

SAFARIQUEST™ CONTENT GUIDE

FOR PARTNERS

2024



This partner guide is your go-to resource to optimise the power of SafariQuest™ to your advantage. Follow it!

You can say travel leans heavily on visual appeal and photography is at the core of that. Follow our tips to maximise.

Without greatly written intros and descriptions, even the best photos will fail. We will show how to achieve this.

KARIBU

To get bookings for your hotel, holiday rental, tour, or car rental, you first need to grab their attention with an attractive partner page. Your copy and photos play a key role in this process. In this guide, we will explain how to take stunning pictures and write amazing copy that will make your listing irresistible to customers.



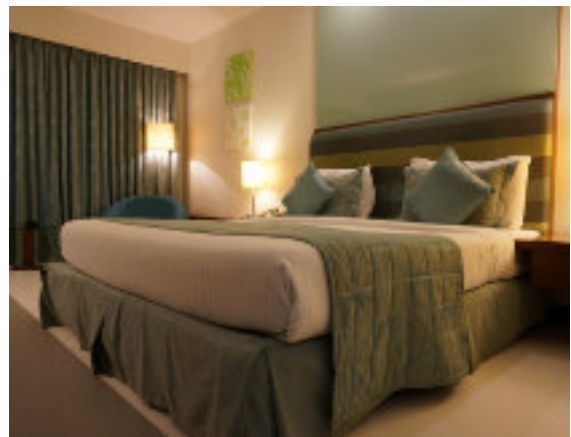
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WHY TAKE PHOTOS

Good photography can capture beautiful, well-lit and realistic photos of your listing. Your photos should show everything including specific details that will captivate and inspire travellers. That's why we recommend a minimum of 24 photos of your listing. Your photos need to be of consistently high quality and high resolution. They:

- Should take travellers on a visual journey through your listing
- Reflect the ambiance and energy of your listing
- Emphasise the culture and history of your listing
- Show the kind of experience travellers can expect during their interaction



WHAT TO PHOTOGRAPH



HOTELS & HOLIDAY RENTALS

Be sure to photograph all room types – Single, Double/Twin, Triple rooms, Suite – available at your hotel or holiday rental.

If you have an apartment, make sure that you:

- Photograph all apartment types – One-Bedroom, Two-Bedroom, Studio, Penthouse – available at your property.
- Photograph the different rooms in each apartment as well as the whole apartment (overall layout).
- Take a minimum of 24 photos of your property.
- With larger, multi-bedroom apartments, you don't need to take photos of every bedroom.



TAKE A MINIMUM OF 4 PHOTOS FOR EACH ROOM TYPE AND AT LEAST 1 PHOTO OF THE BATHROOM/TOILET FOUND IN EACH.



TAKING ROOM PHOTOS

Unique Room Feature

To show off their best features, take photos of each room type from a variety of different angles:

- View from one corner, showcasing the whole room
- View from a different corner
- Unique room features/facilities

Unique room features could include:

- Views
- Balcony, patio or terrace
- Kitchen, dining or seating areas
- Tea and coffee facilities
- Interesting and unique decorative details

ROOM PRESENTATION

Your photos should present your hotel or rental realistically and highlight its best features. All photos must be consistently clear, bright and flattering, so prepare and tidy your rooms before taking any photos.

Your rooms should have:

- Curtains open so views are visible
- Ambient lighting and lamps turned on
- Freshly made beds



- Tidy surfaces
- Spotless carpets and flooring
- No laundry showing
- No wires and cables visible

Take photos of any in-room amenities, such as:

- Tea and coffee facilities
- Fridge
- Air-conditioning unit
- Glasses/mugs
- Minibar/snacks
- In-room safe
- Desk/stationery

TAKING BATHROOM PHOTOS

Bathroom photos are also important to travellers, as they often reflect the cleanliness of the hotel or rental in general.



YOU SHOULD TAKE PHOTOS OF ANYTHING SPECIAL THAT SETS YOUR HOTEL OR RENTAL APART FROM OTHERS.

Your bathrooms should have:

- Ambient lights turned on
- Clean mirrors
- Spotless shower/bathtub
- Shower curtains open
- Toilet lid closed
- No tissues, toilet paper or bins in shot

Take photos of any in-room amenities, such as:

- Bathrobe
- Slippers
- Hairdryer
- Toothbrush kit
- Complimentary toiletries

PHOTOS OF FACILITIES

Take photos of all common facilities that guests have access to at your hotel or rental, such as:

- Entrance picture (both interior and exterior)
- Building picture (street with building, surroundings)
- Lobby/reception
- Restaurant/places to eat
- Breakfast (food)
- Lounge/bar
- Swimming pool
- Game room;
- Spa/Wellness/Sauna/Massage
- Fitness center/gym



- Beach
- Kitchen facilities
- Living areas

Photos of Extra Amenities

You should also take photos of additional amenities or services that are available to guests, such as:

- Meeting rooms or banquet halls
- Business centre or lobby computer (monitors turned off)
- Family-friendly options like play areas or children's menus
- Airport shuttle buses
- Parking garages
- Newspapers
- Luggage storage
- Dry cleaning/laundry service
- Room service
- Tour/ticket desk with pamphlets (if separate from reception)

YOUR LOCATION

When booking accommodation, travellers expect to see a clear and realistic representation of your hotel or rental and its location.

Guests need to know exactly what the property looks like on arrival, so you should take photos of the exterior that show:

- The entrance
- The building's facade in the context of the street

Try to avoid including road signs, parked cars and passers-by in your photos.





TOURS

Photos allow customers to visualize themselves doing the tour. Capture every aspect of the tour from customers enjoying the experience, and the scenery. Make sure that you:

- Photograph all important points of interest – the towns, the scenery, the roads – along your tour offering.
- Photograph the tour vehicles, the accessories, the gear, the footwear, and the facilities provided.
- Take a minimum of 24 photos of your tour.
- Capture the human element through the activities undertaken - mountain climbing. Focus on the emotions - the fatigue, the joy, or the triumph of, for instance, scaling a mountain peak.



MIX UP BOTH CLOSE-UPS AND PANORAMIC PHOTOS. TAKE A MINIMUM OF 4 PHOTOS FOR EACH POINT OF INTEREST.



TAKING TOUR PHOTOS

Unique Tour Feature

To show off their best features, take photos of each point of interest in the tour from different angles:

- Wide angle view showcasing the scenery - aerial drone shots a great option
- Unique tour features/facilities
- Unique tour features could include:
 - Rare plant and animal species
 - Photography hot spots
 - Historical artefacts, monuments, or inscriptions where allowed
 - Unique community culture, festival, ceremony or tradition
 - Interesting tour activities like outdoor grilling, plunge jumping, zip-lining, and white water rafting

TOUR PRESENTATION

Your photos should give a realistic picture of your tour. They should highlight the tour's best features. Again, all photos must be consistently clear, bright and flattering, so test lighting, positions and tidy your tents, cars, and gear before taking any photos.



Your tour should have:

- Well maintained gear
- Cars in good shape
- Well branded guides/drivers
- Safety equipment in cars
- Cars with tidy interiors
- Sustainability considerations

Take photos of any amenities, such as:

- Washrooms in camping sites
- Constructed viewpoints
- Bonfires points
- Outdoor aides like Quad bikes
- Swimming pool

Photos of Extra Amenities

You should also take photos of additional amenities or services

that are available to guests, such as:

- Meals
- Complimentary WiFi, and car charging points
- Cool boxes



**YOU SHOULD TAKE PHOTOS OF
ANYTHING SPECIAL THAT SETS YOUR
TOUR APART FROM OTHERS.**

- Family-friendly options like play areas or children's menus
- Souvenir shops
- Birthday cakes for guests having birthdays on tour period
- Branded merchandise and gift hampers

YOUR LOCATION

When booking a tour, travellers expect to see a clear and realistic representation of your tour offering and its location. Guests need to know exactly what the tour looks like on arrival, so you should take photos of the exterior that show:

- Entrances to tour locations such as national parks
- Wildlife and plant life

Once more, try to avoid including road signs, parked cars and passers-by in your photos.





CAR RENTALS

Be sure to photograph the exterior and the interior of the car rental. Make sure that you:

- Take a minimum of 24 photos of your car



**TAKE PHOTOS THAT WILL
GUARANTEE THE CUSTOMER,
RELIABILITY, AND SAFETY IN THEIR
JOURNEY.**



TAKING CAR PHOTOS

Unique Car Feature

Show off your car rental's best features by varying the angles of view:

- View from the front and the back (both interior and exterior)
- View from the sides (both interior and exterior)

Unique car features/facilities which can include:

- Sunroof or canopy
- Charging points (USB or three-pin sockets)
- Open seating (maximising on window seats)
- 4WD
- Refrigerator system
- Ample storage space
- Radio call

CAR PRESENTATION

Your photos should present your car rental realistically and highlight its best features. We won't stop emphasising this - all photos must be consistently clear, bright and flattering, so prepare and clean up your car before taking any photos. Your car should have:

- TSV/PSV stickers clearly visible
- Clean interior and exterior
- First aid kit



- Fire extinguisher
- Spare wheel
- Waste basket
- No wires and cables visible

Take photos of any in-car amenities, such as:

- Fridge/cooler box
- Air-conditioning unit
- Charging points
- WiFi
- Camera mounts
- Tiered seats

Photos of Extra Amenities

You should also take photos of additional amenities or services that are available to customers, such as:

- Professional driver or guide
- GPS
- Inbuilt kitchen



**TAKE PHOTOS OF ANYTHING SPECIAL
THAT SETS YOUR CAR RENTAL APART
FROM YOUR COMPETITION.**

YOUR LOCATION

When booking rental cars, travellers expect to see a clear and realistic representation of the journey they are about to make. They need to know exactly what the car is capable of, so you should take photos that show:

- The car in its environment - national park, or on the road
- The car in all weathers - capture the mud and the grit where possible

Remember to try and avoid including road signs, parked cars and passers-by in your photos.



SHOOTING REQUIREMENTS

- Use a digital camera.
- Shoot mainly landscape (horizontal) images – these look best on SafariQuest™.
- Photos must have a high resolution: at least 1366 (W) by 768 (H) pixels. The maximum uploadable file size for a single photo is 900KB).
- Take a minimum of 24 photos in total.
- Take pictures from a height of 100-160cm (3-5ft). This maintains consistency across images and feels neutral from the viewer's perspective.
- Keep the focal length between 24 – 35mm with the exception of tours where telephoto lenses with higher focal length can be used.
- Shoot from corners to add perspective and depth to your images.
- Try to capture as much of each listing as possible in your photos. Try not to crop out furniture, amenities or other details that would be important to the customer.
- Use a tripod to avoid camera shake.
- When saving your photos for upload, use the following file naming conventions to maintain consistency in the system:
 - safarquest-hotels-hotel-name-1-2-3, etc
e.g. safarquest-hotels-sidai-resort-1.jpg
 - safarquest-rentals-rental-name-1-2-3, etc
e.g. safarquest-rentals-makao-1.jpg
 - safarquest-tours-tour-company-tour-name-1-2-3, etc
e.g. safarquest-tours-laika-safaris-3-day-mara-safari-1.jpg
 - safarquest-car-rental-company-car-name-1-2-3, etc
e.g. safarquest-car-rentals-kioni-8-seater-extended-cruiser-1.jpg

You can download a free software like **Advanced Renamer** (<https://www.advancedrenamer.com>) to easily organise your photos in the above format. Doing so not only keeps things neat but also enhances your SEO.



TECHNICAL REQUIREMENTS

The maximum uploadable file size for a single photo is 900KB.

To ensure your listing photos are displayed optimally to potential customers, it's best to avoid uploading:

- Grainy or pixelated photos
- Blurry or tilt-shift photos
- Over-processed photos
- Filters, strong contrast, over-saturations or excessive HDR
- Photo collages
- Watermarks or illustrations in photos
- Skewed, tilted, stretched or distorted photos

THINGS TO AVOID

- Photos of guests, models or property owners
- Photos displaying nudity
- Photos of logos, branding, awards or contact details
- Reflections of people in mirrors and windows
- Photos with TVs turned on
- Photos showing technology that may date (telephones, alarm clocks, etc.)
- Extreme, wide-angle or fisheye lense photos
- Photos taken from overly high- or low angles
- Overly dark (underexposed) or bright (overexposed) photos
- Black-and-white photos

WRITING YOUR STORY

TELL YOUR STORY

The SafariQuest™ Booking Engine is full of cool tools that you can use to showcase the features of your product or service offering - amenities, star-rating, location, number of rooms, etc - so do not worry much about this when writing your introduction or description. Tell your story instead! People love and easily connect with stories of journeys taken to be where we are. They love to hear how the idea was mooted, who was in that first meeting, where did it happen - focus on these things to tell your captivating story. What has it taken to be here today? What does the future look like? As a guide, you can include things like:

- Rooms important guests have slept in, tours important clients went on or even car rentals that were used in important events.
- If there are interesting secrets or facts the public knows little of such as meanings of brand names, you can bring them out.



**THE MORE CAPTIVATING YOUR STORY
IS, THE MORE ENGAGEMENT YOU
WILL GET AND THE MORE BOOKINGS
YOU ARE LIKELY TO MAKE.**



- Feel free to reveal the awkward first moments trying to put together your first tour and how things almost went wrong!
- Be human!

THE PLACE OF SEO

As you craft your story, remember you are not writing just for your human clients but also for Search Engines. These are a few basic pointers to help you in that delicate balance:

- Let your narrative be at least 300 words and above.
- There's no rule of thumb but it's a smart idea to keep your listing title short and compelling. Most studies recommend between 50 and 60 characters.
- Make sure you use the right brand names of your business or names of places, monuments etc. For hotels that are part of a collection, make sure to mention the individual hotel more. Ensure the names of notable places in your tour are correct.

Otherwise leave the other intricacies of SEO to us





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