



Visit North Carolina Guidelines for Inclusion on VisitNC.com

The following are guidelines for the inclusion of attractions, accommodations, restaurants, shops and other tourism-related businesses onto VisitNC.com. Visit North Carolina has developed these guidelines to better facilitate the listing of attractions, accommodations and other tourism-related businesses pertinent to travel and tourism in the state of North Carolina. For the purpose of these guidelines, the term "accommodations" is to include hotels, motels, rental properties, bed and breakfast establishments (regardless of the number of rooms), country inns, resorts and private campgrounds. Submissions for attractions will also be considered for inclusion in the *Official North Carolina Travel Guide*.

For inclusion in the VisitNC.com database, all attractions and accommodations:

- Must be a legally operating and tax-paying (if applicable) business.
- Must be physically located within the borders of the state of North Carolina and have a North Carolina physical address. Online-only companies will not be considered.
- Must be reasonably clean and meet N.C. Department of Health guidelines, if applicable.
- Cannot promote nudity, drunkenness, lewd or illegal behavior or activities.

In addition to the above guidelines:

- Attractions and accommodations must be open to the general public.
- Attractions and accommodations must be of interest to the general public.
- Accommodations requiring a minimum stay of 30 days or more are not included. Such accommodations are generally not of interest to visitors as they serve the corporate or relocation markets.
- All state sponsored and owned parks, markets and other facilities are automatically eligible for inclusion.
- All county, city and town tourism offices, chambers and visitors bureaus in North Carolina are automatically eligible for inclusion.
- Retail and restaurant venues should be unique to the area, ideally should entice a potential visitor to make a trip *just to visit that venue*. Thrift stores and "used-item" venues are not included as visitors can generally find them closer to home. In addition, retail and restaurant venues located within another establishment – such as retail/gift shop at an attraction or hotel, or restaurant at an attraction or hotel – do not get an individual listing but are considered part of the "main" site. The retail and/or restaurant can be mentioned in the main site's description.
- Businesses, websites and organizations representing third parties are not eligible for inclusion.

Events may also be included. They must:

- Be related to tourism and draw notable attendance from at least 50 miles away. (Events such as banquets and annual galas, "after hours," concerts and happy hour events, dance recitals, charity events such as fundraisers, etc., are not suitable for this website as they tend to be extremely localized in nature for attendance.)
- Take place in North Carolina.
- List specific dates and have contact information included.

All attractions and accommodations must submit their entries to their county contact. It is the expressed responsibility of the property owner or manager to provide complete and accurate information of their attraction or accommodation. The property owner or manager is also responsible for updating this information, as needed, via their county contact in a timely manner.

Any attraction or accommodation that meets the guidelines listed herein is eligible for inclusion in the *North Carolina Travel Guide*. **Membership into any private organization or association is not required.** Visit North Carolina reserves the right to exclude or retain any attraction or accommodation it sees fit and to determine what will be included in the description.

For further information, contact:

Kathy Prickett
Tourism Marketing Manager
(919) 447-7769
kathy.prickett@visitnc.com

NORTH CAROLINA

Nick Parker
Database & Social Media Specialist
(919) 447-7787
nick.parker@visitnc.com