



**Camper
Mate™**

Photography Guide for Attractions

Your Guide to Photography of Attractions & Activities

No one could blame you if you are feeling unsure about photographing your tourism business. After all, you're a business owner, not a photographer! But you do know your business better than anyone, and if you follow the simple steps we lay out below (then let our designers work their magic), together we can create some great content.

How your business is represented online has never been more important – in the digital age, the content you produce tells your story. At CamperMate, our goal is to elevate the quality of content produced in the industry to appeal to a wider customer base and introduce a new audience to the experiences that camping and the outdoor lifestyle offers.

You don't have to be an expert to create strong, relatable content. All you need, is to clearly communicate what you are offering and why a customer would want it.



Equipment

While the equipment you use is important (you're not going to get away with using your old Nokia), you don't need a state-of-the-art camera to produce great results. What the photo is of, and how it's taken is usually far more important than what kind of camera it's actually shot on.

Smartphone

Good

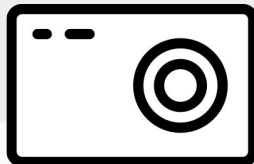
Premium phones can produce good photographs. If you're using an iPhone, consider using an app instead of the default camera app. Apps like *VividHDR* and *Camera+* can improve the quality of your images.



Compact Point & Shoot

Better

Quality 'point and shoot' cameras (2015 onwards) are a better option.



DSLR/Mirrorless

Best

A DSLR or Mirrorless is the best option, if available.



Tripod

Bonus

A tripod can be a valuable accessory when photographing your property and surrounds.

General Tips

There are no hard and fast rules in photography, but there are a few tips and techniques that when followed can make your images look more professional. As the saying goes – learn the rules so you know when to break them!

- Shoot in landscape orientation, not vertical. This will help emphasise a sense of space
- Use natural light. Using a flash can often make images look washed out and unappealing
- Try not to shoot towards the sun
- Pick the best feature of each shot and make it the focus (subject). Think about what visitors are hoping to experience
- Hold steady. If an image is blurry, there is very little that can be done to fix it so it's of utmost importance that the camera is steady when you're taking the photo. Use a tripod if you have access to one. If not, here are some great tips on how to hold a camera:
photographylife.com/how-to-hold-a-camera
- If possible, take photos at sunrise or sunset – when the light is gentler and warmer



Rule of thirds. Divide the image into thirds both horizontally and vertically and align your subject to these axes.

Hero Shots

These are all about atmosphere. You want to give the customer a sense of what experiences your business can offer. If you would like help with this your Member Manager will be happy to assist.

Showcase the aspects that make it a great (and unique) experience!



Create a sense of atmosphere



Show off the experience
itself!

How to shoot exteriors

The best lighting is usually at the beginning or the end of the day because the light at this time is gentler and warmer so. If you can, take your photos at these times.

Position yourself so the sun is either behind you or at no more than a 90 degree angle to what you're shooting. Ideally, the sun will be hitting the building/cabin you're shooting.

Take care not to get your shadow in the frame. You can do this by experimenting with different angles and perspectives.

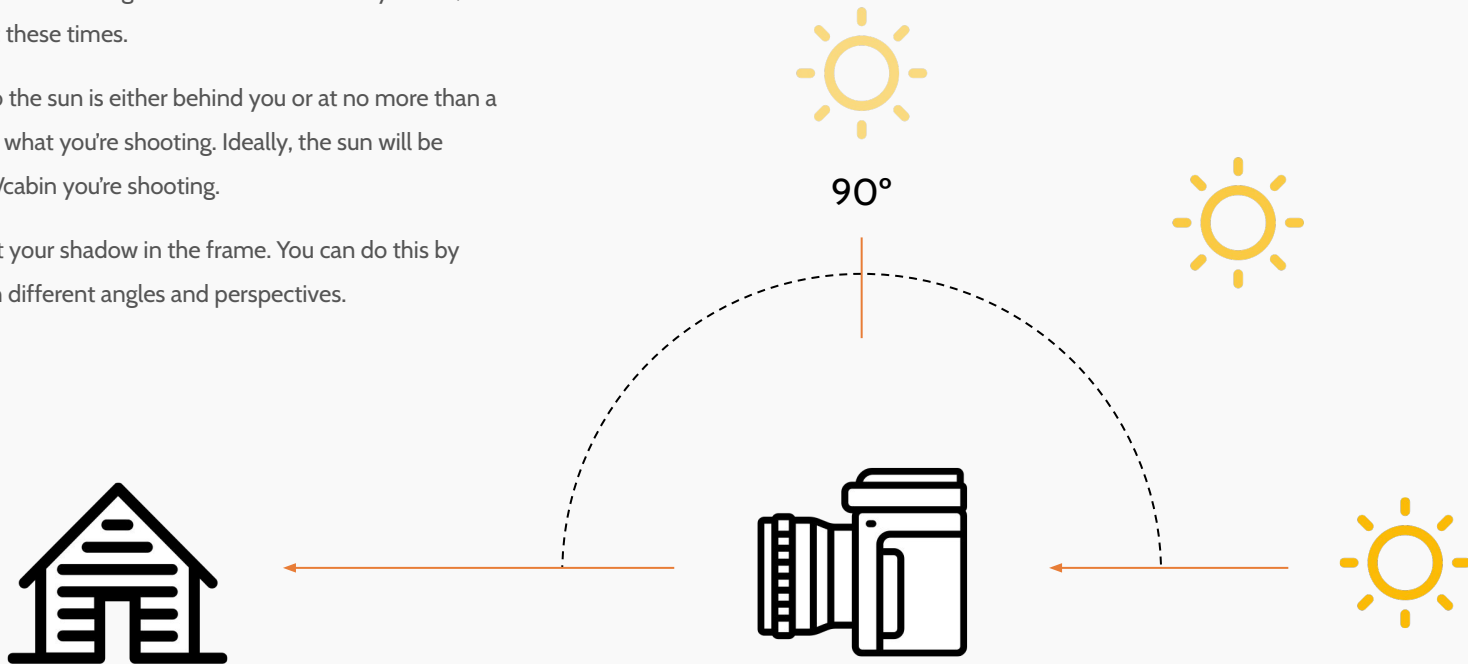


Photo Technical Specs

	Preferred	Accepted
Dimensions	3200px x 2400px	2000px x 1600px
Format	JPEG	RAW
Colour	Flat colour profile	Camera Default
Camera	DSLR/Mirrorless	Compact Camera High-End Smartphone
Video	30 sec clips	2 min clips
File naming	[ParkName]-[AdNumber]-0001.jpg [ParkName]-Clip01.MP4	
File delivery	USB / WeTransfer / Dropbox	

