WhataHotel! Creator Program: Creator Brief

CPM campaign · $2 per 1,000 views · TikTok, Instagram Reels, YouTube Shorts · open to join

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The short version

Make a short video about how you find, choose or book luxury hotels, and work WhataHotel! into it the way you'd mention any travel tip you actually use. Send us the draft, post it once we OK it, submit the link. Approved videos earn $2 for every 1,000 views, from 2,000 views up to $100 per video.

The simplest version: film yourself looking up a luxury hotel on WhataHotel! and showing the perks you'd get there. You decide the hook, the story, the format and the edit. We just need the facts to be right.

About WhataHotel!

WhataHotel! is the luxury hotel booking side of Lorraine Travel, a travel company in Coral Gables, Florida that's been around since 1948.

Here's the part your audience will care about. WhataHotel! is a preferred partner with luxury hotel programs like Four Seasons Preferred Partner, Marriott STARS, Hyatt Privé, Rosewood Elite and Mandarin Oriental Fan Club. When you book a participating hotel through WhataHotel!, you get complimentary extras you wouldn't get booking the same room yourself:

- Daily breakfast for two
- A $100 hotel credit (usually for dining or spa)
- A room upgrade, when one is available
- Late check-out, when available

A free account gets you access to rates and perks. There's no membership fee. Guests still earn hotel loyalty points where the hotel group has a program. WhataHotel! also books 270+ villas and residences (WhataHotel! Homes) and has an iOS app.

What we're trying to do

1. Get more luxury travelers to know that booking through an agency like WhataHotel! can come with real extras.
2. Build a library of good, honest travel videos made by real creators.
3. Find creators we want to keep working with on future campaigns.

Who we're looking for

Travel creators: hotels, luxury trips, destinations, honeymoons and couples, family travel, points and miles, hotel reviews. At least half your audience should be in the US, UK, Canada or Australia. Small accounts are welcome. We care more about whether your audience travels and whether your videos are genuinely useful or fun than about follower count.

What to make

One short vertical video (15 to 90 seconds) on TikTok, Instagram Reels or YouTube Shorts. Pick any angle that's true for you:

Angle	Example
Booking tips	"3 things I check before I book a luxury hotel," with WhataHotel! as one of them
Don't book direct (yet)	Why you might book a Four Seasons or Rosewood through an agency instead of the hotel site
Your hotel process	"How I actually pick hotels for a trip," a screen recording of you searching on WhataHotel!
Real stay	A hotel you've stayed at, and which perks you'd get booking it through WhataHotel!
Trip planning	Planning a trip to Paris / Maui / Tokyo, and how you choose where to stay
Villas and groups	Planning a family or group trip with WhataHotel! Homes
Slideshow	"Luxury hotels where you can get free breakfast for two" style carousel or slideshow, with real info

More starting points are in the Hook Library. Use them, remix them or ignore them.

What your video must include

- "WhataHotel!" said or shown in the video, and "WhataHotel" in the caption (on Instagram, tag @whatahotel)
- A clear partnership disclosure at the start: the platform's paid-partnership label plus #ad in the caption
- Accurate facts (see "What you can say" below)

- A simple call to action in your own words, like "look them up before you book" or "link's in my bio if you want it"

That's it. There is no script.

What you can say

Safe to say: - WhataHotel! is part of Lorraine Travel, booking luxury hotels since 1948 - At participating hotels you get breakfast for two, a $100 hotel credit, an upgrade when available, and late check-out when available - The account is free and there's no membership fee - You still earn hotel points where the hotel has a loyalty program - They're a preferred partner with programs like Four Seasons Preferred Partner and Marriott STARS

Don't say: - Any price, percentage saved, or "cheapest/best price" - "Guaranteed upgrade" or "every hotel includes..." - Anything about WhataHotel! features you haven't used yourself - That you stayed somewhere, or booked something, if you didn't

If you're unsure about a line, put it in your draft and we'll tell you.

Your creative freedom

You know your audience. Pick your own hook, format, pacing, music, edit and personality. Talking head, voiceover over your own travel footage, POV, screen recording, list, slideshow: all fine. We'd rather have your honest take than a polished ad. Videos that feel like "here's a thing I use" do far better than "WhataHotel! is the leading...".

How it works

1. **Join** the campaign in Content Rewards.
2. **Link your account** (TikTok/Instagram via a bio code, YouTube via sign-in).
3. **Send your draft** through the campaign, with a screenshot of your audience's top countries the first time. We aim to reply within 2 business days, with an OK or a specific fix.
4. **Post the approved version** with the disclosure.
5. **Submit the link within 30 minutes of posting.** Content Rewards only accepts posts under 30 minutes old.
6. **We approve the post** once it matches the draft and the rules.
7. **Your views earn** at the campaign rate until 7 days after approval.
8. **Get paid** on day 10 after approval.

How the CPM pay works

This is a CPM campaign: you earn for views, not for posting.

- **Rate:** $2 for every 1,000 views on an approved video, on TikTok, Instagram and YouTube.
- **Minimum:** a video has to earn at least $4 (2,000 views) before it pays. Past that, every view on the post counts.
- **Maximum:** $100 per video (50,000 views).
- **Which views count:** views counted by Content Rewards from the moment you submit, on a public post from your linked account, until 7 days after we approve it. Views flagged as bought or bot-driven don't count.
- **Fees:** Content Rewards takes a 10% creator fee on CPM earnings.
- **Example:** a video with 20,000 counted views earns $40 before the fee. This is just arithmetic, not a prediction. What you earn depends on your views, and a video that stays under 2,000 views or isn't approved earns nothing.
- **Payment:** earnings hold for 3 days after the 7-day window and pay on day 10 to your Content Rewards balance. Withdraw to your Whop balance, then to your bank or PayPal.
- **Multiple videos:** fine, as long as each is a different original post.
- **End date:** the campaign runs until the budget is used up, then it pauses. Submit early.

Approval and rejection

We approve or reject against the written requirements on the campaign page, nothing else. If we reject, we'll name the rule. Most issues get caught at the draft stage, which is why we ask for drafts first.

Disclosure

You're being paid, so the video must say so clearly at the beginning: turn on the platform's paid-partnership label and add #ad to the caption. This is an FTC rule and a Content Rewards rule. It doesn't hurt good content.

Usage

When your video is approved, WhataHotel! gets a license to reuse it (including in ads), as set out in the Content Rewards terms. You still own your video.