



# GUIDELINES FOR EVENTS ON VISITNC.COM

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## ABOUT

This document contains guidelines for the inclusion of tourism-related events on VisitNC.com. The events on VisitNC.com exist to inspire potential visitors to North Carolina by showcasing the best possible activities of interest.

To achieve this goal and to ensure efficiency, we maintain a network of contacts in all 100 NC counties, each tasked with entering and maintaining events for their destination. It is the express responsibility of the event organizer to provide their county contact with complete and accurate information of their event and to keep this information updated.

You can locate your county contact at [VisitNC.com/local-travel-bureaus](https://www.visitnc.com/local-travel-bureaus).

## MINIMUM REQUIREMENTS FOR ALL EVENTS ON VISITNC.COM

- All events must follow all state and local regulations related to permitting, NC Department of Health guidelines, safety requirements, and any others related to event management.
- All events must be physically located within the borders of the state of North Carolina and have a North Carolina physical address.
- No event will be approved which promotes nudity, drunkenness, lewd or illegal behavior or activities.

Visit North Carolina reserves the right to exclude or retain any event it sees fit and to determine what will be included in the description. Visit NC also reserves the right to change and update these guidelines as needed.



## ADDITIONAL REQUIREMENTS FOR EVENTS ON VISITNC.COM

Events on VisitNC.com are part of Visit NC's overarching mission to inspire travelers, primarily from out-of-state, to plan visits and travel to NC. To serve this mission, only events of regional or wider interest that reflect the best of an area are considered for VisitNC.com. Generally, this means that the event inspires visitors to travel from 50 miles away or farther to attend.

Before submitting your event for consideration, we ask you to consider the following questions. Answering negatively to one or more of the below will not necessarily exclude an entry. Rather, these questions outline what makes a good and strong performing event on our site:

1. Would a potential visitor make a trip just to attend this event?
2. Is this event something that can be found only in NC? Does it have a signature appeal that sets it apart?
3. Would this event be part of a trip that creates a desire for a return visit?
4. Does this event have a unique story? Does it have great interest for travelers and/or for your specific area?

Using these questions as a guide helps position VisitNC.com as a "trusted insider" making recommendations, rather than just a competitor to Google or other search functions.

Many websites include information about where a place is or when an event will take place; VisitNC.com exists to tell people **why** they should visit and the specific experiences they'll have when they do. Our primary duty is to inspire potential visitors to travel to and throughout North Carolina. Featuring the best events your area has to offer supports that.

## GENERAL EVENT INCLUSION

Events that are generally featured on VisitNC.com can include, but are not limited to, festivals, concerts, art shows, holiday tours, expos, historical events, and many more.



## GENERAL EVENT EXCLUSION

Events that are NOT included on VisitNC.com are those that draw primarily a local audience or do not have a strong tourism component. Thus, events such as banquets and annual galas, dance recitals, charity events such as fundraisers, etc., are not suitable for VisitNC.com. Business-focused meetings, conferences, seminars, classes, and workshops also are not included.

Special/themed retail sales are not considered events. Hotel packages are not considered events; while a hotel package may offer a special or themed activity, it would only be available to a staying guest.

## CASE-BY-CASE EVENT INCLUSION/EXCLUSION

Events that are considered on a case-by-case basis include, but are not limited to, sporting events, competitions, restaurant weeks, etc.

### Sporting Events

- Only semi-professional and professional sporting events are considered for inclusion on VisitNC.com.
- Sole exceptions to this rule are national playoffs/conferences and bowl games (e.g., ACC Tournament, Duke Mayo Bowl, American Legion World Series, etc.)

## MORE INFORMATION

We offer detailed instructions for what to do (and not to do) when submitting to the partner events portal. Questions are always welcome, and our team is happy to assist, however we can – just email us at [info@VisitNC.com](mailto:info@VisitNC.com). Thank you for being part of Visit NC events management and helping inspire and attract visitors to our great state.