



Policy on AI-Generated Visual Content

Adopted September 1, 2026

Haywood County's appeal is real. Our mountain views, outdoor experiences, locally owned businesses and welcoming communities do not need to be artificially created or embellished.

As generative artificial intelligence makes it increasingly difficult for travelers to distinguish authentic photography from fabricated imagery, Visit Haywood is committed to protecting the trust visitors place in our destination and our UNFILTERED brand, which showcases a place where the views are unfiltered and access to nature is untapped.

Our Policy

Visit Haywood will not accept or use AI-generated imagery or graphics in destination marketing assets. This includes visual content created entirely by generative AI, as well as that which has been altered with AI to add, remove or modify features in ways that misrepresent the actual location, business, product or visitor experience.

All imagery and graphics provided to Visit Haywood should depict a real place, experience, product or person in Haywood County and should accurately reflect what visitors can reasonably expect to encounter.

This policy applies to photography and graphics submitted for use across Visit Haywood's website, social media channels, advertising, public relations materials, visitor guides, partner promotions and other destination marketing efforts.

Why Authentic Imagery Matters

Travelers rely heavily on photos and videos when deciding where to go, where to stay and what to experience. If an image presents a landscape, attraction, accommodation, meal or amenity that does not exist as shown, it can create unrealistic expectations and undermine confidence in both the individual business and Haywood County as a destination.

For a place defined by unfiltered beauty and genuine experiences, authenticity is more than a creative preference. It is central to our brand.



Using real photography and human-created content helps us:

- Give travelers an honest representation of what they can experience
- Build and maintain trust in Visit Haywood and our tourism partners
- Protect the integrity of Haywood County's UNFILTERED brand
- Celebrate the people, places and businesses that make the destination distinctive
- Avoid visitor disappointment caused by inaccurate or misleading imagery

Guidance for Our Tourism Community

Visit Haywood strongly encourages all local tourism businesses to follow the same standard across their own websites, social media, advertising and promotional materials. Even when content is not being submitted to Visit Haywood, misleading AI-generated imagery can affect travelers' perceptions of the entire destination.

Our Shared Commitment

Every tourism business contributes to how travelers understand and experience Haywood County. By choosing authentic imagery, we collectively reinforce that the views, places, and experiences featured in our marketing are not manufactured. They are here, they are real, and they are ready to be experienced.

Visit Haywood reserves the right to accept or deny any visual content for any reason.