



Bowling Green Area CVB  
352 Three Springs Rd  
Bowling Green, KY 42104

## Visitor Guide Policy

*Our annual Visitor Guide features a curated selection of tourism-driven experiences in Bowling Green and Warren County. While not all businesses are able to be included due to limited space in the printed guide, we consider the following factors when selecting featured listings, photos, or editorial content.*

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### **Core Eligibility Requirements**

*Businesses must meet **ALL** of the following to be considered:*

- Located in Warren County, KY\* (*\*The only exception to this rule is Mammoth Cave, as it is a National Park located nearby and proven by research to contribute visitation to the Warren County Area*)
  - Maintains regular posted hours and is open to the general public. (not members-only, private, or appointment-only.)
  - Operates at least 10 months per year (or is a major seasonal draw)
  - Must maintain an up-to-date website, Facebook page, or Google Business profile with current hours, contact info, and images
  - Has a minimum of 15 online reviews with an average rating of 4.0 or higher (Google, Yelp, TripAdvisor, etc.)
  - Holds a valid business license
  - Must be an established business for a minimum of 2 years
  - Storefront or space is in **good, visitor-friendly condition** (no visible neglect or prolonged renovation)
  - Provides professional contact info (email and/or phone number that is monitored)
  - Is not currently subject to public controversy or issues that could negatively impact Bowling Green's tourism brand
  - Offers a **visitor-facing experience** relevant to travelers (not primarily a local-service business)
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## Editorial Consideration Factors

*While not required, preference of mentions in the printed guide is given to businesses that:*

- Offer a uniquely local or authentic Bowling Green experience
  - Are highly rated or frequently recommended by visitors, travel writers, or influencers
  - Support local tourism efforts and participate in VisitBGKY programs, FAM tours, etc.
  - Able to provide professional-quality photos and share marketing assets
  - Are visitor-ready with clear signage, good parking, and a welcoming atmosphere
  - Offer group-friendly, accessible, or family-inclusive services
  - Promote accessibility or inclusivity for diverse audiences
  - Maintain a positive reputation among local partners or hospitality professionals
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## Exclusion Examples

*The following types of businesses are generally **not** considered for editorial inclusion:*

- Primarily online-only businesses (no physical visitor-facing location)
  - Primarily B2B or local-only service providers (salons, legal services, banks, dry cleaners, real estate offices, etc.)
  - Businesses under construction or not open to the public at the time of printing the visitor guide
  - National or franchise chains **unless offering a distinct visitor experience (example, regional / hyper local chain, extremely unique food or experience offering)**
  - Businesses without an online presence or current public contact information
  - Businesses that are part of ongoing public controversy or that could negatively affect the region's tourism image
  - Residential-based businesses or short-term home rentals not registered as licensed lodging
  - Entities that do not contribute to the tourism economy or visitor experience
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## Final Notes from the CVB

Inclusion in the guide is **not guaranteed**, and we are unable to feature all eligible businesses due to limited space. However, VisitBGKY remains committed to supporting our tourism community through a variety of marketing efforts—online listings to the website, social media, newsletter, potential for digital campaigns, and FAM tour and group tour eligibility.