

Listings & Events Guidelines for TravelWisconsin.com

Our goal is to provide information on things to see and do in Wisconsin and utilize that information to attract travelers to choose our state over any other vacation destination. In an effort to ensure the information we are providing on our website serves that goal, we look at everything through the lens of a traveler and ask if it would help inform travel decisions. If not, and if posted, we run the risk of becoming irrelevant to our audience and being removed from their consideration set.

Approval/rejection of all submissions is at the sole discretion of Travel Wisconsin, which reserves the right to edit or refuse any listing. Occasionally listings that originally were denied may be approved by correcting your submission following the guidance provided. Once a listing is approved, it is the responsibility of the account owner to keep the information updated.

Please note that this criteria sheet is not all inclusive. Contact Travel Wisconsin directly with any questions or concerns, and we will happily provide additional help:

Database contact: Courtney Rinka, crinka@travelwisconsin.com.

General Contact: Customer Service, tourismtourinfo@travelwisconsin.com.

The following guidelines will help you determine if your listing or event qualifies for being posted on TravelWisconsin.com.

ALL listings must meet the minimum qualifications below:

- Only businesses with a physical address within Wisconsin state borders will be able to have a listing on TravelWisconsin.com.
- A business's physical location or headquarters will determine the city/region the listing is connected to on our website.
- Businesses must offer a leisure tourism-related activity or place to stay.
- Businesses must be open to the public and have regular hours. No businesses that are "by appointment only" will be listed.
- Draw travelers from outside of the immediate community.
- Include a web address and/or social links for more information.

By submitting content and photos to a listing on TravelWisconsin.com, you are confirming that all assets, both written and visual, are your property and that you/the business have the rights to all information on the listing.

By submitting content and photos to a listing on our website, you are allowing Travel Wisconsin to use the information/photos for marketing purposes beyond TravelWisconsin.com.

Examples of businesses generally NOT eligible for our database:

- Standard retail establishments (e.g. grocery stores, hardware stores, pharmacies, salons, etc.)
- Fast food chains
- Organizations, groups, clubs, etc. (except for convention and visitor bureaus and regional tourism organizations)
- Businesses that do not have a physical address inside the state of Wisconsin.

Additional Accommodation Requirements

- Accommodations that are properly licensed with their local municipal unit of government and the state will qualify for a listing on TravelWisconsin.com.

What can I submit as a tourism event?

- Events open to the general public and actively marketed to audiences statewide or beyond
- Fairs and festivals providing activities of interest to travelers (e.g. county fairs)
- Major and minor league sporting events (individual games or the season)

What generally does *NOT* qualify to submit as a tourism event?

- Events closed to any segment of the general public for any reason
- Family or class reunions, church functions, book club meetings, etc.
- Retail sales and yard sales not associated with a special tourism event
- Pageants, other than statewide or regional pageants
- Summer camp schedules
- Civic club and community meetings
- High school or college sporting events
- Conference dates
- Graduations

The Wisconsin Department of Tourism (Travel Wisconsin) reserves the right not to list events that are not primarily directed at promoting tourism in the state and/or that the Department determines to be potentially controversial, political, offensive or otherwise contrary to the Department's statutory mission.

Travel Wisconsin 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.

Listings that have not been updated for more than 18 months will be flagged for review and may be archived and removed from the live website until current updates have been provided. Entities will be listed at the sole discretion of Travel Wisconsin, following the guidelines and criteria established. Travel Wisconsin reserves the right to make exceptions to these criteria on a case-by-case basis.