



**Camper  
Mate™**

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Photography Guide for Parks

# Your Guide to Holiday Park Photography

No one could blame you if you are feeling unsure about photographing your park. After all, you're a park owner, not a photographer! But you do know your park 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

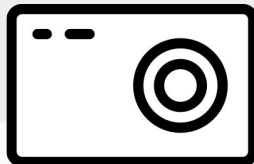
Premium phones can produce good photographs. If you're using an iPhone, consider using an app instead of the default camera app. Apps like *VividHDR* and *Camera+* can improve the quality of your images.



## 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 and make the room look larger
- 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 room or area and make it the focus (subject). Think about the features of your park guests are coming to see. Outlook examples
- 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](http://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 park can offer. If you would like help with this your Member Manager will be happy to assist.

Showcase the aspects of the park that make it a great (and unique) place to stay.

Include nearby attractions like beaches, rivers, mountains etc.



Show off the local features



Show off the features of  
the park

# Cabins

Try to get at least four shots of each cabin/cabin type you want to advertise. These should include:

- Living area and/or kitchen
- Bathroom
- Bedroom
- Outlook
- Exterior

## How to shoot interiors

Turn off the flash and make use of ambient lighting by opening all the windows, doors and blinds.

Get as far away as you can from what you want to capture. Shoot through a doorway if possible, making sure you don't include the door or door frame in the shot. This will make the area appear more spacious.



Too high. Too close.



Well composed.

## Interiors (cont...)

Shoot from below eye-height. Shooting from just below the shoulders (or lower) will usually look a lot better.



High angles make rooms look smaller.



Low angle makes the room look bigger.



## Interiors (cont...)

Keep the frame straight. Make sure you are holding the camera straight so the horizon line runs evenly across the frame and the camera is level. Many tripods will feature a spirit level; using this is an easy way to ensure you're shooting straight.

If there are objects you can't get completely in-frame, like a chair or table, cut them out altogether. This will give a neater appearance overall. If the object is important, take a shot of it from another angle.



These angles are all wrong



Much better.

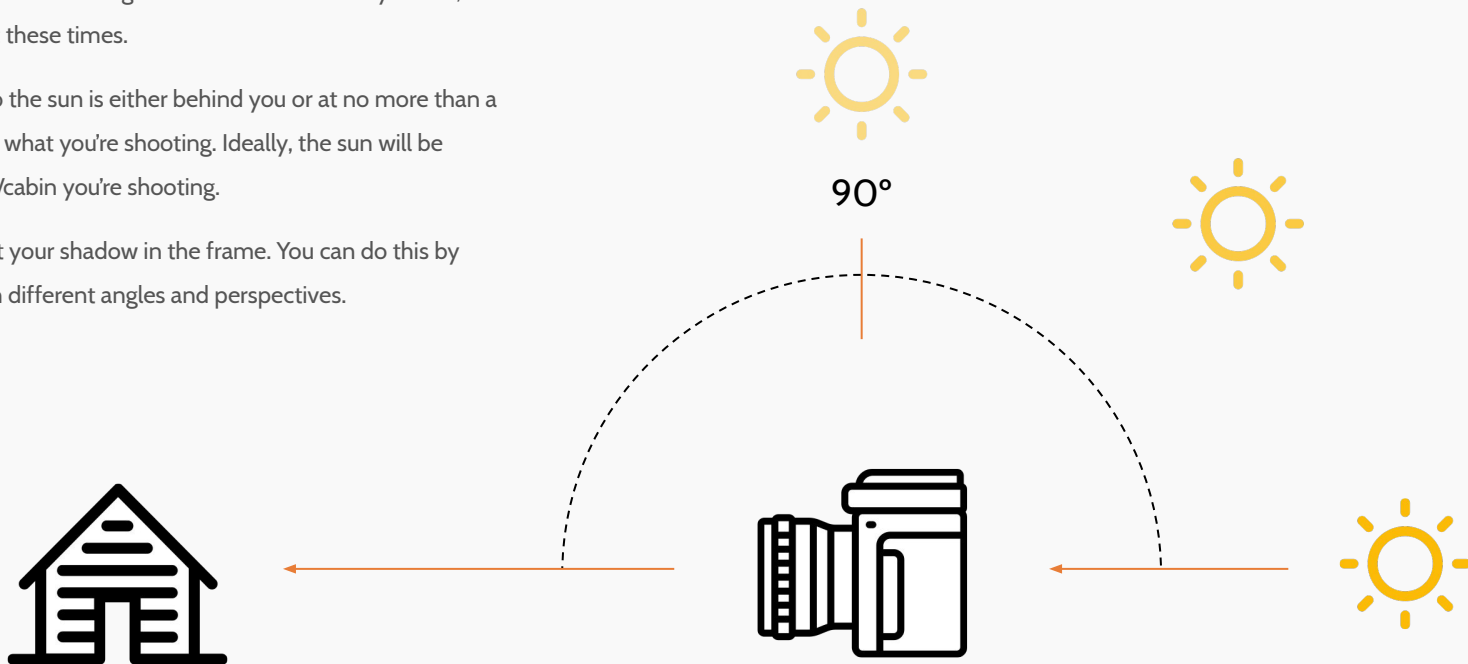


# How to shoot exteriors

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.

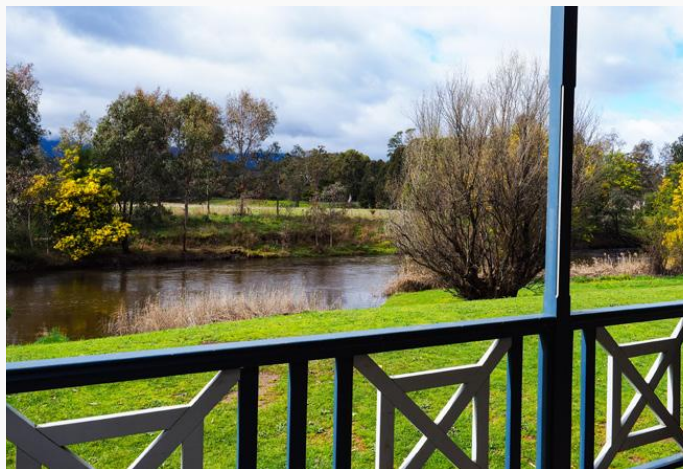


## Exteriors (cont...)

As with interior shots, the best perspective is often just below shoulder height.



A table won't bring in bookings.



But a river will!

# Campsites

As you know, the most important aspect of a campsite isn't the plot of grass the tent or van is going to be sitting on. The best way to showcase a campsite is to highlight what's around it.

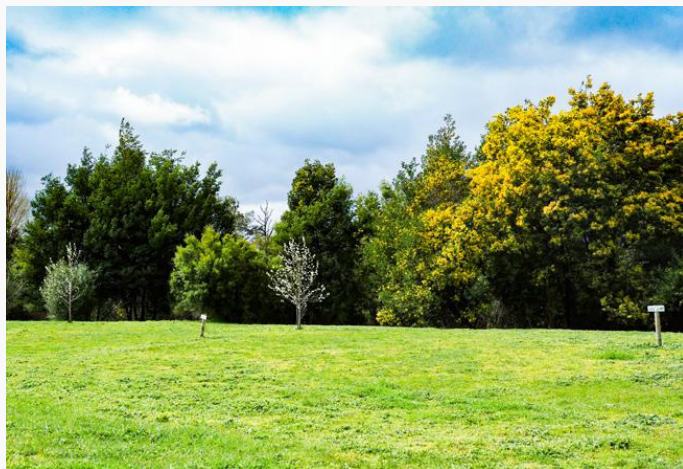
Stand on the site itself and photograph the outlook.

If there's an attraction like a beach or a river nearby, take a shot of that.

Follow the above guidelines for 'how to shoot exteriors'.



This patch of grass could be anywhere.



Show people what they'll wake up to.

# 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	

