



## Kent County Tourism Website Inclusion Policy

### **Definitions**

**LISTING:** A dedicated and dynamic individual profile page on VisitDelawareVillages.com (or any associated KENT COUNTY TOURISM microsite) for partner businesses who adhere to the policies outlined herein. For each listing, partners will receive a login and will be responsible for managing and updating their individual listing in adherence with the stated policies below. Any listing on VisitDelawareVillages.com may be revised or updated at the discretion of the KENT COUNTY TOURISM.

**Editorial Content:** From time to time, KENT COUNTY TOURISM will develop content for VisitDelawareVillages.com that helps tell the destination story to visitors, supports a media pitch or enhances a social promotion. In most instances, KENT COUNTY TOURISM will link its editorial content to pertinent partner listing pages on VisitDelawareVillages.com that are in line with content design and usability strategies. Editorial and internal link choices will be made at the discretion of the KENT COUNTY TOURISM. The KENT COUNTY TOURISM retains the right to link offsite and develop strategic content partnerships outside of VisitDelawareVillages.com.

### **Underlying philosophy and goal of www.VisitDelawareVillages.com**

- To position the Delaware's Quaint Villages as a Real, Original destination offering value and convenience for the leisure and business traveler
- To provide trip planning information to visitors to the Delaware's Quaint Villages Region
- To promote and encourage the growth of local tourism-related businesses, attractions, accommodations and dining facilities to the leisure and group/meeting/convention markets
- To provide a quick-access reference website for Kent County residents
- To improve and promote the perception that Delaware's Quaint Villages is home to original activities, but not to be a calendar of every-day events, on-going meetings and non-tourism related activities

### **To be considered for inclusion**

- **Attractions, Accommodations, Dining:** Inclusion of any entity is based on the sole discretion of Kent County Tourism, keeping in mind the best interest of the leisure and group market customer and the **uniqueness/originality** of the facility:
  - All hotels in Kent County meeting health and safety standards are included at no charge
  - All non-profit attractions/sites in Kent County are included at no charge
  - All locally-owned restaurants in Kent County are included at no charge to encourage and promote the development of locally-owned and unique dining experiences
  - Chain or franchise retailers are not eligible for inclusion
- Any entity can request to be included on the website, however, **the Kent County Tourism has final say on inclusion and makes the decision on the proper category in which to list the entity within the website:**
  - **All listings are free and can include the following:** company name, full address, phone numbers, website link, and full description (to be edited by Kent County Tourism) of site. Photos of site must be approved by Kent County Tourism before inclusion.
  - **Events should be of interest to visitors but not necessarily limited to their ability to draw visitors to Delaware's Quaint Villages.** Events may be included based on their contribution to the "quality of visit"—e.g. while a given event might not have sufficient appeal to draw large numbers of tourists by itself, its entertainment or cultural value may be supplemental and provide an increased incentive to visit and stay.
  - **Sites and events should be located within the boundaries of Kent County**  
Exceptions to this rule include but are *not necessarily limited to* events that take place in a surrounding community that is not serviced by another CVB, events that do not have any local hotels to service visitors or events that will create significant economic impact for the Delaware's Quaint Villages Region (in the form of overnight stays). **Exceptions will be reviewed on a case-by-case basis and Kent County Tourism has final say on inclusion or exclusion of any event.**

## Criteria for [www.VisitDelawareVillages.com](http://www.VisitDelawareVillages.com) Calendar of Events

- Annual events, but not limited to annual events
- Events of interest to tourists for entertainment, recreational or cultural value
- Events pertaining to the arts—music, museums, visual art, dance, literature
- Events pertaining to social and political themes presented as part of on-going cultural series by accredited institutions and organizations
- Events or performances with significant, nationally or regionally recognized speakers or performers
- Events related to cultural and ethnic heritage
- Festivals, fairs and shows
- On-going art and historical exhibitions
- Family activities and workshops at attractions, excluding multi-day camps and classes
- Professional and semi-professional sports events open to and of interest to spectators
- High school and college sports events of broad (General season local high school and college sports events are not included)
- Runs and marathons that appeal to a wide base of runners and are accredited by a sanctioning body
- Meets, tournaments and hobby shows of fairly-broad appeal to participants and spectators and that are open to the public (e.g. car club shows, model train shows, radio-controlled airplane meets)

## Events not suitable for inclusion on website

- Benefits and recognition dinners and fundraisers that do not have inherent intrinsic economic value (e.g. regional or nationally known speakers, entertainers) as part of the event
- Gala fundraisers
- Medical meetings/conferences
- Self-help workshops/ wellness/health clinics and workshops (e.g. events that have little related tourism value)
- Golf play days
- Children's classes limited to children; children's classes not at museums/ attractions
- Religious gatherings/events unless they feature entertainment by nationally or regionally recognized performers
- Political rallies unless characterized by broad appeal (e.g. political debates of regional or national candidates)
- Summer camps and extended workshops (longer than one day)
- On-going flea markets not meeting Kent County Tourism criteria for inclusion in other portions of website
- On-going amateur sports leagues such as bowling and baseball
- Bus trips outside the Delaware's Quaint Villages area (e.g. trips to shows, gardens, attractions in other states & cities.)

For more information regarding website and event calendar listings

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