



# Website Inclusion Policy

eXplore Lawrence represents the travel and tourism industry for Lawrence and Douglas County, Kansas. We are dedicated to creating economic development by attracting visitors and events to our community. We do this through our sales, communications, and marketing expertise.

All eXplore Lawrence marketing and communications leads to our visitor website, [explorelawrence.com](http://explorelawrence.com). eXplore Lawrence partners qualify for *free* inclusion on the website that reaches more than 125,000 people who are looking for things to do in Lawrence each year. Website opportunities include business listings, event listings, and special offers. Partners are encouraged to maintain and update their presence on the website through the [eXplore Lawrence Partner Portal](#). If you do not have log-in, please email [cdeines@explorelawrence.com](mailto:cdeines@explorelawrence.com) to receive one.

Lawrence and Douglas County establishments that are eligible for inclusion include:

- Attractions and things to do
- Places to stay
- Restaurants
- Places to shop
- Nightlife
- Wellness
- Meeting, event, and sports venues
- Wedding venues
- Wedding vendors
- Events

Please review the following information to ensure your organization is eligible.

## LISTINGS

Listings are free to qualifying Lawrence and Douglas County businesses. Listings must include: complete contact information, physical address, detailed description, hours of operation, and image. Explore Lawrence (EL) staff will approve new listings for display within 5 business days of submission. EL reserves the right to accept or reject any and all listings and links; to edit any listing without notifying the entrant; and to remove a listing without notice.

The following types of establishments will be considered for inclusion:

**Attractions & Things to do:** Places that are open and of interest for visitors to explore like museums, arts centers, heritage areas, parks, trails, tours, etc... are eligible for a free listing. Categories for attractions include History & Heritage, Sports, Outdoors & Recreation, Farms & Agriculture and Arts & Entertainment.

**Places to stay:** This category includes Hotels, Motels, Bed and Breakfasts, and Campgrounds & RV Parks, Pet-Friendly, and Groups. Short-term rental properties such as AirBNB and VRBO, and third party booking engines are not eligible for places to stay listings.

**Restaurants:** Locally/regionally owned restaurants with a physical address within Douglas County are eligible for a listing. Mobile food vendors based in Lawrence or Douglas County will be considered on a case-by-case basis.

**Places to shop:** Locally/regionally owned places to shop are eligible for a listing. Retailers must have a brick-and-mortar business in Douglas County. No web-based retailers will be accepted.

**Nightlife:** Locally/regionally owned bars, sports bars, clubs, and cocktail lounges are eligible for a listing.

**Wellness:** This category includes gyms, yoga, and spas. Any Douglas County gym, yoga, or spa that is available to visitors is eligible for a listing.

**Meeting/Event/Sports Venues:** Meeting, conference, wedding, reunion, and sports event planners use our site to research venues. Douglas County event spaces and sports venues that are available for events are eligible for a listing.

**Wedding Vendors: *NEW!*** Local florists, DJs, caterers, photographers - anyone who provides wedding services - are eligible for a listing in this new section of the website.

## EVENTS

The eXplore Lawrence calendar of events is the most comprehensive list of events in Douglas County. Event listings are free to qualified events. All submitted events go through an approval process, which may take up to 5 business days. To best serve our visitors, the Calendar of Events will consider each event submission, but can only include Lawrence and Douglas County events that are of interest to visitors. You will be notified if your event is not approved. EL reserves the right to accept or reject any and all event listings; to edit any listing without notifying the entrant; and to remove an event without notice.

It is the responsibility of the individual submitting the event to ensure the accuracy of information. EL will not be held liable for erroneous information. Events must include

complete information including, but not limited to, description, location, date and time.

It is the responsibility of the event organizer to update events through the Portal if there is a cancellation, move or change in the event. If the event was submitted without a log in, it is the organizer responsibility to send the changes to EL staff.

#### **Events Calendar Tips and Requirements:**

- Events must be submitted via the Partner Portal or [explorelawrence.com](http://explorelawrence.com).
- Consider whether your event is appealing to visitors of Lawrence.
- Include a description of your event and what visitors can expect.
- Include a link to your website where visitors can find more information.
- Include a horizontal/landscape image or poster. Images with a 3:2 ratio and at least 900x600 pixels are highly preferred.

#### **Events not likely to be approved include, but are not limited to:**

- Daily specials.
- Regular happy hours.
- Networking and membership-only events.
- Open houses and real estate functions.
- Events posted by ticket re-sellers.
- Activities of a personal nature, i.e. weddings, receptions, and family gatherings
- Events located outside of Lawrence and Douglas County.

## **COUPONS/SPECIAL OFFERS**

Special offers are reserved for establishments with a current listing on the website. EL reserves the right to determine eligibility for inclusion on the website. All Special Offers go through an approval process, which may take up to 5 business days. EL reserves the right to approve or deny offers or remove offers from the website without notice.

There are two types of special offers currently available on the site – Daily Deals and Special Offers.

**Daily Deals:** Daily Deals are available to restaurants who have recurring deals on specific days of the week. Example: Monday Specials, Taco Tuesday, etc..

**Special Offers:** Any establishment with a current listing on the website is eligible to provide special offers. Offers must discount no less than 10% off the retail price for services or product, OR provide an additional value/added benefit that is not normally included in the price.

Offers must have a firm beginning and ending date.