Approved Claims, Brand Safety and AI Policy

Use these when you talk about WhataHotel!. If a line you want to say isn't here, put it in your draft and we'll check it.

Approved claims (use as written or close to it)

You can say	Where it comes from
WhataHotel! is the luxury hotel division of Lorraine Travel, booking luxury hotels since 1948, based in Coral Gables, Florida	company.cfm, contact.cfm
Book through WhataHotel! and get complimentary perks at participating hotels: daily breakfast for two, a $100 hotel credit, a room upgrade subject to availability, and late check-out	faq.cfm
Perks are subject to availability and hotel participation	faq.cfm
Creating an account is free; there's no membership fee; it's not a club	faq.cfm, homepage
You still earn hotel loyalty points where the hotel group has a loyalty program	faq.cfm + /collection/
Preferred partner with luxury programs such as Four Seasons Preferred Partner, Marriott STARS, Hyatt Privé, Rosewood Elite, Mandarin Oriental Fan Club, IHG Destined, Hilton for Luxury	homepage schema, /collection/
WhataHotel! Homes lists 270+ villas and residences	/homes/
WhataHotel! app is on the App Store	App Store listing

Not allowed

- Prices, savings amounts or percentages, "cheapest", "best price", "lowest price"
- "Guaranteed" or "priority" upgrades; "every hotel includes"
- WhataRate, "live rate comparison" or any feature that isn't public
- Customer numbers, ratings or review counts
- Fake urgency ("ends tonight", "only 2 rooms left") unless it's true and on screen
- Fake reviews or testimonials, pretending to be a customer or staff

- Showing a stay, booking or rate that didn't happen; edited or mocked-up screenshots
- Other creators' footage, hotel marketing videos or copyrighted music you don't have rights to use on that platform
- Altering the WhataHotel! logo or implying you work for WhataHotel!
- Adult content, hate or harassment, dangerous stunts, political content
- Bought views, likes or followers; bots; engagement pods used to inflate numbers
- Reposting the same video to multiple accounts you control
- Undisclosed paid content

AI policy

Fine to use AI for: editing, captions and subtitles, brainstorming hooks, transcription, noise cleanup, color, minor retouching.

Not allowed: - AI-generated hotel footage or images presented as real - AI voices or avatars presenting an experience as your own when it isn't - Fabricated reviews, testimonials or booking confirmations - Generated or edited screenshots of prices, rates or the WhataHotel! site - Anything that misrepresents what WhataHotel! does

If you use AI visuals as clearly labeled illustration (e.g. a map animation), that's fine. When in doubt, ask in your draft.

If a video breaks a rule

We reject it and name the rule. Bought engagement or repeated violations lead to a ban from the campaign.