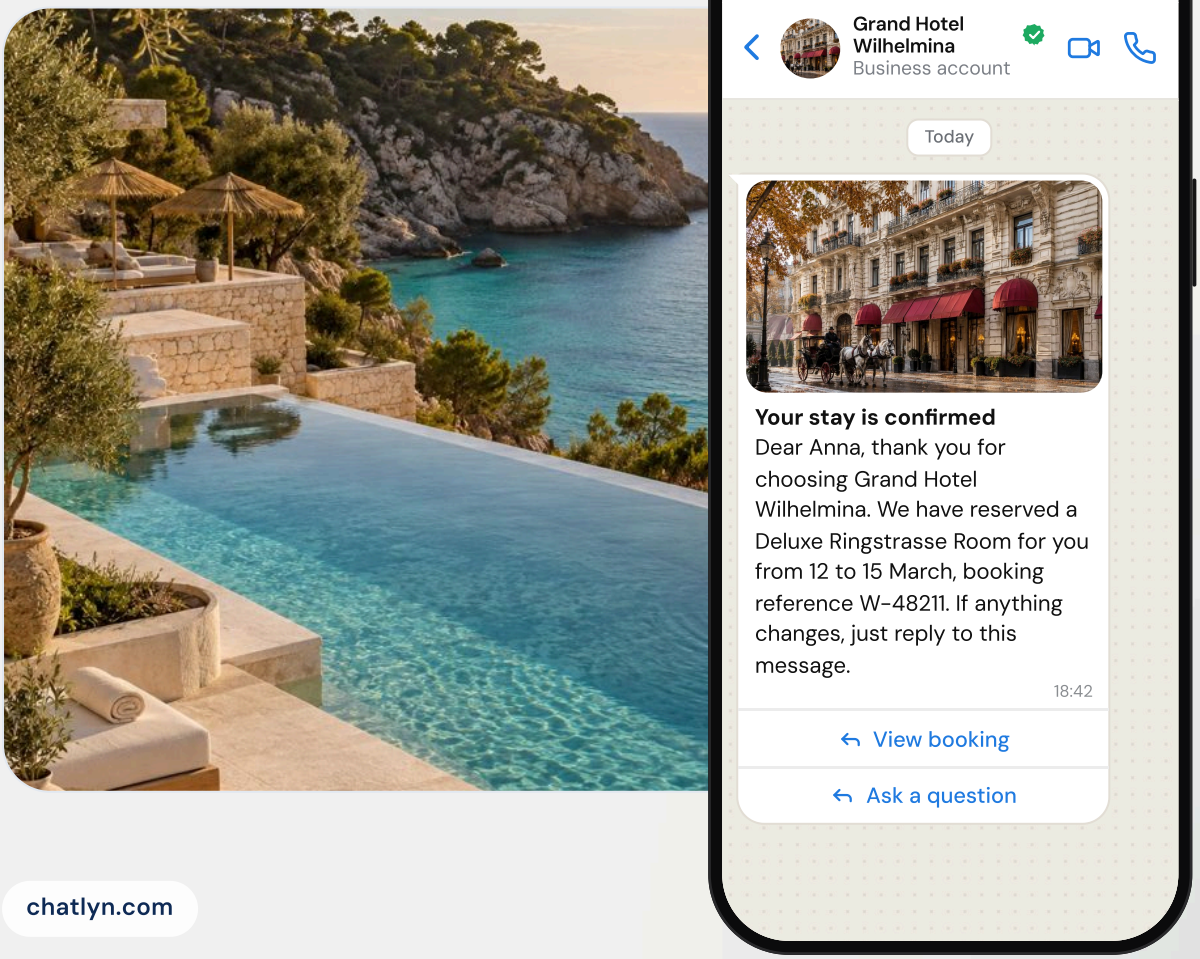
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CHATLYN GUIDE 2026

30 WhatsApp templates for hotels

Ready-to-adapt messages for every moment of the stay, from the booking confirmation to the win-back, with Meta's rules on approval, pricing and opt-in as they stand in October 2026.

30 templates & messages



chatlyn.com

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INTRODUCTION

Why this guide

Your guests already live on WhatsApp. They message family from the airport, share the room photo from the balcony and ask friends where to eat. When a hotel writes there at the right moment, with something useful, the message is read. When it writes too often, or sells too hard, the guest blocks the number, and Meta notices.

WhatsApp for business runs on rules that most hotel teams only meet when a template is rejected or a campaign stops halfway. This guide explains them as they stand in October 2026: the three template categories and how Meta reclassifies them, the limits on headers, text and buttons, the 24-hour customer service window, opt-in and GDPR, and the per-message pricing that changed again on 1 October 2026.

The heart of the guide is a library of 30 numbered templates and messages, organised along the guest journey: booking and pre-arrival, arrival and in-stay, upsells and events, post-stay and campaigns. Each one shows the message as the guest sees it, the raw template with its variables, the category and a practical tip. Adapt the wording to your house voice and submit them in WhatsApp Manager or the messaging tool you already use.

The last chapter covers what separates a good template from a good result: timing, personalisation, language, measurement and staying clear of Meta's blocks. It also shows where chatlyn takes over the repetitive part, sending each message when your PMS reports the booking event and answering the replies.

KEY TAKEAWAYS

- Utility templates serve the booking; anything that sells is marketing, and Meta checks.
- Since 1 October 2026 Meta also charges for replies inside the window, after 1,000 free per number each month.
- Outside the 24-hour window you can only send an approved template.
- Timing, the guest's language and one clear button matter more than clever copy.

CHAPTER 1

Why WhatsApp for hotels

Your guests open WhatsApp many times a day, and most of them would rather type than call. That makes it the channel where a hotel message is actually read.



Email still carries the booking confirmation, but it competes with newsletters, invoices and spam filters. The phone needs someone free at reception. WhatsApp is already open on the guest's phone, in every language, at every stage of the trip, and in Germany nearly everyone uses it.

3 bn+

people use WhatsApp every month worldwide

Source: Meta, Q1 2025 earnings call

92%

of people aged 16 and over in Germany use WhatsApp regularly

Source: Bundesnetzagentur consumer survey, 2023

73.3%

of consumers in 22 markets prefer messaging when they contact a business

Source: Kantar for Meta, State of Business Messaging 2025

Travellers say the same about hotels. In a 2025 survey of 430 travellers by the hospitality software provider eviivo, a majority preferred SMS, WhatsApp or email links when dealing with accommodation providers, while only 4% wanted to download a property app or scan a QR code. In Meta's own research, two thirds of consumers say they are frustrated when a business offers no way to message it.

What hotels see when they get it right

Generic open rates for WhatsApp circulate widely, but few are measured. The figures below come from hotels that send WhatsApp messages through chatlyn and report their own results. At Hotel Enzian in Obertauern, more than nine in ten guests opened the pre-arrival message sent a few days before their trip.

92%

open rate on WhatsApp pre-arrival messages at Hotel Enzian Obertauern

Source: chatlyn case study, Hotel Enzian

+38%

restaurant reservations from WhatsApp campaigns at Hotel Enzian

Source: chatlyn case study, Hotel Enzian

93%

open rate on WhatsApp newsletters at the IMLAUER group

Source: chatlyn case study, IMLAUER Group

> ...there's a little reminder which gives you the right information at the right time, just before you start your holiday, so you're really excited about what's going on.

Elisabeth Veit, Owner, Hotel Enzian Obertauern

TIP

Open is not the same as welcome

A high open rate shows the message was seen, not that it was wanted. Every message in this guide earns its place by being useful to the guest at that moment: directions on the arrival morning, a table on the first evening, the invoice after checkout. Offers follow the same rule.

02

CHAPTER 2

Template basics and Meta's rules

Every message a hotel starts on WhatsApp is a template that Meta has approved. Knowing the categories, the limits and the 24-hour window saves you rejected templates, surprise costs and blocked campaigns.

IN THIS CHAPTER

- The 24-hour customer service window
- How Meta charges since July 2025

A **template** is a pre-approved message format with fixed text and numbered variables such as {{1}} for the guest's first name. It is the only kind of message a business may send to a guest who has not written in the last 24 hours. Each template belongs to one of three categories, and the category decides how Meta reviews it, what it costs and whether it counts towards a guest's limit of marketing messages.

The three template categories, plus service replies

Category	Use it for	Hotel examples	Watch out
Utility	Information about a specific booking or request, with no promotion	Confirmation, check-in link, directions, invoice, feedback on this stay	Any offer or upsell turns it into marketing
Marketing	Anything that promotes, recommends or invites	Upgrades, spa slots, late checkout offers, events, win-back, birthday wishes	Subject to each guest's marketing limit and highest scrutiny
Authentication	One-time passcodes only	Login code for a guest app or loyalty account	Rarely needed by hotels; no URLs, media or emojis
Service (not a template)	Free-form replies inside the 24-hour window	Answering a question about parking or breakfast times	Only possible after the guest has written

- **Meta checks the category you choose.** If you submit a template as utility and Meta decides it is marketing, it is approved as marketing (the default since April 2025). You can request a review within 60 days.
- **Mixed or vague content counts as marketing.** A booking update with a promotion, a generic feedback request, a birthday greeting or a template that is mostly a variable are all marketing in Meta's guidelines.
- **The check continues after approval.** Meta regularly re-examines approved utility templates and moves those that read as promotional to marketing, normally with a day's notice. Businesses that have been warned for misuse lose the notice.
- **Review usually takes minutes, but plan for 24 hours.** Approved templates start as 'Active, quality pending'. Rejected ones can be edited and resubmitted, or appealed with a sample; appeals are decided within 24 hours.
- **Each language is its own template.** Meta does not translate. You submit and approve every language version separately, and each counts towards your template limit (250 per account if your business portfolio is unverified, up to 6,000 once verified).

WATCH OUT

Common reasons for rejection

Variables with mismatched braces, special characters or gaps in the numbering ({{1}}, {{2}}, {{4}}). A template that starts or ends with a variable. Too many variables for the length of the text. Wording identical to one of your existing templates. Asking guests for full card numbers, bank details or ID numbers. Threatening language, for example about no-show fees. And, most often for hotels, an offer inside a template submitted as utility.

Components and limits

Component	What it can hold	Limit
Header (optional)	Text, image, video, document or location	Text: 60 characters, 1 variable. Image 5 MB, video 16 MB, document 100 MB
Body (required)	Text with formatting and variables	1,024 characters
Footer (optional)	Short plain text, e.g. 'Reply STOP to opt out'	60 characters
Quick reply buttons	Tap sends a fixed reply back to you	Up to 10, label 25 characters
URL buttons	Open a web page; one variable at the end of the URL	Up to 2, label 25 characters
Phone button	Calls the number you set	1, label 25 characters

TIP

Buttons and variables that pass review

A template can hold up to 10 buttons in total, including one copy-code button for a voucher (20 characters). Keep quick replies together, before or after the other buttons, never mixed between them. With more than three buttons the guest sees two and a 'See all options' link, and templates with four or more buttons cannot be read on WhatsApp desktop, so two or three buttons work best. Number variables in order, put text before and after them, and add a realistic sample value for each one when you submit.

The 24-hour customer service window

Each time a guest writes to you or calls you on WhatsApp, a 24-hour customer service window opens, and every new message from the guest resets it. Inside the window your team can reply freely:

text, photos, documents, and interactive messages with reply buttons or lists, none of which need Meta's approval. Once 24 hours pass without a word from the guest, the window closes and the only thing you may send is an approved template. That is why every automated guest journey starts with a template: the guest's reply, even a tap on a quick reply button, opens the window for the conversation that follows. A marketing template sent while the window is open does not count towards the guest's marketing limit.

How Meta charges since July 2025

- **Per delivered message.** Since 1 July 2025 Meta charges for each message delivered, no longer per 24-hour conversation. The rate depends on the category and on the country code of the guest's number. Messages from guests to you are never charged.
- **Templates.** Marketing, utility and authentication templates are charged whenever they are delivered. Utility and authentication have volume tiers that lower the rate as your monthly volume grows; marketing does not.
- **New since 1 October 2026: replies are charged too.** Free-form replies inside the window, written by your team or by a third-party AI, are now billed as service messages. Every business phone number gets 1,000 free service messages per month. Utility templates sent inside an open window, free since July 2025, are charged again.
- **What stays free.** Every message in a free entry point window, which opens when a guest starts a chat from a Click to WhatsApp ad or a Facebook Page button and you reply within 24 hours.
- **When prices change.** Meta updates rates only on 1 January, 1 April, 1 July or 1 October, with at least a month's notice. Rates are published per market in euros and other currencies in Meta's developer documentation; check them there rather than relying on figures quoted elsewhere, and ask your provider what it adds on top.



CHAPTER 3

The guest journey timeline

Thirty messages only work if each one arrives at its moment. This chapter maps the library onto the stay, and starts with the step that comes before any of them: permission to write.

Before the first message: opt-in and GDPR

- **Meta requires opt-in.** You may write to a guest on WhatsApp only if they gave you their number and agreed to receive messages from your property. The opt-in can be collected anywhere, on the booking engine, by phone, at reception or on paper, as long as it names your business and says clearly what the guest is agreeing to.

- **Separate service from offers.** Ask once for messages about the stay and once for offers and news. Meta recommends opt-in by message type, and in Germany (§ 7 UWG) and Austria (§ 174 TKG 2021) advertising by electronic message generally needs prior consent. Booking-related messages can usually rest on the booking itself; marketing needs that consent.
- **Keep proof and honour every stop.** Under the GDPR you must be able to show when and how a guest consented. Opt-outs count wherever they are made, in WhatsApp, by email or at the desk, and must be respected at once.
- **Tell guests about WhatsApp in your privacy notice.** Meta processes message data as your processor under the WhatsApp Business data processing terms and transfers European data to the US under the EU-US Data Privacy Framework. On Meta's Cloud API a number can be registered to keep message content at rest in the EU (Germany).
- **Collect only what you need.** Never ask for full card numbers, bank details or passport numbers in a message; Meta's policy forbids it and templates that do are rejected.

WATCH OUT

Not legal advice

Consent rules differ by country and change with case law, for instance on whether the email exception for existing customers extends to messengers. Have your data protection officer approve your opt-in wording and privacy notice before the first campaign.

The tables below follow the four parts of the library. The numbers in brackets are the template numbers in chapters 4 to 7. Timings are starting points: adjust them to your typical booking window and length of stay.

Booking and pre-arrival (chapter 4)

Moment	Timing	Category	Goal
Booking confirmation (01)	Right after booking	Utility	Confirm the stay and open the WhatsApp channel
Airport transfer offer (02)	7 days before arrival	Marketing	Sell a transfer before the guest books a taxi
Pre-arrival preferences (08)	5 days before arrival	Utility	Collect arrival time and wishes
Early check-in offer (07)	3 days before arrival	Marketing	Turn an early flight into revenue
Online check-in (03), transfer confirmation (05)	1 to 2 days before	Utility	Shorten the wait at reception
Directions (04), room ready (06)	Arrival day	Utility	Answer the questions before they are asked

Arrival and in-stay (chapter 5)

Moment	Timing	Category	Goal
Welcome and day 1 check (09)	Evening of arrival	Utility	Catch problems while they can be fixed
Housekeeping preference (12)	Evening of arrival	Utility	Plan service around the guest
Dinner reservation (10), spa slot (11)	Day 1 to day 2	Marketing	Fill tables and treatment rooms
Local tips (14)	Day 2, morning	Marketing	Be the concierge in their pocket
Flight delay and late arrival (13)	When a delay is known	Utility	Hold the room and reassure
Service conversation (15)	Whenever the guest writes	Service	Answer within the open window

Upsells and events (chapter 6)

Moment	Timing	Category	Goal
Room upgrade offer (17)	3 days before arrival	Marketing	Sell the better room before arrival
Delegate logistics (18), gala reminder (19)	Event day	Utility	Keep groups on schedule
Activity booking (22), kids club (23)	Start of the stay	Utility	Confirm the programme the guest booked
Hostel event (20), party line-up (21)	Days before the event	Marketing	Fill the bar, rooftop or terrace
Late checkout offer (16)	Evening before departure	Marketing	Sell the extra hours

Post-stay and campaigns (chapter 7)

Moment	Timing	Category	Goal
Checkout and invoice (24)	Right after checkout	Utility	Close the stay cleanly
Review request (25)	2 days after departure	Utility	Ask for feedback on this stay
Thank-you rebooking offer (26)	7 days after departure	Marketing	Win the next stay direct
Anniversary (27)	10 days before the date	Marketing	Remember what matters to the guest
Win-back (28)	11 months after the stay	Marketing	Bring the guest back for the same season
Season opening (29), harvest dinner (30)	3 to 6 weeks before	Marketing	Invite past guests to a date

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The timeline, driven by your PMS

In chatlyn, PMS events send a template at a set moment of each reservation: when the booking is created, around arrival, check-in and check-out, after the stay, and when a booking is cancelled. Offsets run from minutes to months, placeholders fill from the reservation, and a cancellation stops the messages still pending for that booking.

04

CHAPTER 4

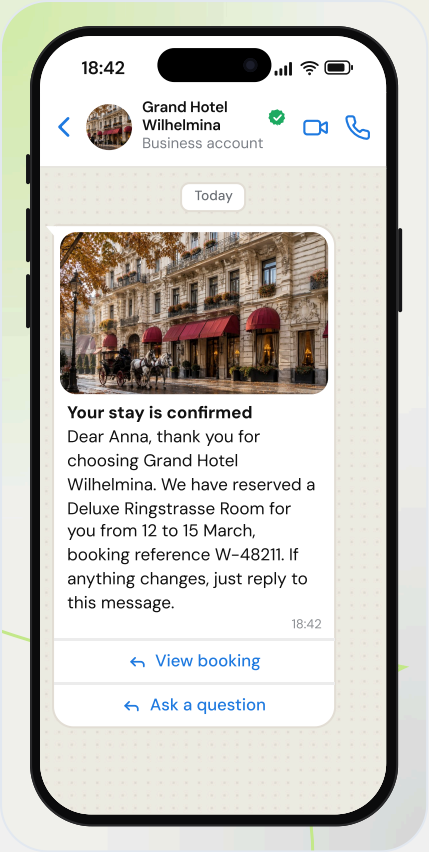
Booking and pre-arrival

From the confirmation to the arrival day, these templates answer the questions guests have before they ask them, and make a few well-timed offers.

8 templates
Template 01 to 08



Eight templates for the stretch between the booking and the moment the guest reaches your door. Utility templates confirm, inform and ask for what you need. Marketing templates make one relevant offer. Keep the two apart, because Meta reviews the category and can reclassify a utility template that tries to sell.



Template 01 UTILITY Immediately after booking

Booking confirmation

Grand Hotel Wilhelmina · Historic grand hotel, Vienna

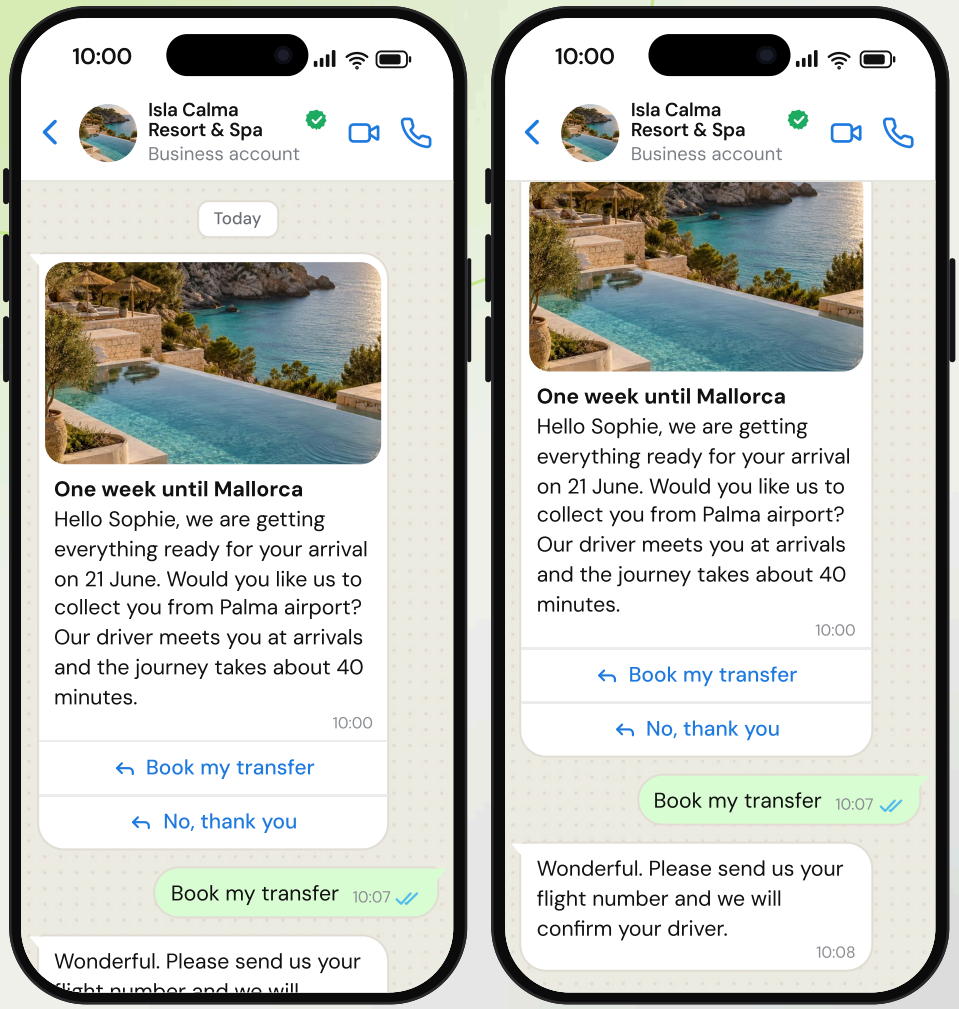
TEMPLATE

```
*Your stay is confirmed*
Dear {{1}}, thank you for choosing Grand Hotel Wilhelmina.
We have reserved a {{2}} for you from {{3}} to {{4}},
booking reference {{5}}. If anything changes, just reply
to this message.
```

VARIABLES

- {{1}} guest first name
- {{2}} room type
- {{3}} arrival date
- {{4}} departure date
- {{5}} booking reference

TIP Send it within minutes of the booking. A confirmation that arrives late makes guests check their bank statement instead of looking forward to the stay.



Template 02 MARKETING 7 days before arrival

Pre-arrival airport transfer

Isla Calma Resort & Spa · Beach resort, Mallorca

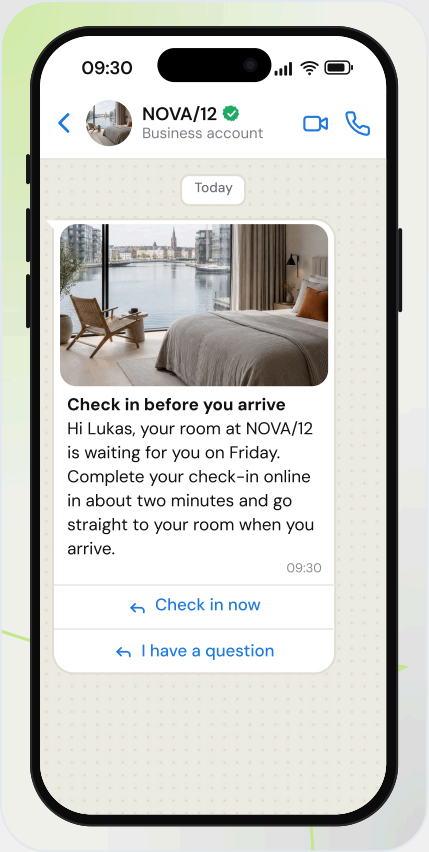
TEMPLATE

```
*One week until Mallorca*
Hello {{1}}, we are getting everything ready for your arrival on {{2}}. Would you like us to collect you from Palma airport? Our driver meets you at arrivals and the journey takes about {{3}} minutes. Tap below and we will arrange it.
```

VARIABLES

- {{1}} guest first name
- {{2}} arrival date
- {{3}} transfer time in minutes

TIP One offer per message. A transfer converts best a week out, when guests are booking flights and still deciding how to get from the airport.



Template 03 · UTILITY · 2 days before arrival

Online check-in

NOVA/12 · Design boutique hotel, Copenhagen

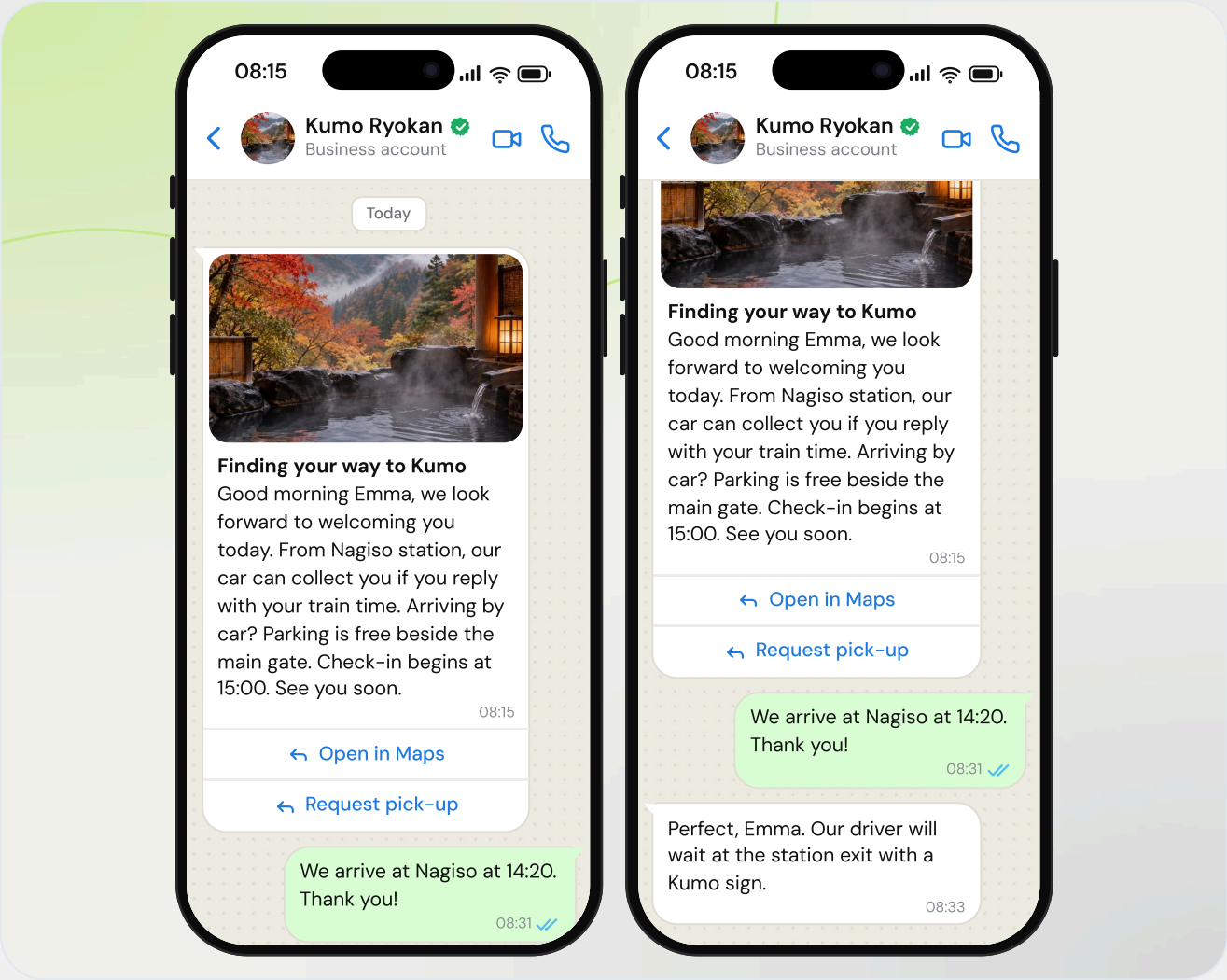
TEMPLATE

```
*Check in before you arrive*
Hi {{1}}, your room at NOVA/12 is waiting for you on {{2}}. Complete your check-in online in about two minutes and go straight to your room when you arrive. Your link: {{3}}. See you soon.
```

VARIABLES

- {{1}} guest first name
- {{2}} arrival date
- {{3}} personal check-in link

TIP Put the link in a URL button rather than the body when you can. It looks cleaner and you can still add a dynamic suffix at the end of the URL.



Template 04 UTILITY Morning of arrival day

Arrival day directions and parking

Kumo Ryokan · Japanese inn, Kiso Valley

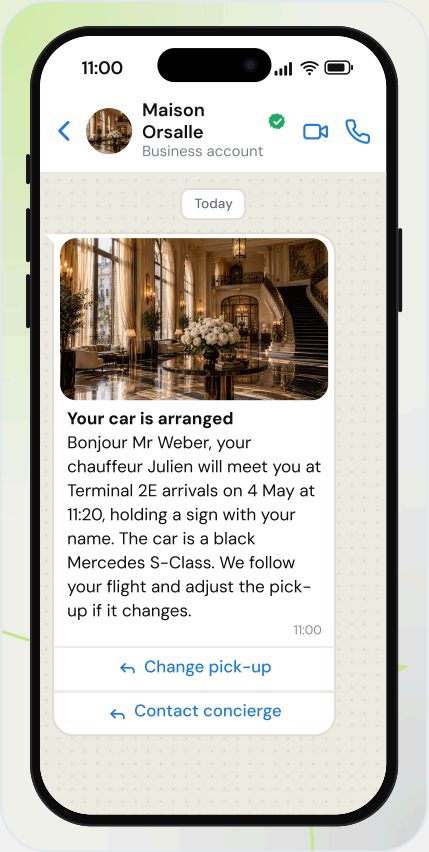
TEMPLATE

```
*Finding your way to Kumo*
Good morning {{1}}, we look forward to welcoming
you today. From Nagiso station, our car can
collect you if you reply with your train time.
Arriving by car? Parking is free beside the main
gate, address: {{2}}. Check-in begins at {{3}}.
See you soon.
```

VARIABLES

- {{1}} guest first name
- {{2}} address or map link
- {{3}} check-in time

TIP Send it on the morning of arrival, not the evening before. That is when guests open their phone to plan the route.



Template 05 · UTILITY · 24 hours before pick-up

Airport transfer confirmation

Maison Orsalle · Luxury palace hotel, Paris

TEMPLATE

```
*Your car is arranged*
Bonjour {{1}}, your chauffeur {{2}} will meet you at {{3}} on {{4}}, holding a sign with your name. The car is a {{5}}. We follow your flight and adjust the pick-up if it changes.
```

VARIABLES

- {{1}} guest first name
- {{2}} driver name
- {{3}} meeting point
- {{4}} pick-up date and time
- {{5}} vehicle

TIP Name the driver and the meeting point. It removes the one moment of doubt every traveller has in an arrivals hall.

Template 06 · UTILITY · When housekeeping releases the room

Room ready

Hostal Dos Lunas · Family-run hostal, Seville

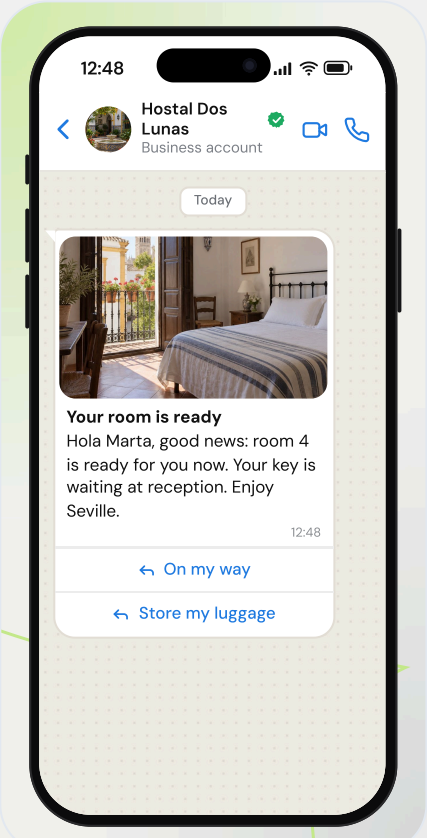
TEMPLATE

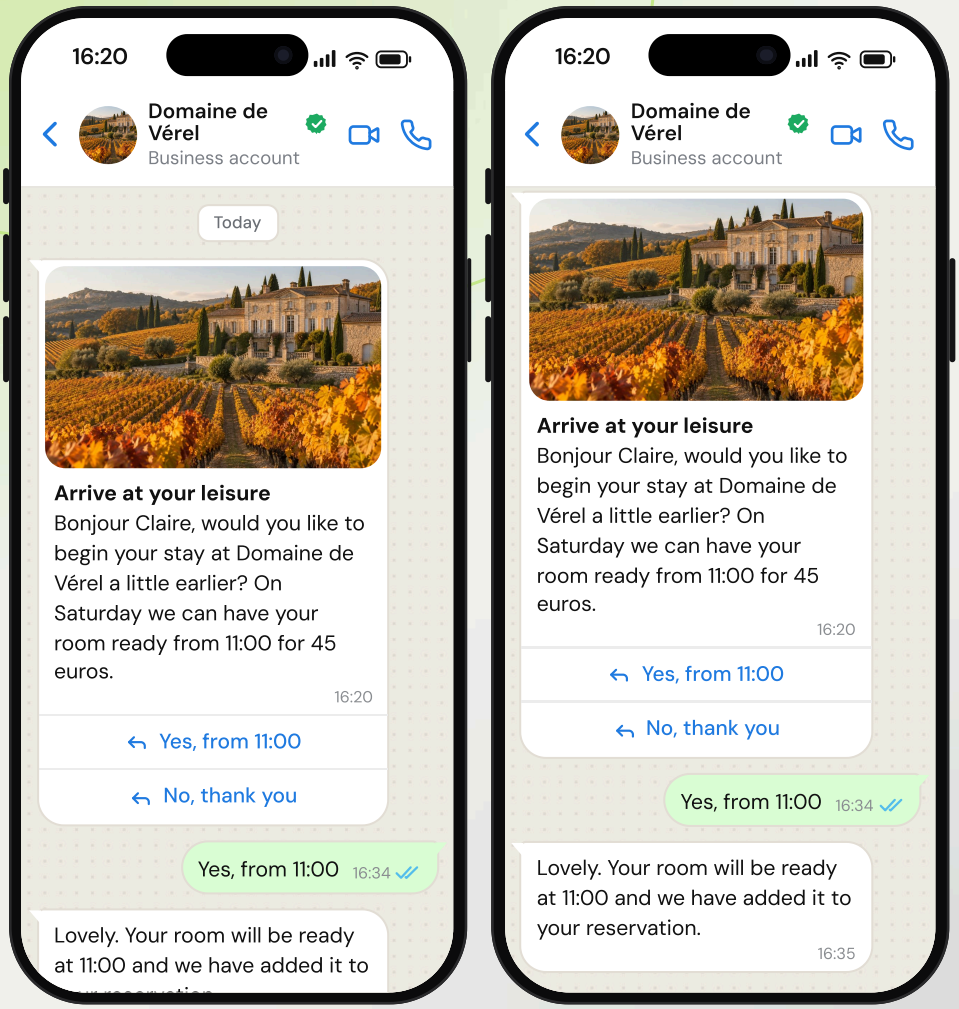
```
*Your room is ready*
Hola {{1}}, good news: room {{2}} is ready for you now. Your key is waiting at reception, or you can collect it from the patio if we are serving breakfast. Enjoy Seville.
```

VARIABLES

- {{1}} guest first name
- {{2}} room number

TIP Trigger it from the room status, not the clock. Guests waiting in a café nearby will thank you for every minute you save them.





Template 07 MARKETING 3 days before arrival

Early check-in offer

Domaine de Vérel · Vineyard manor, Luberon

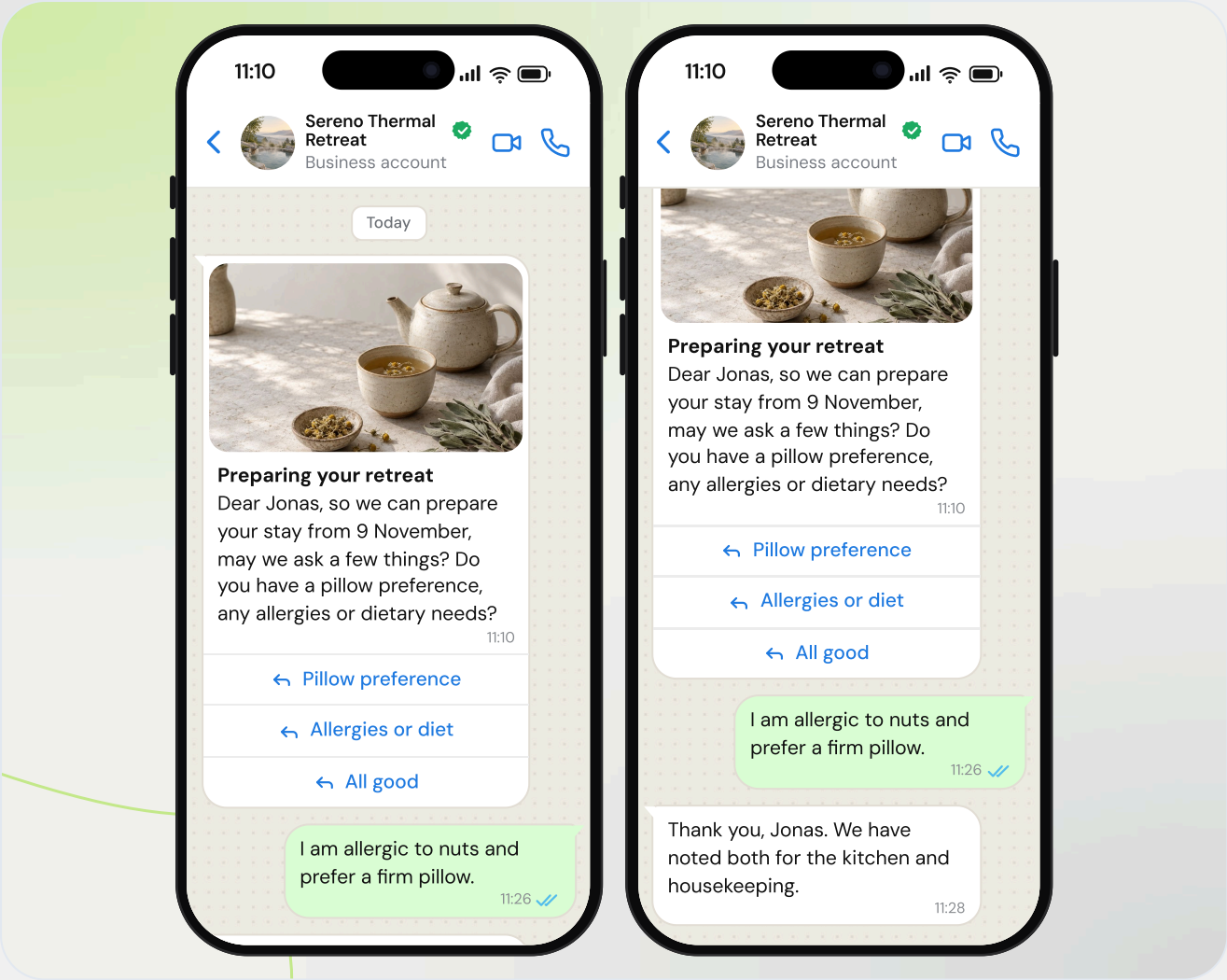
TEMPLATE

```
*Arrive at your leisure*
Bonjour {{1}}, would you like to begin your stay at Domaine de Vérel a little earlier? On {{2}} we can have your room ready from {{3}} for {{4}}. Reply below and we will hold it for you.
```

VARIABLES

- {{1}} guest first name
- {{2}} arrival date
- {{3}} early check-in time
- {{4}} price

TIP Only offer early check-in on dates where occupancy the night before leaves rooms free. Check availability before the template goes out, not after the guest says yes.



Template 08 · **UTILITY** · **5 days before arrival**

Pre-arrival preferences

Sereno Thermal Retreat · Wellness retreat

TEMPLATE

```
*Preparing your retreat*
Dear {{1}}, so we can prepare your stay from
{{2}}, may we ask a few things? Do you have a
pillow preference, any allergies or dietary
needs, or anything we should know for your
treatments? Reply here at any time.
```

VARIABLES

- {{1}} guest first name
- {{2}} arrival date

TIP Ask, then visibly use the answer. A hypoallergenic pillow already on the bed says more than any welcome letter.

TIP

Meta's limits at a glance

The body can hold up to 1,024 characters, but the templates above stay well under 400. Headers can be text (up to 60 characters), image, video, document or location. Quick reply and URL button labels allow 25 characters; keep yours under 20 so they never wrap. A variable cannot open or close the body, and variables must be numbered in order.

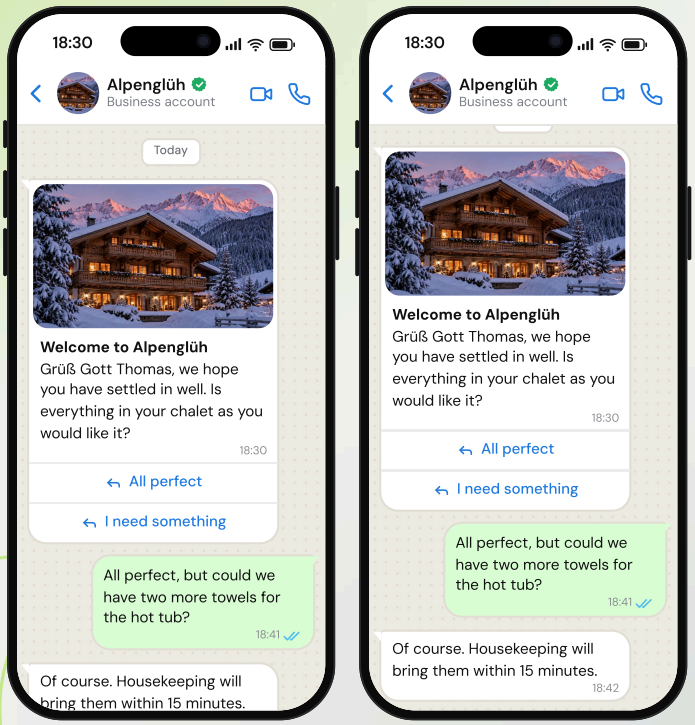
05

CHAPTER 5

Arrival and in-stay

Once the guest is in the house, messages become a conversation. These templates check in, fill free tables and treatment slots, and help when travel plans go wrong.

7 templates
Template 09 to 15



Template 09 UTILITY Evening of arrival day

Welcome and day 1 check

Alpenglüh · Mountain chalet hotel, Tyrol

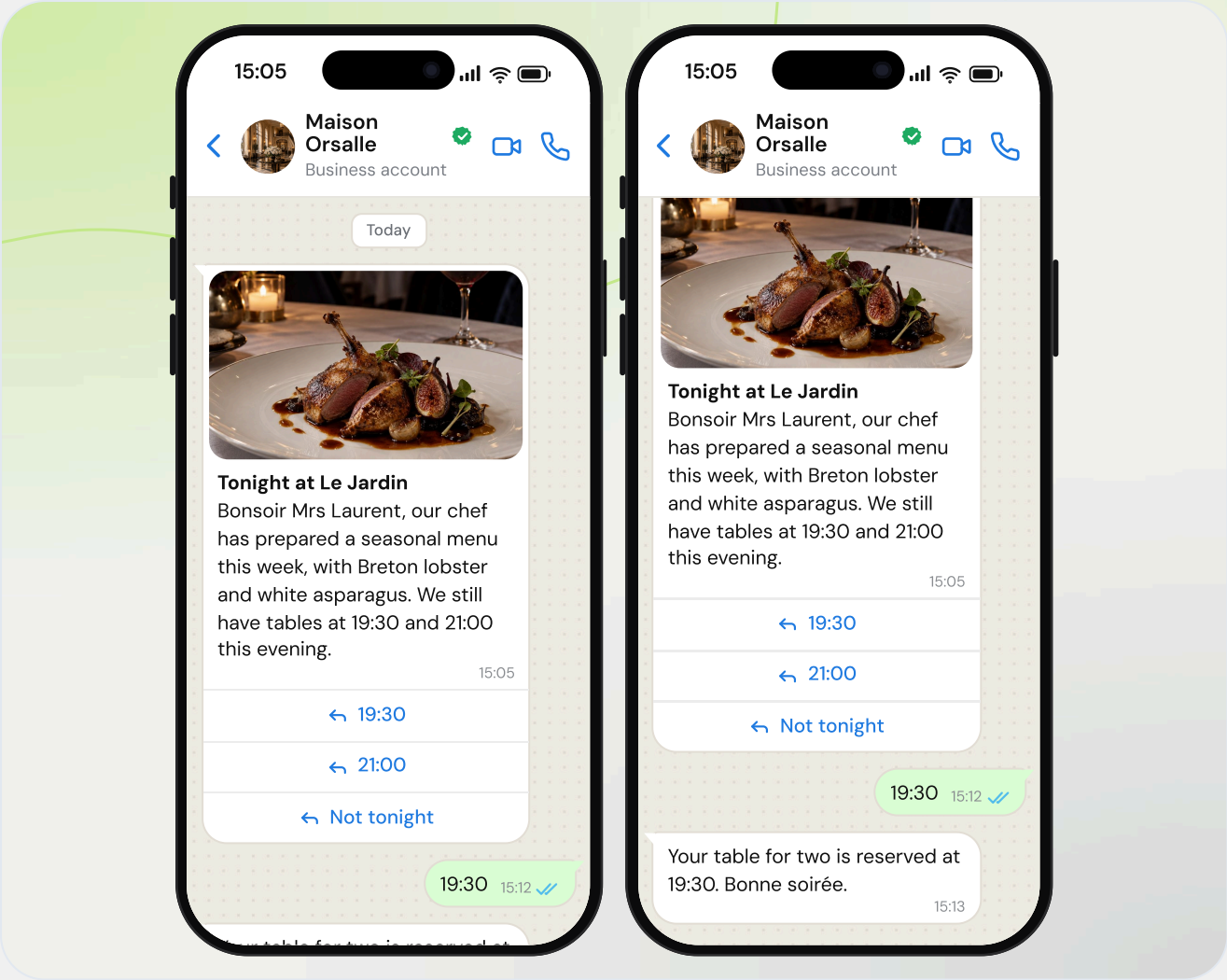
TEMPLATE

```
*Welcome to Alpenglüh*
Grüß Gott {{1}}, we hope you have settled in
well. Is everything in your chalet as you would
like it? If you need anything, from extra
blankets to a table for dinner, reply here and
our team will take care of it.
```

VARIABLES

`{{1}}` guest first name

TIP Send it two or three hours after check-in. Early enough to fix a problem tonight, late enough that the guest has unpacked.



Template 10 MARKETING Day 1, mid-afternoon

Dinner reservation

Maison Orsalle · Luxury palace hotel, Paris

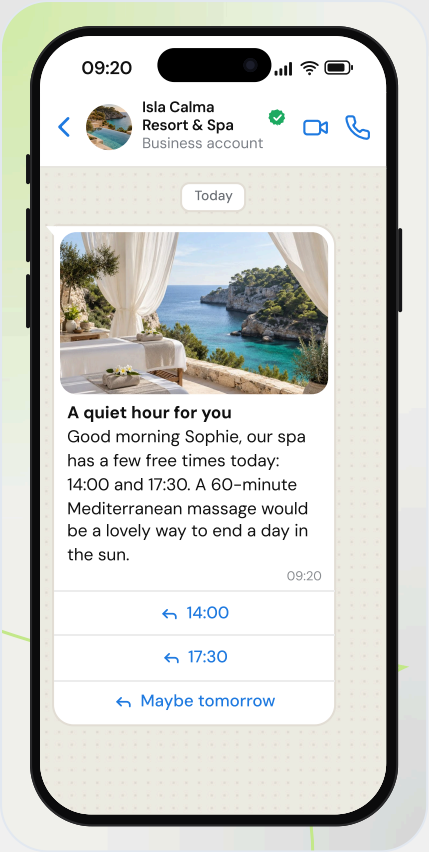
TEMPLATE

```
*Tonight at Le Jardin*
Bonsoir {{1}}, our chef has prepared a seasonal menu this week, with {{2}}. We still have tables at {{3}} this evening. Would you like us to reserve one for you?
```

VARIABLES

- {{1}} guest first name
- {{2}} signature dish
- {{3}} available times

TIP Send it around 15:00, before guests make other plans. Offer real times, not a booking link, so the reply is one tap.



Template 11 · MARKETING · Day 2, morning

Spa slot offer

Isla Calma Resort & Spa · Beach resort, Mallorca

TEMPLATE

```
*A quiet hour for you*
Good morning {{1}}, our spa has a few free times today: {{2}}. A {{3}} would be a lovely way to end a day in the sun. Shall we reserve one for you?
```

VARIABLES

- {{1}} guest first name
- {{2}} free time slots
- {{3}} treatment name

TIP Fill gaps, do not advertise the menu. Offering two or three real free slots turns idle therapist hours into revenue.

Template 12 · UTILITY · Evening of arrival day

Housekeeping preference

NOVA/12 · Design boutique hotel, Copenhagen

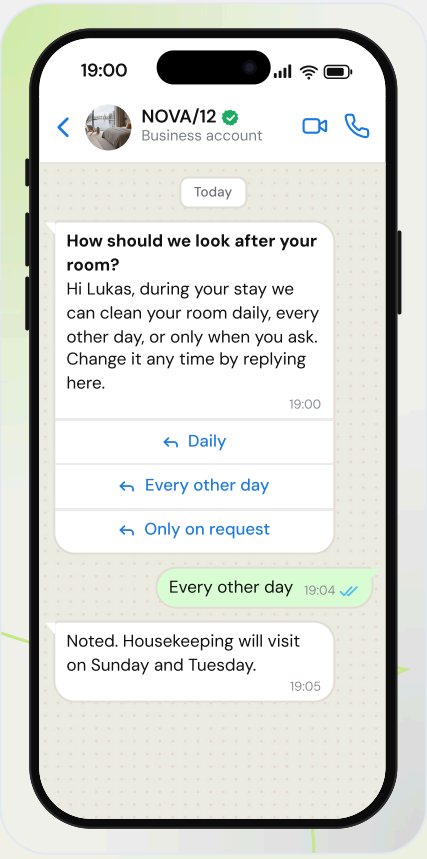
TEMPLATE

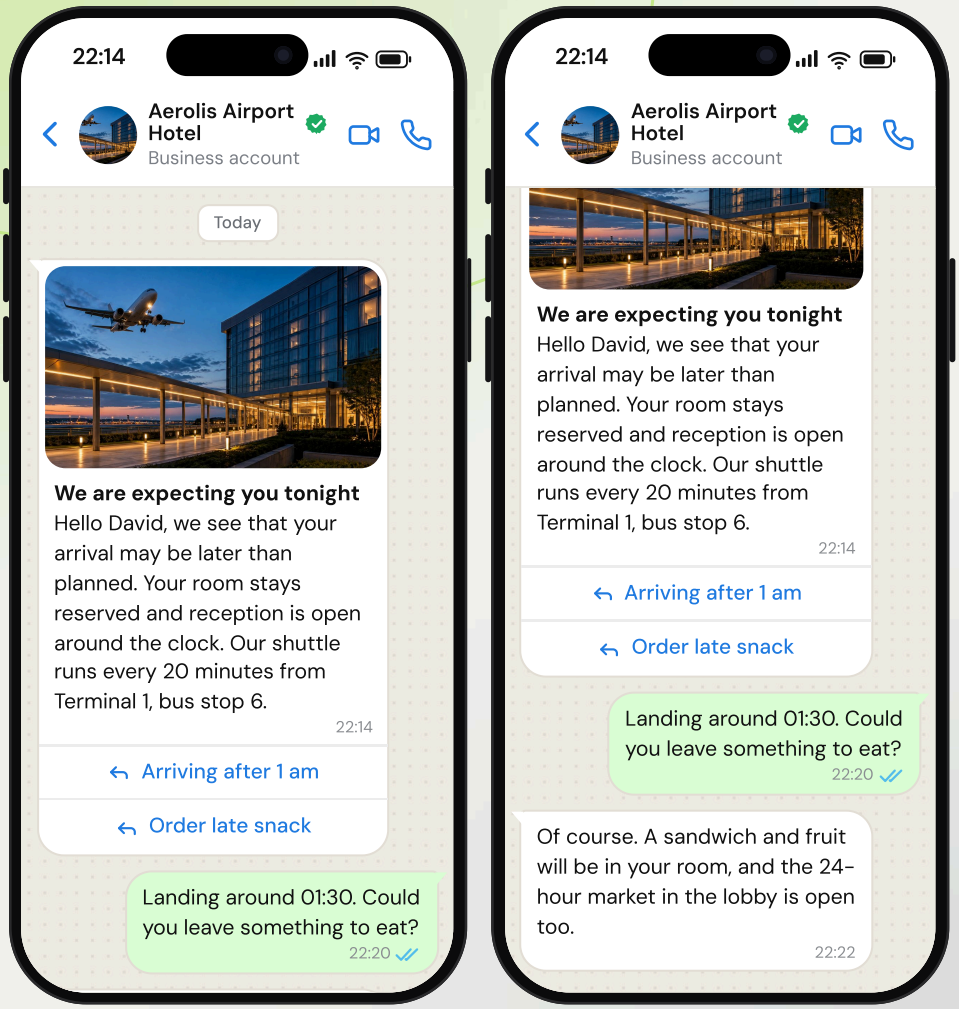
```
*How should we look after your room?*
Hi {{1}}, during your stay we can clean your room daily, every other day, or only when you ask. Choose what suits you below and change it any time by replying here.
```

VARIABLES

- {{1}} guest first name

TIP Giving guests the choice reduces knocks on the door and lets housekeeping plan the day around real requests.





Template 13 UTILITY **When a delay is detected or a guest is late**

Flight delay and late arrival

Aerolis Airport Hotel · Airport hotel

TEMPLATE

```
*We are expecting you tonight*
Hello {{1}}, we see that your arrival may be later than planned. Your room stays reserved and reception is open around the clock. Our shuttle runs every {{2}} minutes from {{3}}. Safe travels.
```

VARIABLES

- {{1}} guest first name
- {{2}} shuttle frequency
- {{3}} shuttle stop

TIP Reassure first, then give the one piece of logistics the guest needs. A late traveller wants to know the room is safe and how to get there.

Template 14 MARKETING Day 2, morning

Local tips

Grand Hotel Wilhelmina · Historic grand hotel, Vienna

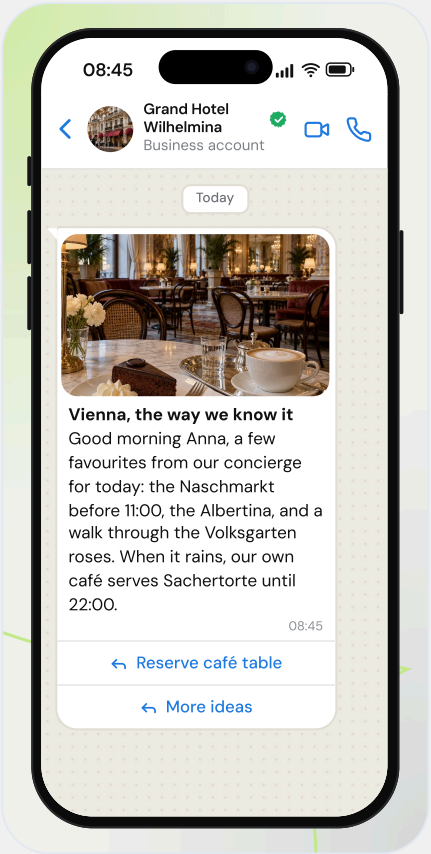
TEMPLATE

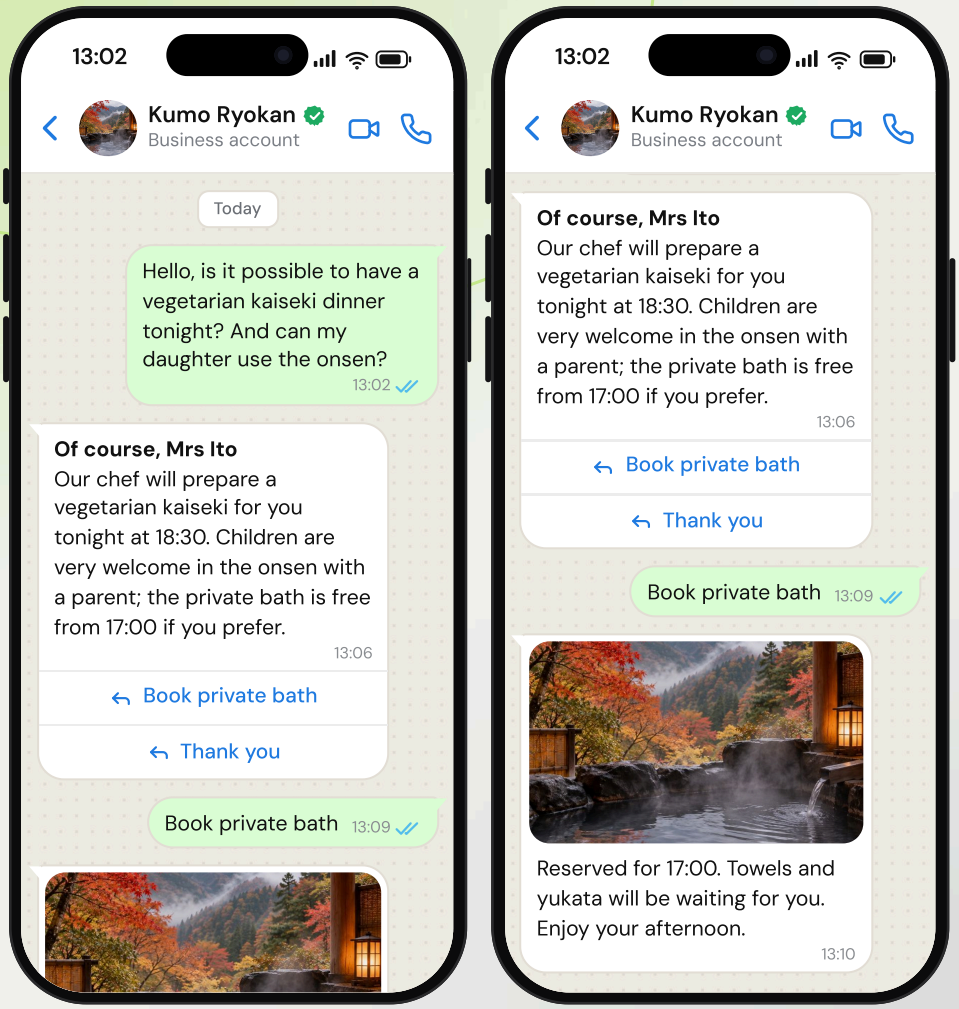
```
*Vienna, the way we know it*
Good morning {{1}}, a few favourites from our concierge
for today: {{2}}. When it rains, our own café serves
Sachertorte until {{3}}. Would you like a table or more
ideas?
```

VARIABLES

- {{1}} guest first name
- {{2}} two or three local recommendations
- {{3}} café closing time

TIP Even without a sales offer, Meta usually treats general recommendations as marketing. Label it that way and only send it to guests who have opted in.





Template 15 SERVICE Guest-initiated, within 24 hours

Service window conversation

Kumo Ryokan · Japanese inn, Kiso Valley

TEMPLATE

```
No template needed. The guest wrote first, so the 24-hour customer service window is open and the hotel replies freely.
```

TIP Every guest message opens or resets the 24-hour window. Answer in your own words, and if the window closes before you are done, continue with an approved template.

WATCH OUT

Utility or marketing?

If a message helps the guest complete a stay they already booked, it is usually utility. If it tries to sell something, it is marketing. Meta reviews approved templates on a recurring basis and moves misclassified utility templates to marketing, so name them honestly from the start.

06

CHAPTER 6

Upsells and events

Eight templates for the moments when a guest is already with you and open to a little more: a later checkout, a better room, a gala, a rooftop night.

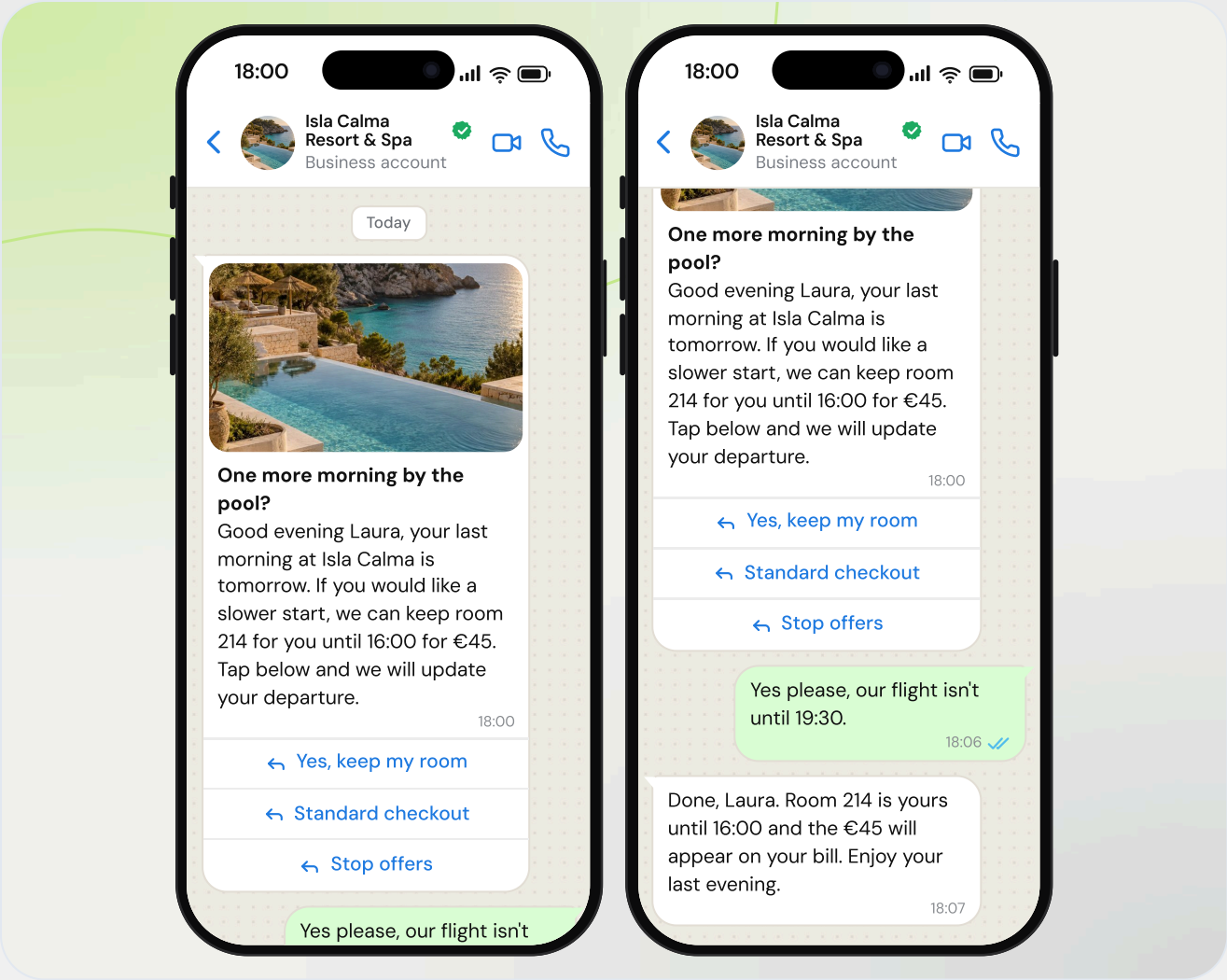
8 templates
Template 16 to 23



WATCH OUT

One purpose per template

Meta treats a template that mixes a practical update with an offer as marketing. Keep delegate, gala and activity messages purely practical. Send the spa or dinner offer as its own template, or as a free reply once the guest is already talking to you.



Template 16 MARKETING **Evening before departure, 18:00**

Late checkout offer

Isla Calma Resort & Spa · Beach resort, Mallorca

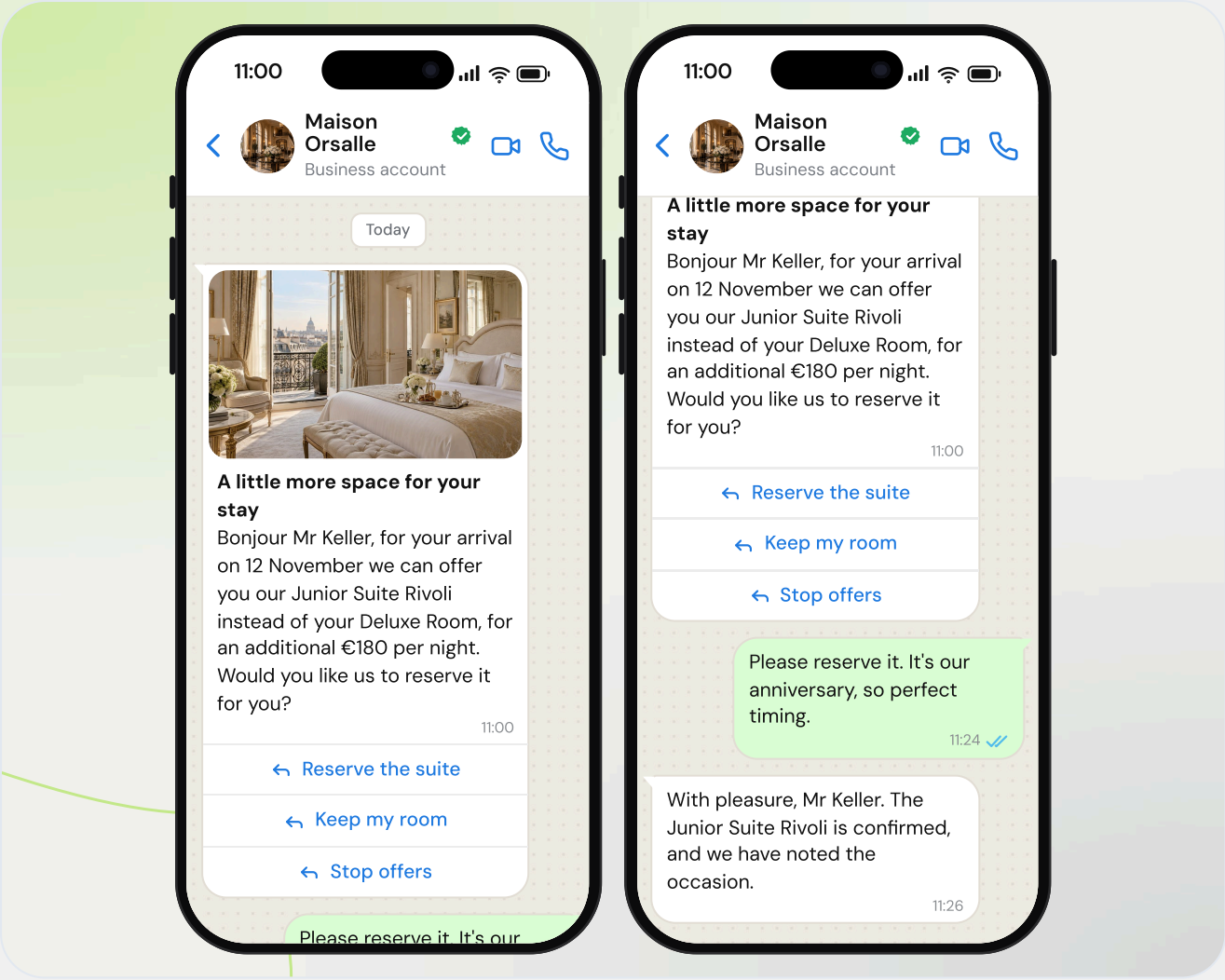
TEMPLATE

```
*One more morning by the pool?*
Good evening {{1}}, your last morning at Isla Calma is tomorrow. If you would like a slower start, we can keep room {{2}} for you until {{3}} for {{4}}. Tap below and we will update your departure.
```

VARIABLES

- {{1}} guest first name
- {{2}} room number
- {{3}} late checkout time
- {{4}} price

TIP Send it only after housekeeping confirms the room is not needed for a same-day arrival, so every yes can be honoured.



Template 17 MARKETING 3 days before arrival

Room upgrade offer

Maison Orsalle · Luxury palace hotel, Paris

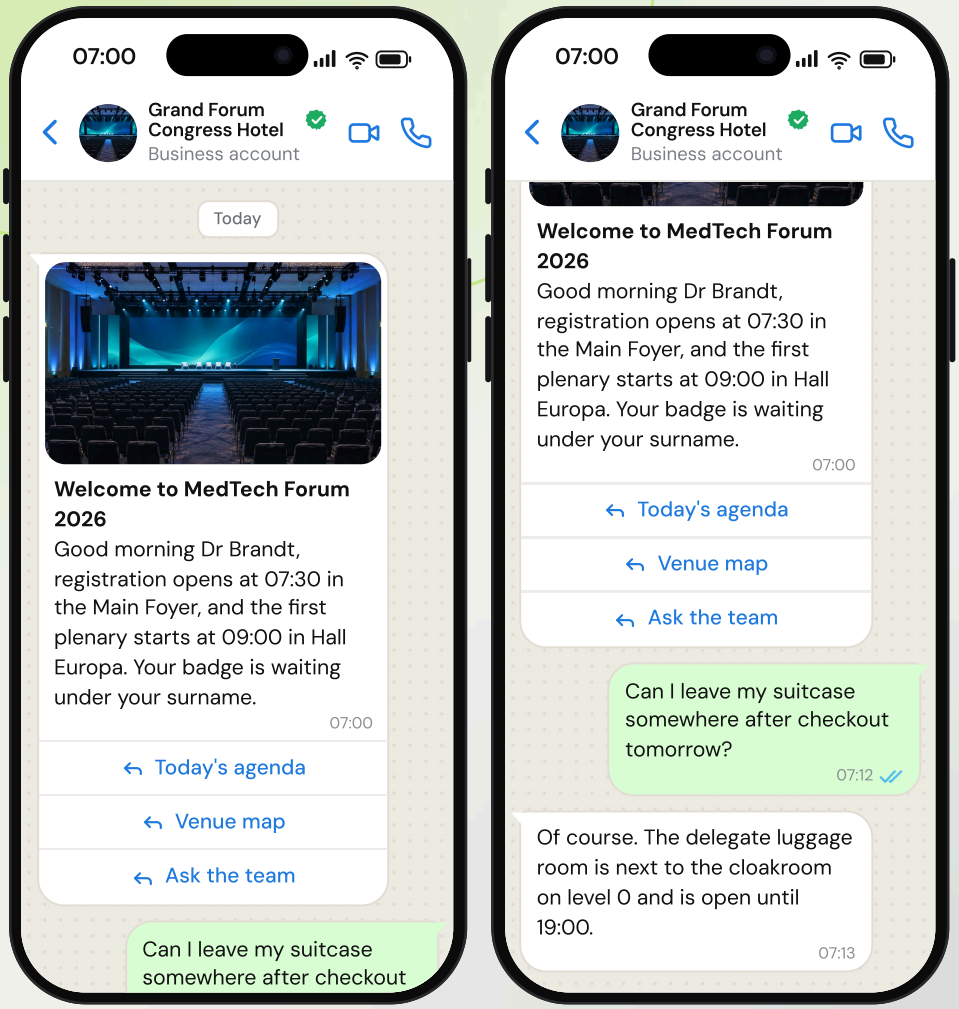
TEMPLATE

```
*A little more space for your stay*
Bonjour {{1}}, for your arrival on {{2}} we can offer you our {{3}} instead of your {{4}}, for an additional {{5}} per night. Would you like us to reserve it for you?
```

VARIABLES

- {{1}} guest title and surname
- {{2}} arrival date
- {{3}} upgrade room type
- {{4}} booked room type
- {{5}} nightly price difference

TIP Offer one specific room and show the nightly difference, not a new total; a single clear choice is easier to say yes to.



Template 18 · UTILITY · Morning of day one, 07:00

Conference delegate logistics

Grand Forum Congress Hotel · Congress hotel, Frankfurt

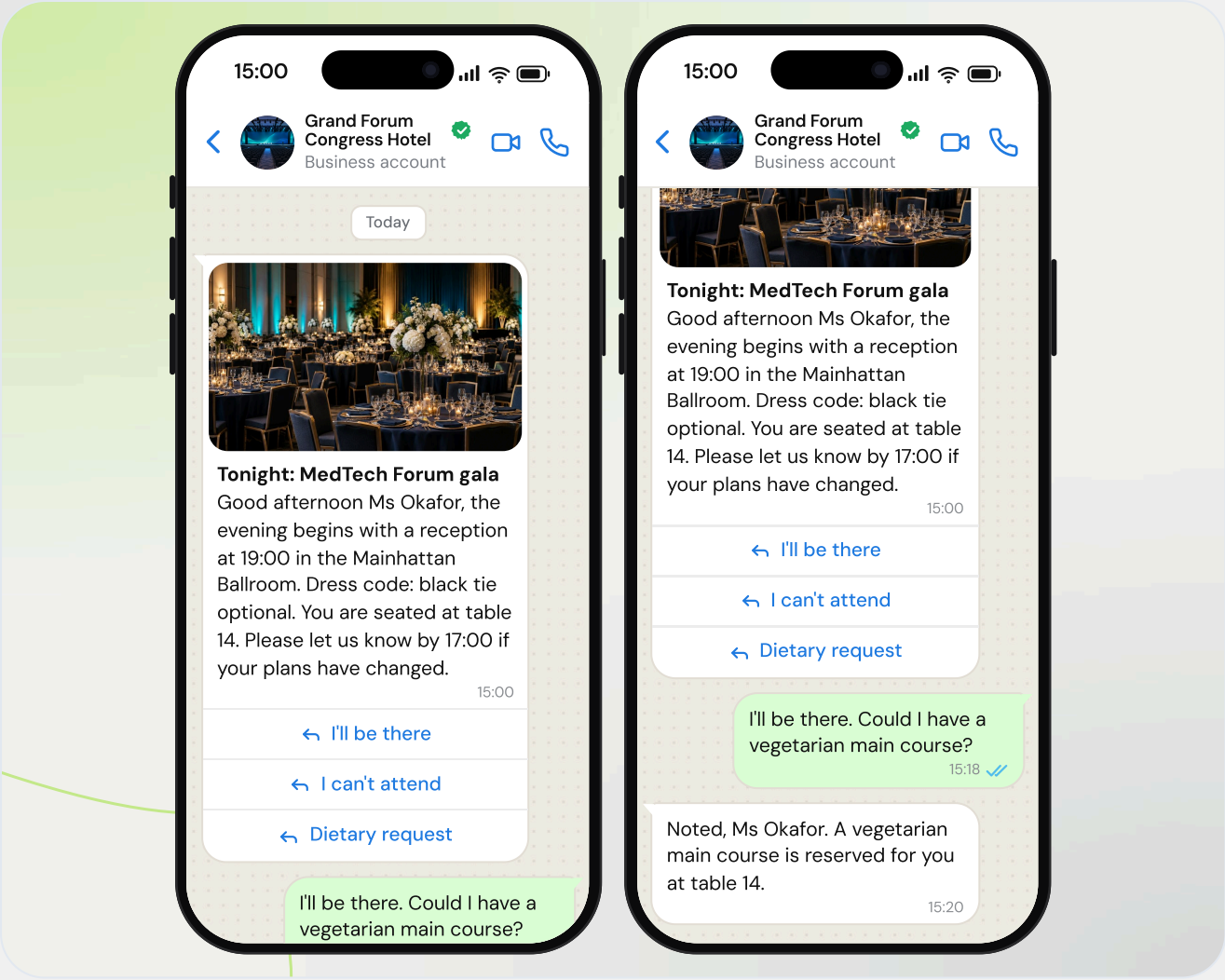
TEMPLATE

```
*Welcome to {{1}}*
Good morning {{2}}, registration opens at {{3}}
in the {{4}}, and the first plenary starts at
{{5}}. Your badge is waiting under your surname.
```

VARIABLES

- {{1}} event name
- {{2}} delegate title and surname
- {{3}} registration time
- {{4}} registration location
- {{5}} first session time and room

TIP It qualifies as utility because the delegate registered for this event; keep it logistical, with no sponsor plugs or dinner offers.



Template 19 · UTILITY · Day of the gala, 15:00

Gala dinner reminder

Grand Forum Congress Hotel · Congress hotel, Frankfurt

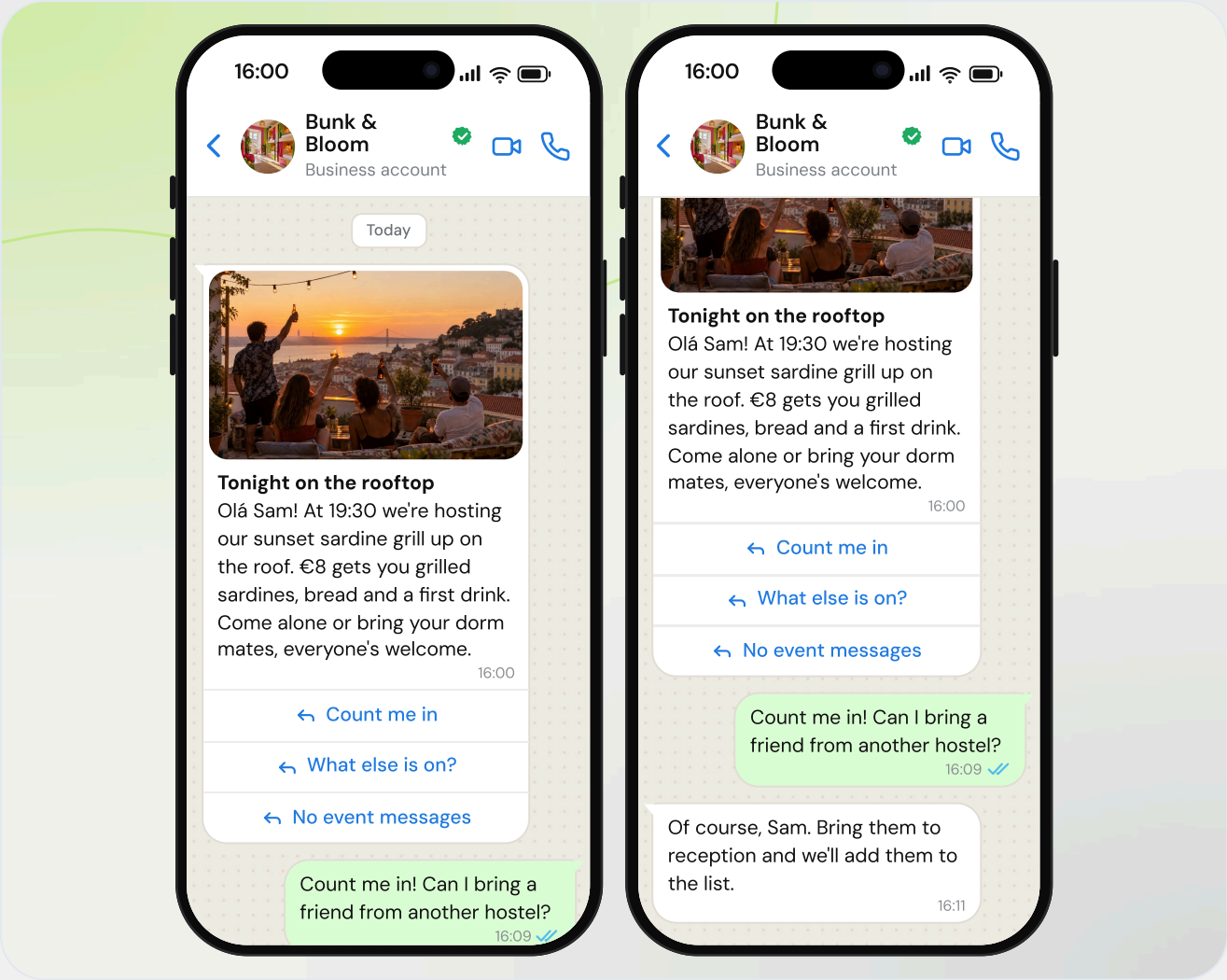
TEMPLATE

```
*Tonight: {{1}}*
Good afternoon {{2}}, the evening begins with a reception at {{3}} in the {{4}}. Dress code: {{5}}. You are seated at table {{6}}. Please let us know by {{7}} if your plans have changed.
```

VARIABLES

- {{1}} event name
- {{2}} guest title and surname
- {{3}} reception time
- {{4}} venue
- {{5}} dress code
- {{6}} table number
- {{7}} reply deadline

TIP A 'can't attend' button frees seats and gives the kitchen a final count well before service.



Template 20 · MARKETING · Event day, 16:00

Hostel social event

Bunk & Bloom · Backpacker hostel, Lisbon

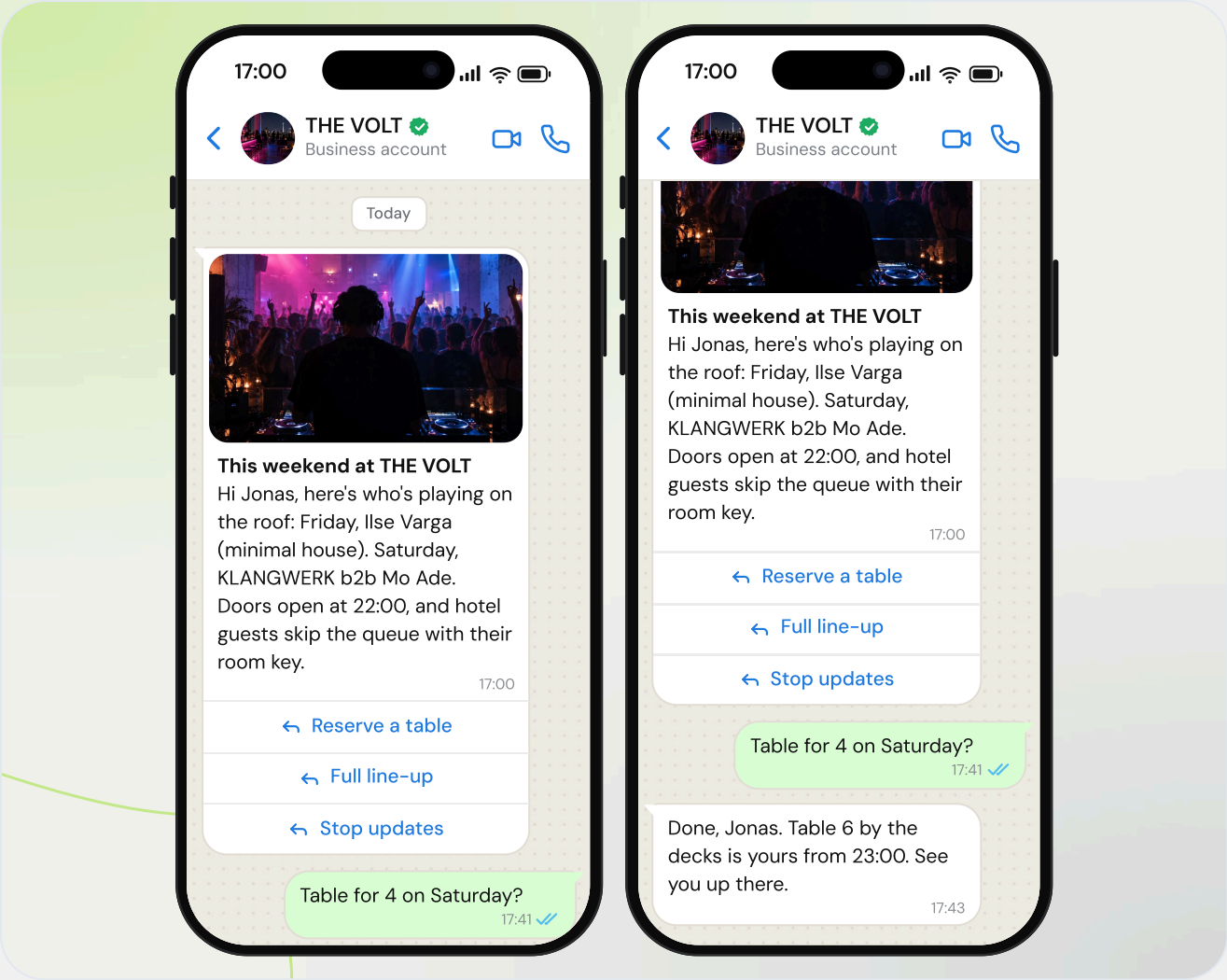
TEMPLATE

```
*Tonight on the rooftop*
Olá {{1}}! At {{2}} we're hosting {{3}} up on the roof. {{4}} Come alone or bring your dorm mates, everyone's welcome.
```

VARIABLES

- {{1}} guest first name
- {{2}} start time
- {{3}} event name
- {{4}} one line on price and what's included

TIP If the guest has written to you in the last 24 hours, reply freely inside the service window instead of sending a marketing template.



Template 21 MARKETING Thursday before the weekend, 17:00

Party night line-up

THE VOLT · Urban lifestyle hotel, Berlin

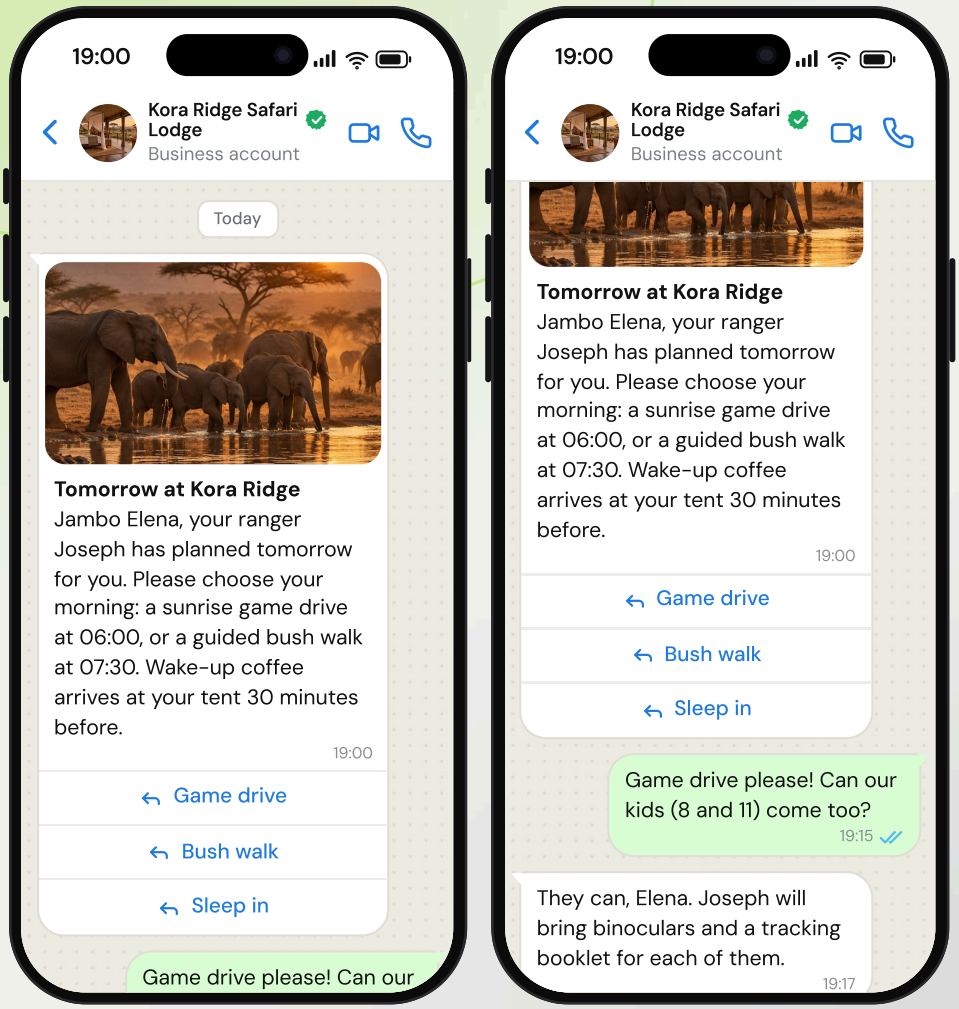
TEMPLATE

```
*This weekend at THE VOLT*
Hi {{1}}, here's who's playing on the roof: {{2}}. Doors open at {{3}}, and hotel guests skip the queue with their room key.
```

VARIABLES

- {{1}} guest first name
- {{2}} line-up, one line per night
- {{3}} door time

TIP Keep the line-up to two lines and let the button carry the detail; send it only to in-house guests and opted-in locals.



Template 22 · UTILITY · Evening of arrival, 19:00

Safari activity booking

Kora Ridge Safari Lodge · Safari lodge, Kenya

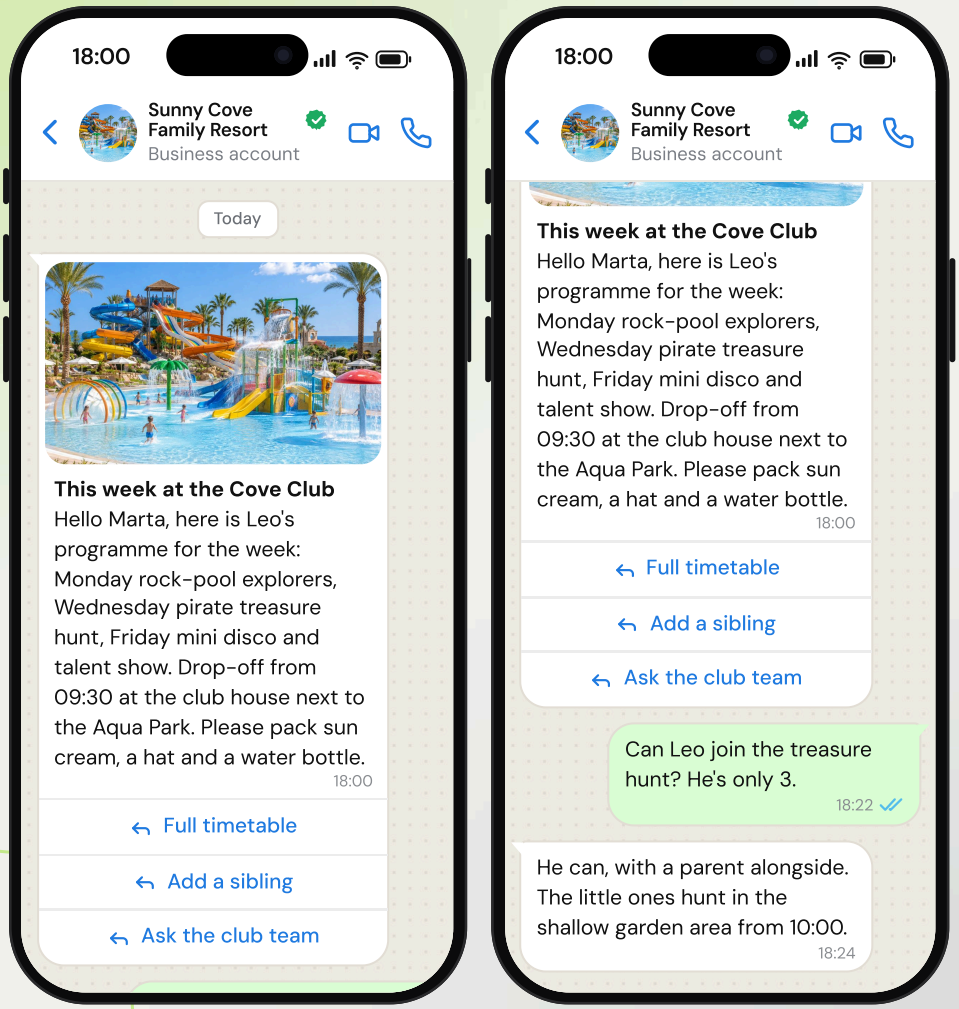
TEMPLATE

```
*Tomorrow at Kora Ridge*
Jambo {{1}}, your ranger {{2}} has planned tomorrow for you. Please choose your morning: a sunrise game drive at {{3}}, or a guided bush walk at {{4}}. Wake-up coffee arrives at your tent 30 minutes before.
```

VARIABLES

- {{1}} guest first name
- {{2}} ranger name
- {{3}} game drive time
- {{4}} bush walk time

TIP Activities included in the guest's booking can run as utility; add a paid balloon flight and the template becomes marketing.



Template 23 UTILITY **Sunday evening, after kids club registration**

Kids club programme

Sunny Cove Family Resort · Family resort, Algarve

TEMPLATE

```
*This week at the Cove Club*
Hello {{1}}, here is {{2}}'s programme for the week: {{3}}. Drop-off from {{4}} at the club house next to the Aqua Park. Please pack sun cream, a hat and a water bottle.
```

VARIABLES

- {{1}} parent first name
- {{2}} child first name
- {{3}} three highlights of the week
- {{4}} drop-off time

TIP Name the child, not only the parent; it ties the message to their registration and it is the detail families remember.

07

CHAPTER 7

Post-stay, loyalty and campaigns

Seven templates for after departure, from the invoice and the review to the messages that bring guests back next season.

7 templates
Template 24 to 30



TIP

Marketing limits and opt-outs

Meta limits how many marketing templates one person receives from businesses, and some sends are held back until the guest replies. Give every campaign a visible way to stop offers, honour it straight away, and send to people who opted in, not to every past guest.

Template 24 UTILITY

Morning of departure, 30 minutes after checkout

Checkout and invoice

Grand Hotel Wilhelmina · Historic grand hotel, Vienna

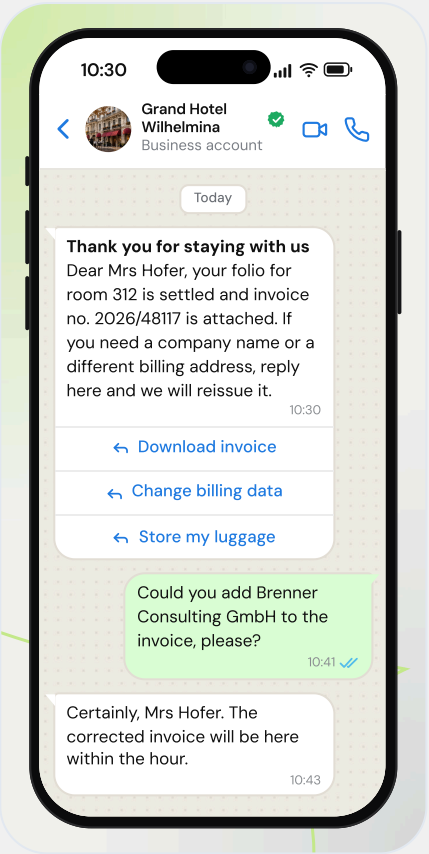
TEMPLATE

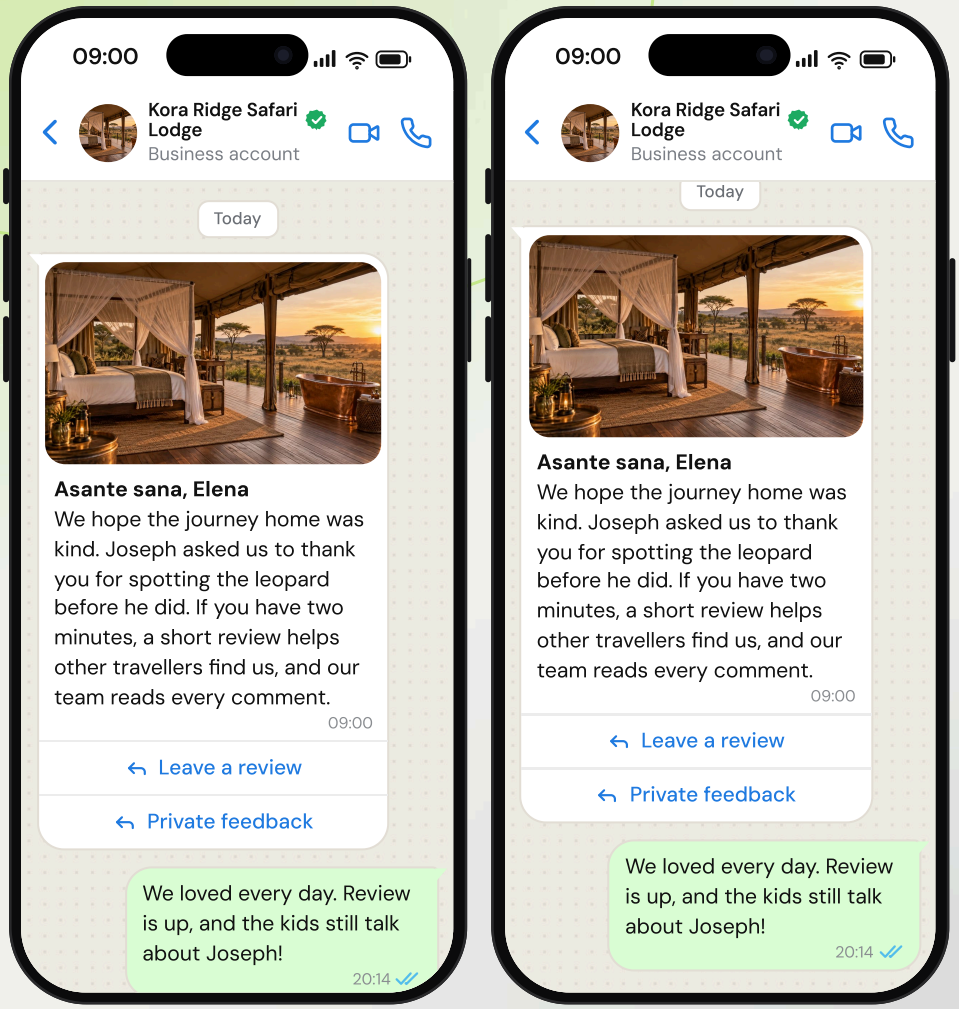
```
*Thank you for staying with us*
Dear {{1}}, your folio for room {{2}} is settled and
invoice no. {{3}} is attached. If you need a company name
or a different billing address, reply here and we will
reissue it.
```

VARIABLES

- {{1}} guest title and surname
- {{2}} room number
- {{3}} invoice number

TIP Use a document header for the PDF; the chat then becomes the place for corrections instead of the front-office phone line.





Template 25 · UTILITY · 2 days after departure

Review request

Kora Ridge Safari Lodge · Safari lodge, Kenya

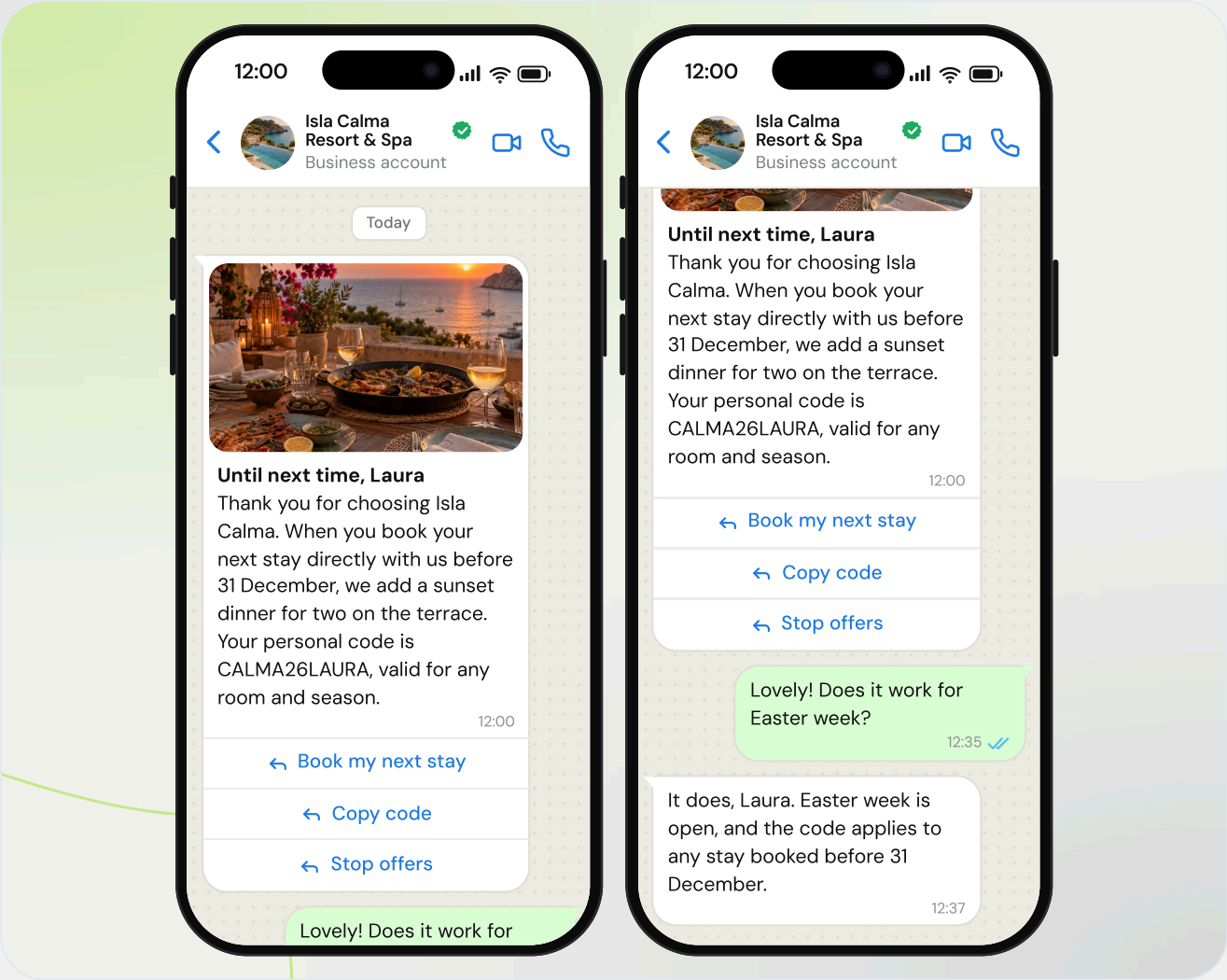
TEMPLATE

```
*Asante sana, {{1}}*
We hope the journey home was kind. {{2}} asked us to thank you for {{3}}. If you have two minutes, a short review helps other travellers find us, and our team reads every comment.
```

VARIABLES

- {{1}} guest first name
- {{2}} ranger or host name
- {{3}} one moment from the stay

TIP A real moment from the stay makes the message read as a thank-you, not a survey; ask every guest, not only the happy ones.



Template 26 MARKETING 7 days after departure

Direct-rebooking thank-you offer

Isla Calma Resort & Spa · Beach resort, Mallorca

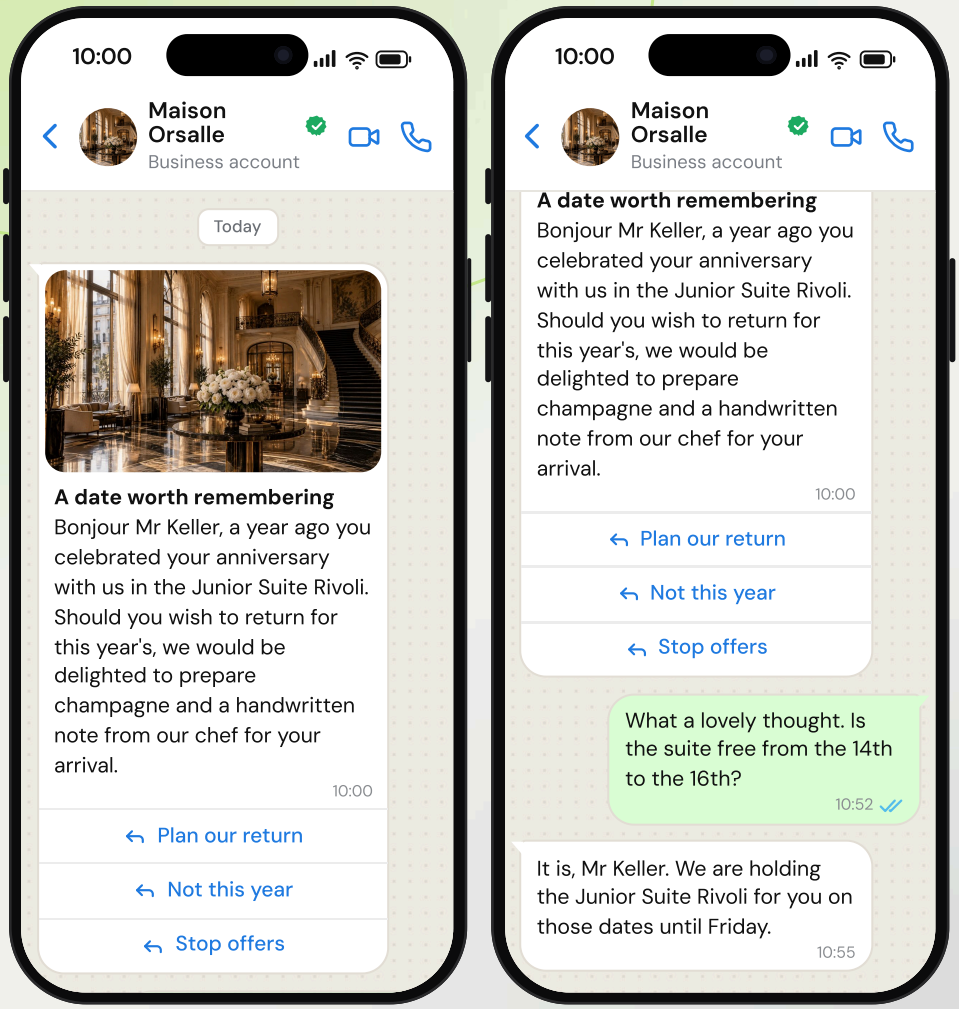
TEMPLATE

```
*Until next time, {{1}}*
Thank you for choosing Isla Calma. When you book your next stay directly with us before {{2}}, we add {{3}}. Your personal code is {{4}}, valid for any room and season.
```

VARIABLES

- {{1}} guest first name
- {{2}} booking deadline
- {{3}} value-add
- {{4}} personal booking code

TIP Add something to the stay rather than cutting the rate; it rewards booking direct without undercutting your published prices.



Template 27 MARKETING **10 days before the anniversary**

Anniversary

Maison Orsalle · Luxury palace hotel, Paris

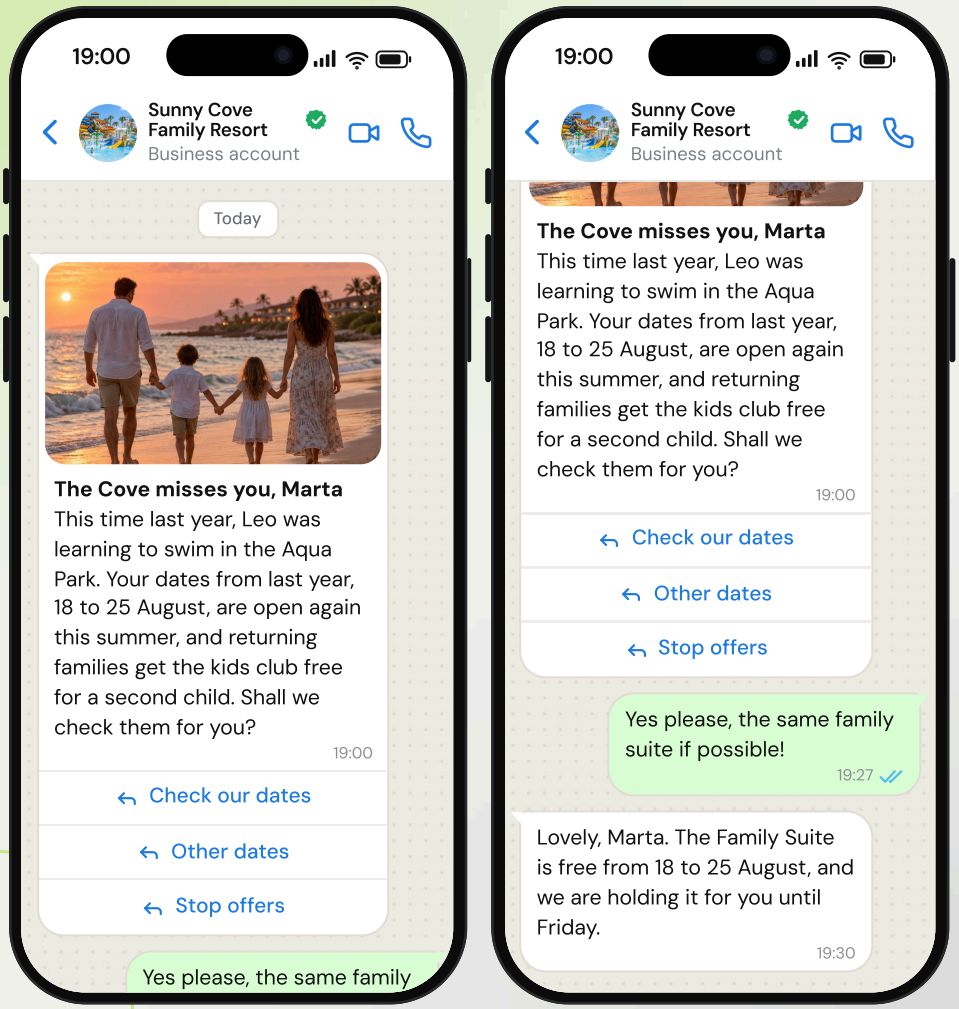
TEMPLATE

```
*A date worth remembering*
Bonjour {{1}}, a year ago you celebrated your
anniversary with us in the {{2}}. Should you
wish to return for this year's, we would be
delighted to prepare {{3}} for your arrival.
```

VARIABLES

- {{1}} guest title and surname
- {{2}} room or suite of last stay
- {{3}} welcome amenity

TIP Use only dates the guest shared with you, such as an occasion noted on a past booking, and make sure their consent covers it.



Template 28 MARKETING 11 months after the last stay

Win-back after 11 months

Sunny Cove Family Resort · Family resort, Algarve

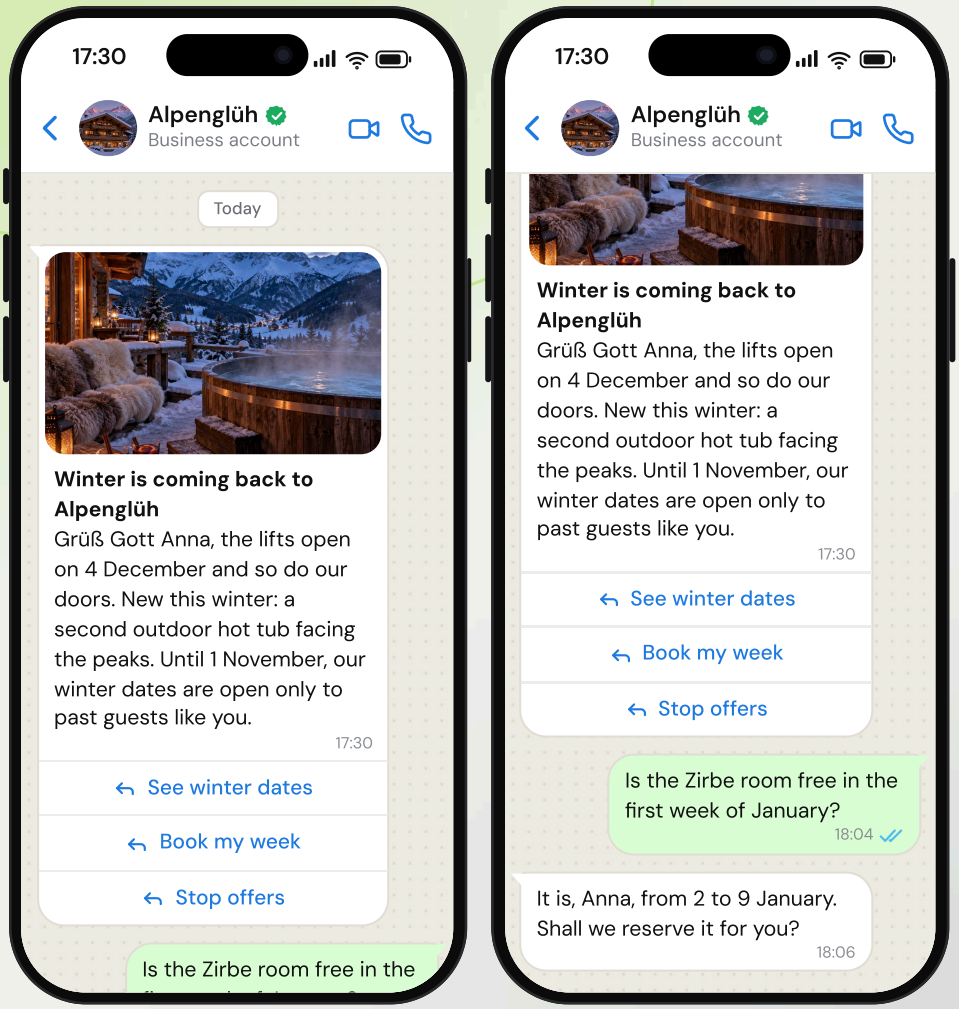
TEMPLATE

```
*The Cove misses you, {{1}}*
This time last year, {{2}} was {{3}}. Your
dates from last year, {{4}}, are open again this
summer, and returning families get {{5}}. Shall
we check them for you?
```

VARIABLES

- {{1}} guest first name
- {{2}} child's first name
- {{3}} a memory from the stay
- {{4}} last year's dates
- {{5}} returning-guest benefit

TIP Eleven months lands just before most families rebook the same holiday; lead with what they did, not with a discount.



Template 29 MARKETING 6 weeks before opening

Winter season opening

Alpenglüh · Mountain chalet hotel, Tyrol

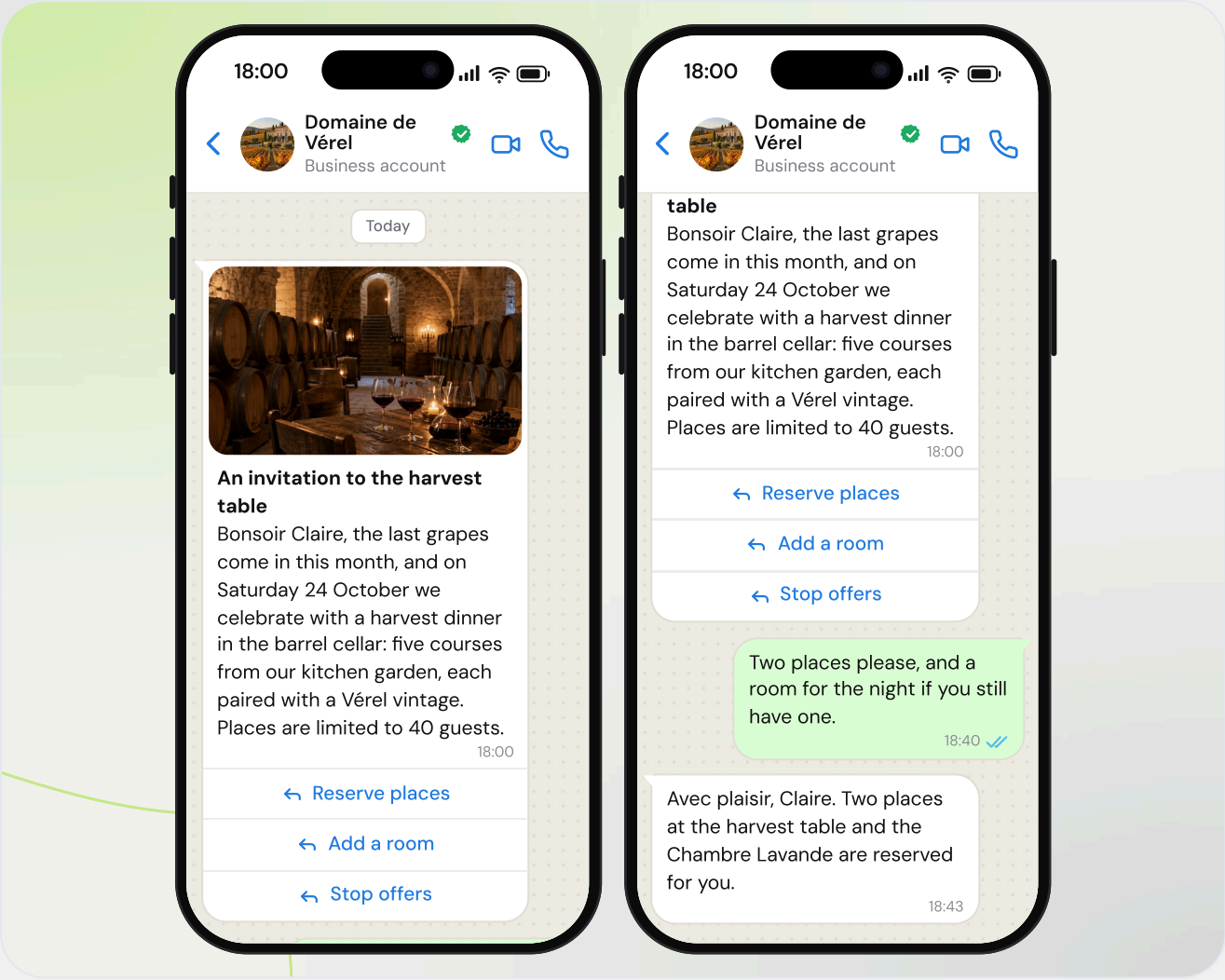
TEMPLATE

```
*Winter is coming back to Alpenglüh*
Grüß Gott {{1}}, the lifts open on {{2}} and so
do our doors. {{3}} Until {{4}}, our winter
dates are open only to past guests like you.
```

VARIABLES

- {{1}} guest first name
- {{2}} opening date
- {{3}} one line on what's new
- {{4}} public booking date

TIP Send to past guests first with a real advantage such as early access, so the campaign rewards loyalty instead of adding noise.



Template 30 MARKETING 3 weeks before the dinner

Harvest dinner invitation

Domaine de Vérel · Vineyard manor, Luberon

TEMPLATE

```
*An invitation to the harvest table*
Bonsoir {{1}}, the last grapes come in this month, and on {{2}} we celebrate with a harvest dinner in the {{3}}: {{4}}. Places are limited to {{5}} guests.
```

VARIABLES

- {{1}} guest first name
- {{2}} dinner date
- {{3}} venue on the estate
- {{4}} one line on the menu
- {{5}} number of places

TIP State a real seat limit once and let the invitation do the work; Meta's policy rules out pressure tactics.

08

CHAPTER 8

How to get the best results

An approved template is only the start. Results come from timing, relevance and a channel that stays in good standing with Meta, and from answering when the guest writes back.

Six habits of hotels that do WhatsApp well

1. **Time it to the guest's day**
   Send in the guest's local time, ideally late morning to early afternoon, and never at night. Tie each message to the stay, not to your campaign calendar: directions on the arrival morning, the late checkout offer the evening before departure. Keep marketing to roughly one message every week or two per guest.

2. **Personalise beyond the first name**
   Use what you know: arrival date, room type, number of nights, the guests travelling with them, the reason for the trip. Send the spa offer to the couple on a three-night stay and the breakfast-to-go to the guest on the 06:00 flight. A message that could go to everyone reads like spam, and guests report it as spam.

3. **Give one clear button**
   Put the value in the first line, because it is the preview in the chat list. Then offer one or two quick replies ('Book a table', 'Not this time') or a single link. Every tap on a quick reply opens the 24-hour window, so your team or your AI can continue the conversation.

4. **Write in the guest's language**
   Submit each template in the languages your guests actually speak and send the version that matches the language on the reservation. Write natively rather than translating word for word: a German guest expects 'Sie', an Austrian one 'Jänner'.

5. **Measure what happens next**
   Opens tell you little. Track replies, button taps, link clicks with UTM parameters, and what was booked afterwards. Look at your delivery reports for failed messages and Meta's error codes, and retire templates that people ignore.

6. **Stay clear of blocks**
   Send only to guests who opted in, keep offers out of utility templates, and stop a campaign as soon as a template's quality drops. Never buy or import number lists for a first-contact blast, and never send the same marketing template to the whole database on a schedule.

Meta's guardrails at a glance

Guardrail	How it works	What to do
Messaging limit	New portfolios can reach 250 people a day outside the window; 2,000 after business verification, then 10,000, 100,000 and unlimited	Verify your business early; limits rise automatically while quality is high
Per-guest marketing limit	Meta caps how many marketing templates one person receives from all businesses, based on their engagement	On error 131049, wait at least 24 hours; do not resend repeatedly
Template quality	Rated high, medium or low from blocks, reports and read rates	At low quality a template is paused for 3, then 6 hours, then disabled
Account enforcement	Repeated spam or misclassified templates bring warnings, then blocks	Read every warning; blocks run from 1 day to an account lock
US numbers	Meta does not deliver marketing templates to +1 US numbers	Send only utility messages to US guests

Where chatlyn helps

Sending the right template to the right guest at the right moment is repetitive work, and the replies arrive at all hours. chatlyn is the first AI-Native GRM: it reads your reservations from the PMS, keeps bookings, spend and every conversation on one guest record, and uses that record to send the journey and answer the guest. The AI never takes a booking itself; when a guest says yes to an offer, it guides them to your booking engine or hands over to your team, who make it happen.

What chatlyn does for your WhatsApp templates

PMS events

Journeys triggered by booking data

Templates go out when your PMS reports a booking, an arrival, a check-in or check-out, a stay ending or a cancellation, filled with the guest's dates, room and booking reference, in the language on the reservation. Test mode sends to your own number first.

Inbox

One shared inbox for the replies

Replies land in one inbox with WhatsApp, email, webchat, Booking.com, Messenger and Instagram. Each conversation has one owner and internal notes, and a badge shows how long the 24-hour window stays open; once it closes, the composer offers your approved templates.

AI

AI replies inside the service window

On WhatsApp the AI answers routine questions in the guest's language and your property's voice, only from your own knowledge: files and pages from your website. It hands the conversation to a person when the guest asks or when it cannot help.

Upsells

Offers the guest can accept in one tap

Journeys chain interactive messages with buttons and lists behind an opening template, and can add a guest who taps 'Yes, tell me more' to a list for follow-up. Tracked links show which steps guests click.

Templates

Templates that pass review

A compliance check flags over-long bodies, buttons and variable mistakes before submission. AI helps you write, improve and translate each template, and every language is submitted to Meta for approval.

Quality

Deliverability in view

The WhatsApp inbox settings show your messaging limit and quality rating, and the delivery log lists every send with its status and Meta's error reason when one fails.

Sending templates manually vs with chatlyn

SENDING TEMPLATES MANUALLY

- × Someone pulls tomorrow's arrivals from the PMS and copies names and dates into each message
- × Pre-arrival messages go out when the team has time, and cancelled guests still receive them
- × Replies land on one phone, and nobody knows whether the 24-hour window is still open
- × Questions at night wait until the morning shift
- × Every guest gets the same offer, whatever their stay
- × A failed message is noticed when the guest complains

WITH CHATLYN

- ✓ PMS events fill each template from the reservation and send it at the moment you set
- ✓ A cancellation stops that booking's pending messages
- ✓ Replies arrive in one shared inbox with a live window badge and the template picker ready
- ✓ The AI answers routine questions around the clock and hands the rest to your team
- ✓ Live segments such as arriving today or departing tomorrow let you send each offer to the guests it fits
- ✓ The delivery log shows every send, its status and Meta's error reason

> With chatlyn, we turned guest communication into a revenue driver in our Spa, 95% open rates on WhatsApp campaigns and 86% of enquiries handled without staff involvement.

Bernhard Sänger, Director of Operations, Spa Resort Geinberg

chatlyn

From template to conversation

A template opens the window; the conversation is where the guest books the table, asks about the spa or mentions the anniversary. chatlyn keeps that conversation on the guest's record, so the next message, and the next stay, starts from what the guest already told you.

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See your guest journey on WhatsApp

In a short demo we connect your PMS and show the messages your guests would receive before, during and after their stay, sent at the right moment and answered when they reply.

- Pre-arrival, arrival-day and post-stay templates triggered by your PMS booking events
- The AI answering your guests' replies from your own knowledge, with your team on hand
- One guest record with bookings, spend and every conversation

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