

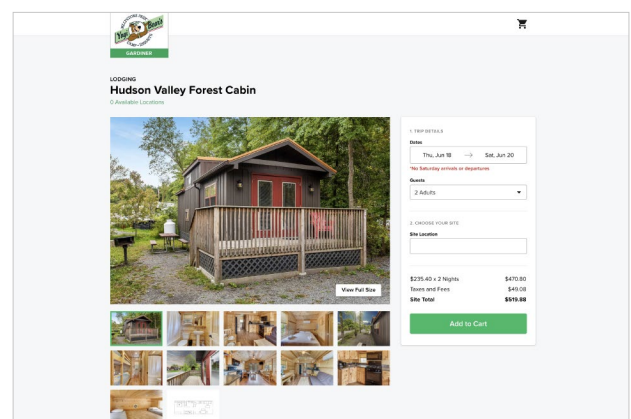
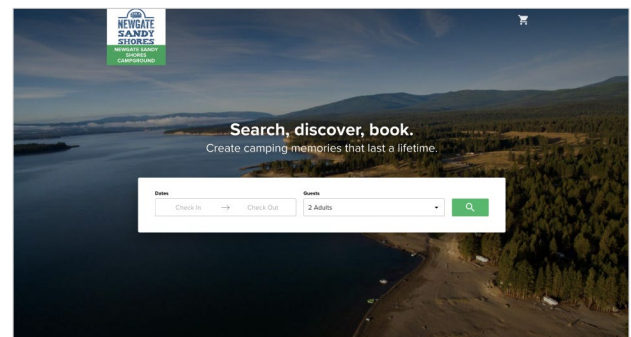
# Consumer Site Photography & Branding Guide



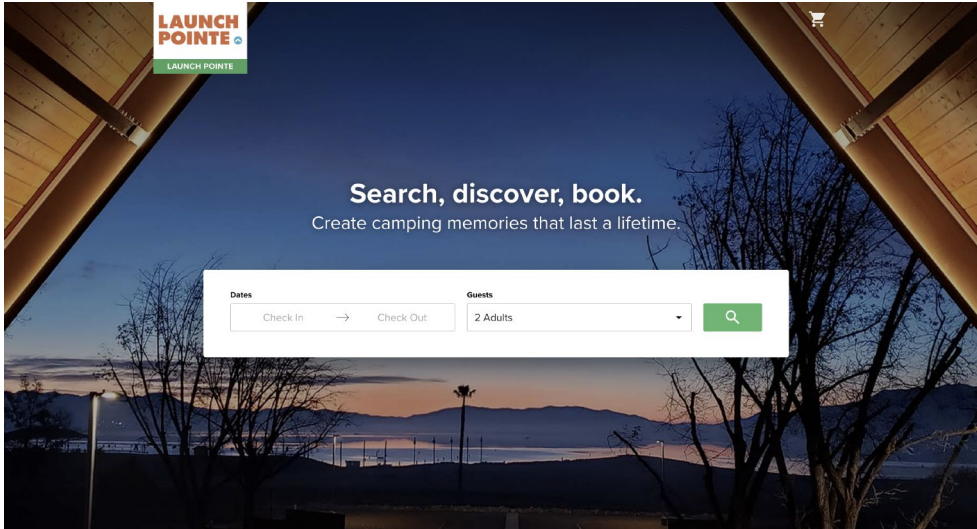
The goal of this guide is to empower you to represent your park in the very best light through the Campspot consumer booking site. This guide will cover the various opportunities you have through Campspot to visually market your property. It will also outline the specific parameters for customizing photography on your booking site, along with providing best practices.

## QUICK NAVIGATION:

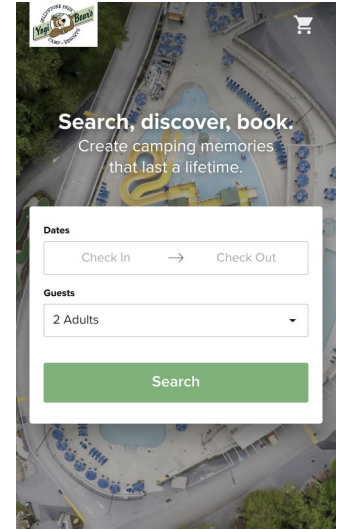
- ▶ **Hero Images**
- ▶ **Park Logos**
- ▶ **Site Images & Floor Plans**
- ▶ **Park Event Images**
- ▶ **Best Practices**



# Hero Images



**DESKTOP**



**MOBILE**

Hero images appear in the background on the front page of your consumer booking site. Because every customer that even attempts to book online will see it, we strongly recommend using a custom image to showcase your campground. Wide-angle shots of your entire property, drone photos with overhead views, or artistic angles of unique park features are all great options for hero images.

Do not use images with overlaid text or logos. A subtle overlay is automatically applied to the image on the booking site, so do not darken your photos prior to uploading.

## RECOMMENDED IMAGE SPECS

**File Format:**

JPG

**Dimensions:**

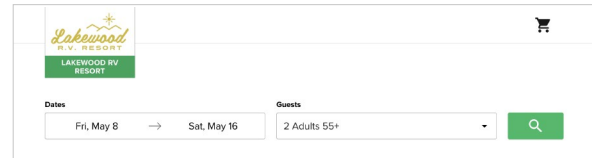
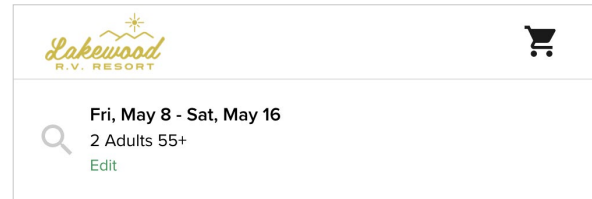
2000px (width) x 1250px (height)

**Export Quality:**

20% in Photoshop / photo editing software, or compress image at

<https://tinypng.com>

# Park Logos


**DESKTOP**

**MOBILE**

Your logo will be displayed in the top left corner of every page of your consumer booking site throughout the booking process. It always appears on a white background, so it is recommended to export your image with a transparent or white background. Use a flat image of your park logo rather than a photograph of your park or signage. Your campground's name will always appear beneath the logo in a green box on desktop.

For best results, we recommend adding some padding (blank space) around your logo to ensure it is properly spaced from other elements on the booking site.

## RECOMMENDED IMAGE SPECS

**File Format:**

PNG

**Image Dimensions:**

360px (width) x 240px (height)

**Left/Right Padding:**

30px

**Top/Bottom Padding**


20px

**Background:**

Transparent or White

# Site Images & Floor Plans

**LODGING**  
**Hill Country Cabin**  
 8 Available Locations



1. TRIP DETAILS

**Dates**  
 Thu, Jun 11 → Tue, Jun 16

**Guests**  
 2 Adults

2. CHOOSE YOUR SITE





**Site Location**

\$342.44 x 5 Nights      \$1712.20  
 Taxes and Fees      \$173.22  
**Site Total      \$1,885.42**

[View Full Size](#)

[Add to Cart](#)

**SITE SELECTION PAGE**

	<p><b>Red Carpet RV Site</b> 🏡</p> <p>Our Red Carpet RV Sites have a concrete pad and 30/50 amp electric. In addition, there is water &amp; sewer hook-ups, cable TV, a picnic table, fire ring, and charcoal grill.</p> <p><b>Site amenities:</b> 30-Amp 50-Amp Back-In Cable Charcoal Grill Concrete Pad Electricity Fire Ring Pet-Friendly Picnic Table Pull-Through Sewer Hook-Up Water Hook-Up 30-Ft</p> <p><a href="#">Fits vehicles up to 50 feet long</a></p>	<p><b>\$122.40</b>                  Avg per night  <b>\$644.60 Total</b></p> <p>8 Available Locations</p>
	<p><b>Premium Pull-Thru RV Site</b> 🏡</p> <p>Located throughout the park, you can choose to be close to the action or more secluded. These sites include 30/50 amp electric, water &amp; sewer hook-ups, a picnic table, fire ring, and grill.</p> <p><b>Site amenities:</b> 30-Amp 50-Amp Cable Charcoal Grill Electricity Fire Ring Pet-Friendly Picnic Table Pull-Through Sewer Hook-Up Water Hook-Up 30-Ft</p> <p><a href="#">Fits vehicles up to 43 feet long</a></p>	<p><b>\$95.20</b>                  Avg per night  <b>\$501.80 Total</b></p> <p>5 Available Locations</p>
	<p><b>Electric/Water Tent Site</b></p> <p>Traditional Camping with some comfortable perks. All of these sites have a grill, fire ring, picnic table, water, and 20 amp electric.</p> <p><b>Site amenities:</b> Charcoal Grill Electricity Fire Ring Picnic Table Water Hook-Up</p>	<p><b>\$90.56</b>                  Avg per night  <b>\$477.44 Total</b></p> <p>28 Available Locations</p>
	<p><b>Premium RV Site</b> 🏡</p> <p>Located throughout the park, you can choose to be close to the action or more secluded. These sites include 30/50 amp electric, water &amp; sewer hook-ups, a picnic table, fire ring, and grill.</p> <p><b>Site amenities:</b> 30-Amp 50-Amp Back-In Cable Charcoal Grill Electricity Fire Ring Pet-Friendly Picnic Table Pull-Through Sewer Hook-Up Water Hook-Up 30-Ft</p> <p><a href="#">Fits vehicles up to 40 feet long</a></p>	<p><b>\$90.40</b>                  Avg per night  <b>\$476.60 Total</b></p> <p>33 Available Locations</p>

**SITE SEARCH RESULTS**

The photographs you have for each site type will play a significant role for guests while they are determining what type of site they want to book. These photos will appear in search results for a guest's chosen site type as well as the gallery on the site selection page.

**It is absolutely essential that you upload images for each site type.** In our experience, parks with photos of each site type convert bookings at a higher rate than parks who use stock images or no images at all. Furthermore, 90% of the information processed by the brain is visual and 80% of people remember what they see. Take advantage of every photo opportunity within Campspot to visually market your property.

For tent sites and RV spaces, take multiple photos of each site type at different angles to provide guests with basic expectations for their stay. For cabins, include exterior photos, interior photos, and floor plans.

## SITE TYPE IMAGE SPECS

**File Format:**

JPG

**Image Dimensions:**

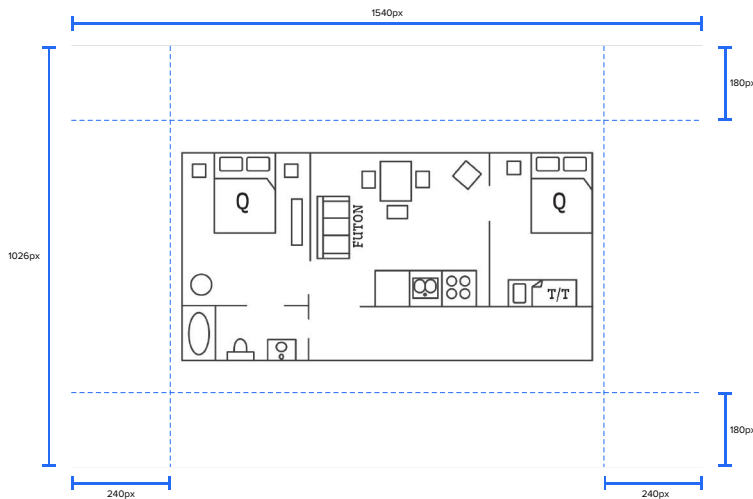
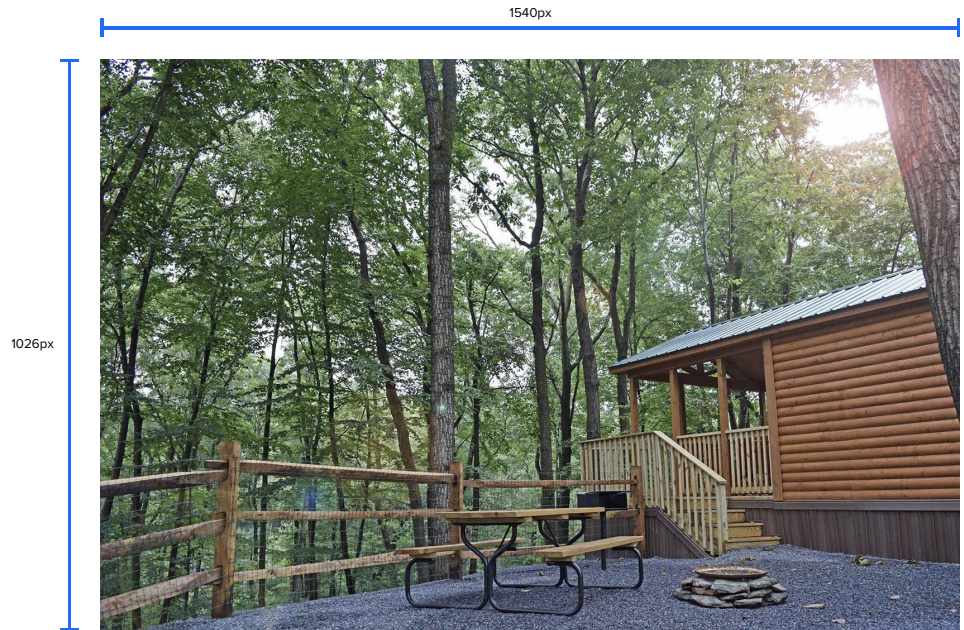
1540px (width) x 1026px (height)

**Export Quality:**

20% in Photoshop / photo editing software, or compress image at

<https://tinyjpg.com>

Site type images are required to be uploaded at exactly 1540px (width) x 1026px (height). Photos should be cropped to these exact dimensions without being stretched or distorted.



If you have floor plan images, they also need to be uploaded at exactly 1540px (width) x 1026px (height) dimensions. Files should be uploaded in PNG format, and padding should be added to all sides.

## FLOOR PLAN IMAGE SPECS

**File Format:**

PNG

**Image Dimensions:**

1540px (width) x 1026px (height)

**Left/Right Padding:**

Minimum 240px

**Top/Bottom Padding:**

Minimum 200px

**Background:**

White (not transparent)

# Park Event Images



### SUPERHEROES WEEKEND

May 1 - May 3

We are celebrating our local heroes this weekend! Join us as we show our appreciation to the people that help keep our communities safe. There will be a... [Read more](#)



### MOTHER'S DAY WEEKEND

May 8 - May 10

Make Mom's weekend memorable by taking her on the camping trip of a lifetime! We are celebrating all moms this weekend with special pampering from the kids,... [Read more](#)



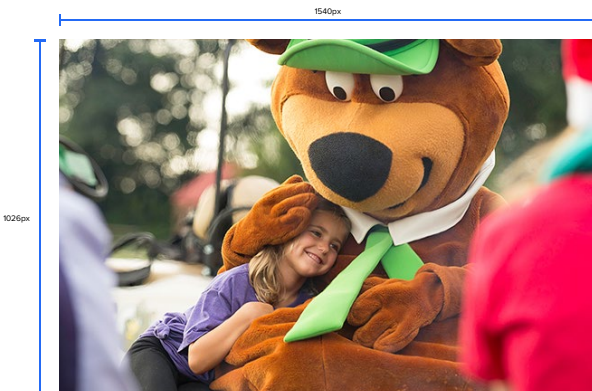
### BLAST OFF TO SPACE WEEKEND

May 15 - May 17

Travel the galaxies with us as we blast off to space! Enjoy a science show by Eric Energy, learn about the planets, create out-of-this-world crafts, eat some space rock ice... [Read more](#)

The Park Event section located at the bottom of the consumer booking site allows you to incentivize guests with family-themed weekends and holiday promotions. The photos included for these events are also a great indication of the character and atmosphere of your campground.

Just like site type images, park event images should be uploaded at the exact dimensions of 1540px (width) x 1026px (height) to avoid unwanted cropping or distortion.



## RECOMMENDED IMAGE SPECS

### File Format:

JPG

### Image Dimensions:

1540px (width) x 1026px (height)

### Export Quality:

20% in Photoshop / photo editing software, or compress image at

<https://tinypng.com>

## **Best Practices for Campground Photography**

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### **What is the best time of day to take photos?**

You may have heard about the “golden hour” for taking pictures. This is typically defined as the period shortly after sunrise or before sunset when the sun is low in the sky, resulting in the natural, diffused light that is soft and flattering. This means that you can see everything clearly in your photo — the light isn’t too bright, and you can still see objects in the shadows. It is usually smart to avoid high noon sunlight, which results in harsh lighting and dark shadows. Shooting in the early morning or late afternoon typically works best. For interior photographs, early morning and late afternoon are also ideal times to shoot. Try to adjust your blinds to limit harsh sunlight and use interior lights to limit contrast and get the best colors in your photos.

### **What are the best weather conditions for capturing photos?**

Similar to the time of day, the weather can impact the quality of the lighting in your images. Sunny, cloudless skies may seem like the best time to shoot, but partly cloudy or slightly overcast skies typically offer the best natural lighting conditions. If you’re at your property regularly, we’d recommend taking photos on multiple days and times to give yourself a wide selection of photos from which to choose.

### **Should I take photos of my park in landscape or portrait orientation?**

Landscape photos work much better on Campspot. While most photos these days are taken holding a smartphone upright, wide landscape photos will always do a better job of showcasing your campground on Campspot and social media.

### **Should I hire a professional photographer?**

By following our recommendations, you can capture the necessary photos to make your park stand out. However, hiring a professional photographer has its benefits. Professional photographers take proper lighting into consideration, find the best angles to showcase your property, retouch and color-correct the photos, and prepare your photos for uploading. When hiring a photographer, ask if they’re an experienced drone operator as well. For many campgrounds, aerial and bird’s-eye photos can present your property in very compelling angles that work great for hero images.

### **If I’m shooting photos myself, what camera should I use?**

If you have a high quality DSLR, mirrorless, or point-and-shoot camera available, you should be able to take great photos. However, most modern smartphone cameras are capable of taking fantastic photos of the sites and scenery in your campground. If you’re in the market for a smartphone, iPhones (8 or newer), Samsung Galaxy devices (S8 or newer), and Google Pixel phones are among the best available for photography. Regardless of which device you choose to take photos with, a good camera is a great investment for your park. Beyond making your property stand out on Campspot, improving the quality of your photography on social media will impress your guests and help you attract new customers.