



## **Welcome Center Literature Display Guidelines**

Visit Haywood administers a program for the display and distribution of printed tourism information in the Welcome Center to promote Haywood County tourism-related businesses. In addition to the information display areas, Visit Haywood will maintain a reference binder with information on certain services, amenities, etc. that will be provided to visitors who request such information.

Printed materials must help promote Haywood County tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events, and points of interest for the general public. Brochures, flyers, and other printed literature may be displayed in the Visit Haywood Welcome Center only after approval from Visit Haywood. Visit Haywood will be responsible for placing brochures in racks, maintaining an inventory count, and sending out re-supply notices. Brochures may be grouped into a collective industry display (lodging, attractions, shopping, etc.) at the discretion of Visit Haywood staff.

To display materials at the Welcome Center, please adhere to the following procedures:

- *In-person:* Present your materials to our Welcome Desk Representative, who will determine eligibility for display.
- *By mail:* Ship your literature to 91 N Lakeshore Dr, Ste 2, Lake Junaluska, NC 28745. Upon arrival, staff will determine eligibility for display.

### **Return of Materials**

Materials sent without prior approval, or which do not comply with the guidelines will be made available for pickup. It will be the responsibility of the sender arrange the pickup or return of materials, to be completed within ten (10) business days from the date of notification. After that period, the materials will be recycled.

### **Publication Requirements:**

- All printed materials must be professionally printed, error-free, and grammatically correct. Materials with handwritten changes will not be accepted.
- Literature must be printed vertically, with the title located within the top 1/3 of the publication.
- Brochures and rack cards must be printed on paper of sufficient weight, which will stand in the racks without wilting (70 lb. stock or heavier)
- Inserts are not permitted, unless they are professionally adhered to the brochure.

## **Eligibility**

- Lodging properties must meet the following criteria to be displayed:
  - The property must be located entirely within Haywood County.
  - The property must have a website and/or direct booking option. Properties listed solely on Airbnb or VRBO will not be accepted.
  - The property must be registered with the Haywood County Finance Office and be current on occupancy tax payments.
  - The property must market short-term rentals. Promotion of long-term rentals is prohibited.
- Shopping venues, dining, activities, and visitor services are eligible for materials to be displayed, provided the literature meets the requirements listed here within.
- Regional Visitor Information materials are eligible to be displayed, provided the literature meets the following special conditions below and the materials meet the requirements listed here within.
  - The type of attraction being promoted is not available within Haywood County.
  - The attraction must be located within approximately one (1) hour of the Visit Haywood Welcome Center.
  - Brochures and guides from Visit NC are exempt from these special conditions.
- Coupons / Coupon Books must meet the following criteria to be displayed:
  - The coupon book must be exclusive to Haywood County
  - All coupons and promotions must contain an expiration date and must be honored as printed.

### **The following types of literature will be given priority for display and distribution:**

- Accommodations – hotels, motels, bed & breakfasts, inns, vacation rentals, and campgrounds.
- Haywood County attractions, activities, shopping, dining, events and festivals.
- Nearby cultural and historical attractions.
- Chamber of Commerce Guides.
- Regional and area maps.
- Free newspapers that focus on tourism, local attractions, events, etc.
- Travel guides that promote local and regional attractions.
- Visit North Carolina publications.
- Any other materials determined to be priority by Visit Haywood.

### **The following types of literature will be distributed, but not displayed:**

- Wedding Planning Publications.
- Information regarding services such as: taxi services, dog boarding, wedding venues, etc.
- Literature for businesses without regular operating hours.
- Business cards.

**The following types of literature will not be displayed nor distributed:**

- Literature advertising non-NC attractions or facilities, or that is outside of a 90-minute radius of Haywood County.
- Publications promoting politics or religion, or that solicit donations.
- Publications that are out of date or contain inaccurate name, location, or contact information.
- Literature containing coupons with a special rate or discount that has no expiration date.
- Publications advertising smoke shops, dispensaries, or the sale of tobacco, firearms, or gambling.
- Publications whose sole focus is the sale of real estate properties or provide relocation information.
- Retail sales catalogs.
- Literature promoting non-tourism related activities for schools, universities, camps.

**Other:**

- Businesses will be limited to one (1) rack space each. If an organization has different publications for different seasons, Visit Haywood will rotate publications seasonally.
- Materials may be delivered to the Welcome Center Monday – Saturday, 9 AM – 4 PM.
- Brochure content, production, cost, and shipping is the sole responsibility of the business.
- Boxes must be of sturdy cardboard construction and cannot weigh more than 30 lbs each.
- All materials distributed through the Welcome Center will be provided free of charge to visitors.
- The Welcome Center staff will not recommend particular businesses, but will provide materials, guidance, and options to visitors without bias.
- The distribution of any brochure does not imply endorsement by Visit Haywood.

Visit Haywood reserves the right to remove or disqualify materials from the display if they do not meet the guidelines of this policy or for any other reason deemed appropriate by Visit Haywood. Every effort will be made to display all approved brochures, rack cards, and magazines. Should rack space be limited, materials will be rotated based on available display space and visitor interest.

**Bulletin Board:**

Visit Haywood maintains a bulletin board in the Welcome Center to advertise upcoming events and festivals. Eligibility of posters and flyers will be determined on a case-by-case basis by Visit Haywood staff in accordance with the guidelines within this policy.

For more information, call 828-944-0761 or email Visit Haywood Welcome Center Representatives:

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