



## Website Listing Guidelines

If you own or manage a tourism-related business in Haywood County, we invite you to submit your business listings to Visit Haywood! Being featured in our free online business directory is a fantastic way to promote your offerings to visitors and residents alike. These tools help increase visibility, drive traffic to your business, and highlight what makes our community unique. Please review the guidelines below to ensure your submission meets the criteria for inclusion. Visit Haywood reserves the right to revise these guidelines at any time.

To be considered for inclusion on VisitHaywood.com, businesses, organizations, and other entities must be directly engaged in the supply or operation of tourism-related attractions, activities, services or products within Haywood County in one or more of the following categories:

- Places to Stay
- Things to Do
- Shopping and Dining
- Services
- Transportation

Qualifying businesses receive a free listing on VisitHaywood.com, which may include:

- Business name, address, phone number
- Web or social media links
- Text description
- One photo
- Operating schedule

### **Website Listings**

#### ***All Businesses***

Qualifying tourism-related businesses that also have locations outside of Haywood County are required to have a landing page on the business website with information promoting only the Haywood County location. Information or links to other non-Haywood County locations cannot be part of the landing page. Businesses that qualify for a listing must agree to a reciprocal link to VisitHaywood.com.

#### ***Accommodations***

See Lodging Listing Guidelines here: [bit.ly/lodging-listing-guidelines](http://bit.ly/lodging-listing-guidelines)

## **Attractions**

- Attractions located in Haywood County will receive a listing.
- Attractions that are located within 90 minutes outside of Haywood County and are deemed major tourism daytrips may receive a listing, at the discretion of the HCTDA.
- Duplicate listings for the same activity offering are not permitted.
- A single business or activity cannot be listed with multiple brand identities.
- For those attractions that offer accommodations, the attraction listing information included on the website will be limited to the promotion of the attraction/activity segment of the business.

## **Retail**

- Non-chain, visitor-serving retail businesses that have a brick-and-mortar storefront and regular business hours will receive a listing.
- Standard retail stores will not be listed (e.g., grocery stores, hardware stores, pharmacies, etc.).

## **Restaurants**

- Independently owned restaurants located in Haywood County that have a brick-and-mortar storefront and regular business hours will receive a listing.
- Food trucks and chain restaurants are not eligible for a listing.

## **Services**

- Businesses that provide services of interest to visitors, including but not limited to, tour operators, transportation services, etc., will receive a listing.
- Services not relevant to the visitor experience, including but not limited to, mechanic or auto shops, boarding facilities, etc., are not eligible for a listing.

## **Visitor Guide Editorial**

Visit Haywood produces a Visitor Guide each year to highlight the unique experiences, attractions, and services available across Haywood County. Businesses that are eligible for inclusion on the website may also be featured or mentioned in the Visitor Guide, but inclusion in the guide is not guaranteed. Each edition is carefully curated to reflect current trends, updated features, and a fresh perspective that keeps the publication engaging and relevant for visitors. As such, content and business mentions may change from year to year to ensure a balanced and dynamic representation of Haywood County.

In all cases, Visit Haywood reserves the right to determine eligibility for inclusion on VisitHaywood.com, the Visitor Guide, or in any other collateral or online promotion undertaken by Visit Haywood.