



Lodging Listing Guidelines

If you own or manage a short-term rental property in Haywood County and remit Occupancy Tax to Haywood County, consider becoming one of Visit Haywood's lodging partners! Our free online lodging directory and annual printed Visitor Guide are valuable resources to grow your business and reach potential guests. Please refer to the guidelines below to determine whether your property is eligible for a potential Visit Haywood listing.

Accommodations must meet the following criteria to be considered for lodging listings:

- Property must be located within Haywood County.
- Property must be registered with the Haywood County Finance Department and up to date on Occupancy Tax payments.
- The [Haywood County Lodging & Occupancy Tax Form](#) must be filled out in its entirety and submitted online on a yearly basis. If you have questions or cannot access the online form, please email Alycin@visithaywood.com or call (828) 944-0761 for assistance.
- Companies representing accommodation booking services or lodging associations in multiple counties (e.g. vacation rentals) are required to create or submit a landing page exclusively promoting their Haywood County accommodations. No links to other non-Haywood County properties should be seen in navigation.
- Available rental must encompass the entire residential space (i.e., Visit Haywood will not list "basement only," "private room," "shared room" or similar styles of accommodations).
- A link to a standalone website owned by the property owner or manager must be provided to be considered for a listing. Internet-based enterprises whose primary business is to book real-time online accommodations reservations are not eligible. Accommodations only listed on sites such as Airbnb, VRBO, Booking.com, and Facebook are not eligible.
 - Exceptions to this rule may be made at the discretion of HCTDA staff, provided the accommodation is considered "unique lodging." Examples of unique lodging include, but are not limited to:
 - An accommodation on a farm.
 - An accommodation associated with a notable Haywood County attraction.
 - An accommodation that offers a themed or otherwise extraordinary experience.
 - A historic home or place.
 - If you believe your accommodation warrants an exception, please contact Alycin@visithaywood.com to discuss further.
- The accommodation must be open to guests year-round **OR** have firm seasonal opening and closing dates.
- Individually owned accommodations must have a local phone number and address (or employ a property manager with a local phone number and address) where guests may reach out for rental

or property assistance, and where the owner or manager can be contacted regarding the renter or property, should there be a need to do so.

- For-profit and not-for-profit properties or meeting facilities with onsite accommodations that are legally exempt from collecting accommodations taxes may be ineligible. Exceptions may be made for exempt properties that have chosen to collect and remit Occupancy Tax despite exemption.

If your accommodation meets the above criteria and you have submitted a complete Haywood County Lodging & Occupancy Tax Form, please note:

- High-resolution photos of the accommodation must be included and supplied by the property owner or manager. Photos of relevant scenic views and/or amenities are encouraged but not required.
- Lodging partners must agree to publish a reciprocal link to <http://www.visithaywood.com/>
- Each property management company or individual property manager will receive **one listing** on VisitHaywood.com. This listing will represent the company and all of its managed properties. The listing will include a link to the owner or company's official website or dedicated landing page.
- Accommodations featured on VisitHaywood.com are displayed in a randomized order. The order refreshes each time the page is visited to ensure fair visibility for all listings.

Additional Notes:

During the annual Visitors Guide creation process, Visit Haywood will send out a reminder to lodging partners to fill out the Haywood County Lodging & Occupancy Tax Form. Even if you have already submitted a form, **you must submit a new form by the set deadline to be considered for inclusion in the Visitor Guide's lodging section.** To purchase additional ad space in which you can feature images, your logo, and other advertising materials, please email Ashley@visithaywood.com for pricing and availability information.

Visit Haywood reserves the right to determine eligibility for inclusion on VisitHaywood.com, in the Visit Haywood Visitor Guide, promotional materials, and all other collateral.

Accommodations can be deemed ineligible for inclusion and listings removed at any time at the discretion of the HCTDA.

All lodging listings are subject to editing at the discretion of the HCTDA.

These guidelines are subject to change at any time at the discretion of the HCTDA.