800 pixels
- Use high-resolution, clear, well-lit photos for all room types
- Orientation: landscape

Contact us to elevate your hotel visual distribution

[shijigroup.com](https://shijigroup.com)