

# VisitWilliamsburg.com Business Rules for Category Structure

These rules were approved on April 18, 2016

## General Business Rules

*\*The following rules apply to listings targeted to leisure travelers.*

*A separate list of rules applies to meetings, groups and sports listings.*

- Businesses that focus on promoting travel destinations other than the City of Williamsburg, James City County and York County will not be listed\*\*.  
*\*\*There are a few grandfathered exceptions to this rule: Mariners' Museum & Park; Virginia Living Museum, Berkeley Plantation, Sherwood Forest Plantation, Shirley Plantation, US Army Transportation Museum.*
- If a business has no physical location and/or address, it will not be listed. An exception may be made for businesses without physical addresses but requires approval from the Website Advisory Group, Director of Destination Marketing and Senior VP of Tourism.
- All businesses must be open to the public and have regular hours.
- The primary purpose of the business must be to offer a leisure- tourism-related attraction, activity, restaurant, shop, event or place to stay.
- Businesses can be in multiple categories as long as they meet the criteria outlined in this document and offer the activities or services for each category\*\* requested.
- If a business is listed in multiple categories, it must have different descriptions for each category mention.
- A business is limited to 3 subcategories for any given category.
- Businesses that run special events can post their individual events in Event listings.  
**Note: Businesses can have events; events are not businesses.**
- Where appropriate, societies or associations that hold tourist-related events targeting the public to benefit a cause will be listed, but the event name (not the charity name) must be the title of the event and the link must be to additional event information (not just the charity site); the event copy may not include a request for donation beyond the cost of the event ticket.
- Entities that represent multiple properties are allowed to list individual businesses under the corresponding categories and subcategories.
- Blogs, event promoters, local listing sites and sites promoting other destinations may not be listed on VisitWilliamsburg.com.
- Any discussion or questions on the definitions of the rules will be reviewed by the Website Advisory Group. However, the Director of Destination Marketing and Senior VP of Tourism will make the final decision for the destination.

\*\*The **category** (and sub-categories) for your business or event must be the primary focus / purpose of your business.

**Amenities** are features that your business or event offers. The amenity options vary depending on the category selected.

*For example, Busch Gardens is an **attraction**. While Busch Gardens has restaurants; they are not its primary purpose. Therefore, Busch Gardens will be under the attraction category, but indicate food is available under its amenities.*

## Every tourism business within Greater Williamsburg qualifies to receive a **BASIC** or a **PHOTO** listing. It is the businesses' choice as to which type of listing they receive.

- **All BASIC listings are required to show the following information:**
  - Business Name
  - Website (hyperlink to business website)
  - Phone Number
  - Physical Address
  - Hours of Operation (Businesses will be able provide seasonal hours or provide a URL offering this information)
  
- **All PHOTO listings are required to show everything include in a Basic listing, PLUS:**
  - A thumbnail photo\* that will show on category pages (i.e. Attractions, Hotels & Lodging, etc)
  - A minimum of one photo\* loaded to show on the business listing page.
  - Description (250-character minimum, 1,000-character maximum)

*\* Please refer to the photo and video specific guidelines for details on how to upload and what will be accepted.*  
[http://wadmc.clubwizard.com/IMUpload/photo%20instructions\\_1.14.2016.pdf](http://wadmc.clubwizard.com/IMUpload/photo%20instructions_1.14.2016.pdf)

- **In addition all businesses will be allowed to provide the following information:**
  - If a business offers products on the destination booking engine, they will receive a direct link to that product
  - Social Media links for: Facebook, Twitter, YouTube, Pinterest, Instagram, Google +, YouTube, Trip Advisor and Yelp
  - Price Range/Rate Information
  - Videos \*
  - Photos \*
  - Dates Closed
  - Seasons of Operation
  - Methods of Payment Accepted
  - A "Book Now" button will be offered on the business page only to those businesses whose product may be purchased with the official destination booking partner. Businesses who sell tickets via other software may link to their own ticket sales program in their description.

## Other Important Information

- ◆ All Photo listings will be prioritized over Basic listings.
- ◆ There is no cost to qualifying businesses for either type of listing on VisitWilliamsburg.com.
- ◆ There are additional opportunities on VisitWilliamsburg.com to maximize your exposure for members of the Greater Williamsburg Area Chamber and Tourism Alliance. Please contact us for details.
- ◆ To assist in participation, businesses may utilize training materials available online, 24-7, or may choose to attend quarterly workshops with hands-on training and in-person instructors.
- ◆ Detailed guidelines and website rules plus training materials are all available here:  
<http://www.wadmc.com/VisitWilliamsburgWebsiteInformation.cfm>