



## Watauga County Tourism Listings on ExploreBoone.com

The Watauga County Tourism Development Authority operates the website, ExploreBoone.com, to attract potential visitors to the area for overnight stays. It's our mission to highlight the best of the tourism offerings in the area, showcasing the unique arts, outdoor adventures, cuisine, and culture that make it so easy to fall in love with the Boone area.

Tourism listings on the website are **free**, though the TDA relies on its local partners to keep information up-to-date on ExploreBoone.com. Please be sure to let us know when major changes to the business occur so we can properly promote the business.

Tourism offerings are promoted within the website in several ways including informational pages, blogs, event calendars, itineraries, and tourism listings. Tourism listings are crucial for helping visitors find the offerings in the area and the TDA is always working to keep those up-to-date, informative, and attractive. Some tourism offerings may be too far out of the area, or may not qualify for a listing for another reason, but could still be included in editorial content on the website as a quick "day-trip" idea (ie: itineraries, blogs, social media, etc.)

### Photos

Explore Boone's website aims to share the best and most attractive images possible of the tourism businesses in the area. To do that, we'll need great photos provided by our partners or to capture pictures with the Explore Boone Pixel phone.

- If submitting a photo to Explore Boone, you are giving Explore Boone the right to use it on its website, e-newsletters, and social media.
- Photos should be PNG or JPG, 72 dpi, and will be displayed *horizontally* on Explore Boone's responsive website.
- Due to Explore Boone's responsive website, which could distort the text, photos with text overlay and logos will not be accepted.
- By submitting a photo for use on ExploreBoone.com you are certifying that you have the rights to use that image. Any issues with copyright or image usage are the responsibility of the submitting partner to resolve; The Watauga TDA will not be liable for any issues arising from image rights.

### General Listing Guidelines

- Businesses must provide products, activities, or services that can be used or enjoyed by visitors to the Boone area.
- Listings are intended to inform the visitor about the uniqueness and "awe-inspiring" nature of the Boone area and its offerings. Corporate chains that can be found nationwide are generally excluded.
- Businesses included on the website must follow all state, local, and federal laws and Explore Boone's [community guidelines](#).
- Explore Boone reserves the right to determine eligibility for inclusion on ExploreBoone.com, the Explore Boone Visitor Guide, social media pages, e-newsletters, or any other promotions by the Watauga County TDA.



### Short Term Rentals

- Accommodations that collect and remit occupancy tax in Watauga County District U or Town of Boone limits qualify for a complimentary listing on ExploreBoone.com.
- Short Term Rentals within the town limits of Blowing Rock, Seven Devils, Beech Mountain, Sugar Mountain, or Banner Elk may reach out to their respective TDAs for marketing assistance.
- For rental companies with accommodations in multiple counties, Explore Boone will always highlight/feature the Watauga County District U or Boone options through photos or in the description.
  - Rental companies with >25% Watauga County District U/Boone rentals can be included in that section. Rental companies with <25% Watauga County rentals will be added to cabin listings.

### Attractions & Activities

- Attractions and activities located in Watauga County may qualify for a complimentary listing on ExploreBoone.com.
  - If located up to 50 miles outside of Watauga County, the attraction should expect thousands of visitors from over 50 miles away each year. Most examples of this include natural attractions, maintained by the state, local, or federal government.
  - Any business outside of Watauga County will be evaluated as a tourism draw on a case-by-case basis.
  - Attractions with lodging may be listed, but any lodging outside Watauga County District U or Boone will not be promoted.
- Must be open to the public. Membership organizations or clubs must have options for day use for inclusion on the website.
- Businesses without storefronts may be included on the website if they are located in Watauga County, hold a business license, and offer services or goods that visitors can and will utilize in the area.
- *Wineries* must be located in the Appalachian AVA and within a short drive of Boone and Watauga County.
- *Breweries* must be located in Watauga County or a bordering town.

### Restaurants

- Restaurants that are not fast food and located in Watauga County may receive a complimentary listing on ExploreBoone.com
- Lodging associated with dining outside of Watauga County District U or the town of Boone, will not be promoted.

### Retail Establishments

- Watauga County retail establishments with goods or services that interest visitors qualify for a complimentary listing on the website.

### Weddings/Events

- Explore Boone can provide listings for event venues, vendors, caterers, transportation services, and planners.
- Venues must be located in Watauga County.
- Vendors, Caterers, transportation services, and planners must operate in Watauga County.
- Photographers & hair and makeup artists should contact High Country Event Pros for listings.