

## **NC Division of Tourism, Film and Sports Development Guidelines for Inclusion in the Official NC Travel Guide**

The following are guidelines for the inclusion of attractions and accommodations into the Official North Carolina Travel Guide. The North Carolina Division of Tourism has developed these guidelines to better facilitate the listing of attractions and accommodations 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.

### **To be considered for inclusion in the Official North Carolina Travel Guide, all attractions and accommodations:**

- Must be a legally operating and tax-paying (if applicable) business.
- Must be located within the borders of the state of North Carolina and have a North Carolina site or street mailing address.
- Must bring in 25% of visitors from outside of 90-mile perimeter.
- Must be reasonably clean and meet state Department of Health guidelines, if applicable.
- Cannot promote nudity, drunkenness or lewd behavior.

### **In addition to these guidelines;**

- All attractions must be open to the general public at least 2 days a week and at least 3 hours per day.
- All attractions must be of interest to the general public.
- Rental properties affiliated with a vacation realty company will **only** be listed with that realtor. Realty companies must offer vacation rentals to be considered for inclusion.
- Dining and retail establishments may purchase advertising space in the guide but are not generally considered attractions so do not qualify for a listing.
- Properties that require a mandatory stay of more than one week are not listed in the Travel Guide.
- All national and state sponsored and owned parks are automatically eligible for inclusion.

All attractions and accommodations must submit their entries to their county contact by a date specified by the Division. If the attraction or accommodation is denied, it can submit an appeal to the Division of Tourism in writing. When the appeal has been processed, action will be taken as to the inclusion status of the attraction or accommodation in question and a reprimand of the responsible county contact, if necessary. It is the express 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 in a timely manner as needed.

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.** The Division 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:

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