

**When shooting the breakfast area, should the breakfast be set up?**

Yes. The photographer will try and capture the breakfast area early in the morning prior to high traffic time. When this area is being photographed please make sure that everything is compliant with the appropriate breakfast standard as well as clean, stocked, and well displayed.

**What should my employees or I do to prepare for the photo shoot?**

Make sure that a primary contact has been identified at the property and that the photographer has access to that person the day of the shoot. The primary contact should be fully aware of what rooms/locations are to be photographed. Make sure that all areas being photographed are in prime condition, clean and free of clutter. Inform your employees of the photo shoot date as early as possible. That way they can assist in the preparation of the rooms and other details for the shoot, if needed.

**Do I need to buy any props (flowers, plants, decorations)?**

No, do not purchase any props. Our objective with these photos is to provide the online customer a professional and genuine image of your property as they would see it if they showed up in person. However, if you were planning on investing in some landscaping or new bedspreads, prior to the shoot would be the ideal time to do it.

**Do I need to have one of every room type unoccupied the night before or the day of the photo shoot?**

Since the photo shoot will start early in the morning, when possible, we encourage you to set aside a room for each room type you plan to have photographed by the night before. This will be extremely helpful in expediting the photo shoot. Have Housekeeping double check for working light bulbs, straightened curtains, lampshades and bed skirts. Also make sure you or the general manager has walked those rooms so they are in perfect order and free of any major blemishes.

**What if we want guests or employees in the photos?**

These photos are NOT to include any guests and employees. This is both for liability purposes and will help prevent the photos from becoming quickly outdated.

**PHOTO USAGE**

**How soon after the photo shoot should I expect to see these photos on wingateinns.com?**

Your new photos should be posted on wingateinns.com six to eight weeks after the shoot. It will take longer for them to appear on various third-party Web sites as each Web site has its own schedule for refreshing photographs and information.

**Will I receive copies of my photos and can I use them freely in my local advertising?**

Yes, you will receive a CD containing the approved images for your property. You will have usage rights to these photos and can use them at your discretion for local advertising and collateral.

**Do I get to review or approve the photos that will be placed on the Web?**

No, final photo approval will reside with the Wingate Inns Corporate Marketing team.

**Who do I call if I have any questions regarding "The Big Picture" initiative ?**

If you have any questions, please contact your franchise services manager at (800) 428-3123.



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## PHOTOGRAPHY INITIATIVE





## GETTING “THE BIG PICTURE”

Research has definitively shown that quality property photos drive guest preference when they are shopping online for a hotel room. Poor photos can undercut your ability to attract potential bookers. Overwhelmingly, when a location has no photos available, guests will not even consider making a reservation there. It is for this reason, and the fact that Internet usage continues to gain tremendous momentum as a travel booking resource, that the Wingate Inn® brand is introducing “The Big Picture”.

## FREQUENTLY ASKED QUESTIONS

### GENERAL QUESTIONS

#### What is “The Big Picture”?

“The Big Picture” is an online photo initiative that will upgrade the level of photography and improve the electronic “curb-appeal” of Wingate Inn properties on the Wingate Inn brand Web site, wingateinns.com, and many other third-party Web sites.

#### Will “The Big Picture” cost me anything?

Because this is such an important initiative, the Wingate Inn brand will be funding the cost of every Wingate Inn hotel to be professionally photographed. However, each property is required to provide one complimentary night at your hotel for the photographer the day of your scheduled photo shoot.

#### Do I have to use the brand’s approved photography vendor?

Yes, in order to establish a consistent look and feel across all properties and reduce the margin of error, you are required to utilize our approved vendor, VRX.

#### If I already have professional photos of my property can I get a waiver to use those instead of having to have new photographs taken?

No, in order to have a consistent and professional look to all photos posted online, all photographs must be taken by our designated approved vendor.

### PHOTO SHOOT

#### When will the photo shoot take place at my property?

We will begin photographing properties in February 2006 and anticipate completing the entire system by the end of November 2006. You will be contacted by either your franchise services manager or your director of business development to brief you on the program. Then, a representative from VRX will contact you to set a date for your photo shoot and they will follow up with you again to confirm the date approximately seven days prior. Approximately two days prior to the shoot, the photographer will contact you one more time to confirm the appointment and to go over final preparations.

#### What if I need to cancel/reschedule the photo shoot?

As soon as you realize that you need to cancel or reschedule, contact your franchise service manager and they will work with you and VRX to see if they can locate another property in your area that can take your place, hopefully avoiding the cancellation fee. If an alternate property cannot be found and you have to cancel or reschedule between 0 to 7 days before the shoot date, you will be charged a \$600 cancellation fee. Payment of this fee is the responsibility of the canceling property and will not be paid by Wingate Inns International.

#### How many photos will be taken of my property?

A minimum of nine and a maximum of 10 photos will be taken of your property and will include (2) standard room types, (1) bathroom, (1) exterior, (1) lobby/front desk, (1) breakfast area, (1) fitness room/whirlpool, (1) business center, (1) meeting or board room and (1) optional photo of a sundry shop or suite room if offered by the property.

#### What if I have some non-traditional amenities in addition to the list of required shots or I offer recreational activities at my hotel. Can I have the photographer take photos of them?

The standard shot list must be covered, first and foremost, in order for your property to be compliant with the brand standard. After covering the shot list, if you have not reached 10 shots, you can prioritize those non-traditional amenities and take photographs up to the negotiated 10. Due to the photographer’s schedule and what has been negotiated by Wingate Inns International, the photographers have been instructed not to take more than 10 shots per property. Should you want additional photos we can put you in touch with VRX and you can arrange to schedule a separate photo shoot.

#### How long will the photo shoot take?

The photo shoot will start early in the morning and will likely take the entire day. Photo shoots are scheduled seven days a week so it is possible that some photo shoots may be held on a Saturday.

#### Will the photo shoot be disruptive to my guests, employees or the property?

VRX employs professional photographers who are accustomed to photographing occupied hotels. The photographer works independently and will facilitate the shoot with the use of only one camera and little to no lighting equipment. The format and timing of the photo shoot has been developed to maximize shooting during the “slower” traffic times, which should result in minimal disruption to your guests or employees.

#### Do I have to provide lodging to the photographer?

Yes, part of the reason we were able to negotiate such a low cost for the photo shoot is that their photographers would be provided one complimentary night, if needed, at our properties. We ask that you honor this request; otherwise you will receive a separate bill for the photographer’s lodging while at your property.

#### Can the room the photographer stays in be one of the rooms that gets photographed?

No, we ask that the rooms being photographed be vacant, prepared and ready to shoot the evening prior to your scheduled photo shoot. This will allow the photographer to stay on schedule versus waiting for rooms to be cleaned.

#### Do I have to be at my property while the photo shoot is taking place?

The photographer will need a primary contact at the property to be available during the shoot, whether that is the owner, general manager, front office manager or director of sales. We highly encourage you to be present during this process, which will allow you to view the photos as they are taken. However, keep in mind that VRX photographers have been trained to our standards and your involvement is not to be in the form of a creative director.