

Category: Events & Festivals

To be listed in this category, events:

- Must be a significant happening or occurrence.
- Events should be of general interest to the traveling public / appeal to visitors
- Events must be open to the public as participants or spectators, not just to organization members or pass holders, whether free or with admission charge.
- Are limited to 2 subcategories.
- Must take place for less than 15 days consecutively or seasonally occur weekly, bi-monthly or on select weekends.
- This category is NOT for new museum exhibits. Museums should update their description to reflect new exhibits.
- This category is NOT for daily reenactments or regularly scheduled tours. Locations with reenactments or that host tours can update business descriptions in the above categories to promote these.
- Events must be submitted at least 7 days prior to the end of event. If the event end date is LESS than 7 days from the submission date, it may not be submitted.

➤ **All events are required to provide the following information:**

- Event Name
- Schedule of Dates & Times
- Venue
- Venue Address
- Area Venue Where Venue is Located
- Website
- Description (500-character minimum, 1,000-character maximum)

➤ **In addition, businesses will be allowed to display the following information:**

- Admission/Ticket Purchase URL
- Price Range/Rate Information
- Social Media Links for: Facebook, Twitter, YouTube, Pinterest, Instagram, Google+, YouTube, TripAdvisor and Yelp
- Videos (up to 3)
- Photos (up to 10)
- Methods of Payment Accepted
- Events that have a dedicated online booking system may have a “Book Now” button to promote event ticket sales. Events do not need to be sold on the official destination Booking Engine partner to receive this button, however it is encouraged.

➤ **Seasonal Events**

- Events that are seasonally focused should select to be in spring, summer, fall or winter. Dates for Months.
 1. Winter is considered Dec 1–Feb 28
 2. Spring is considered March 1–May 31
 3. Summers is considered June 1–Aug 31
 4. Fall is considered Sept 1–Nov 30
- The event must take place during the selected season. No more than two seasons can be selected for one event.

➤ **Holiday Events**

- These must be special events/happenings that celebrate or promote the selected holiday season.
- The classes here are Christmas, Halloween, July 4th, New Year’s Eve, Thanksgiving.

Arts & Culture

This subcategory includes:

- Events where the primary subject is visual arts, performing arts, symphony music and handcrafts, as opposed to events that may have a few performers or a few vendors selling art.

Festivals & Fairs

This subcategory includes:

- Must be an event dedicated to celebrating a special significance, complete with a program of performances, exhibitions or competitions.
- This subcategory includes general fairs, including the buying and selling of goods; exhibitions; competitions; entertainment; charity events.

Educational Events

This subcategory includes:

- Must be an event dedicated to teaching or instructing visitors on a select topic.

Food, Wine & Beer

This subcategory includes:

- Must be a one-time or annual occurrence where the primary subject is food, wine, food or beer.
- This does not include events that simply offer food, wine and beer as concessions.

Garden Events

This subcategory includes:

- Must be a one-time or annual occurrence, where the primary subject is flowers, gardens and parks.
- This does not include events that are simply using a garden as the venue.

Historical Events

This subcategory includes:

- Must be a one-time or annual occurrence where the primary subject is history.

Concerts & Live Performances

This subcategory includes:

- Events where the primary subject is performances by bands, orchestras and musicians that do not occur on a daily basis.
- This does not include events that may offer musicians providing ambiance or have performers as added entertainment to the primary subject of the event.

Sporting Events

This subcategory includes:

- These events focus on sports or outdoor activities.
- This includes team sporting events and playoffs that allow spectators, such as baseball games, soccer games, etc.
- This also includes marathons and tournaments such as fishing, cycling, running etc.