

## **Guidelines Regarding Businesses and Events in the Berea Travel Guide**

Each year, Berea Tourism compiles information from tourism related businesses and events in Berea, KY. This information is used for in house purposes (i.e. contacting business owners about events, answering visitor questions, marketing research, etc.) and for use in Travel Guide placed in rack cards around the region and digitally at [visitberea.com](http://visitberea.com).

Below states the qualifications and guidelines for submitting information to be included in the Berea, KY Tourism Travel Guide.

Please note: This document contains the guidelines for information that must be collected for the travel guide from business owners/manager and event planners. Other activities, including self-guided tours, outdoor recreation, etc. will also be included in the travel guide where appropriate.

### Business Qualifications:

- Businesses included must have been open for at least 5 months in a brick and mortar location prior to data collection ending (see below). It is the business owner's responsibility to contact the Tourism Office to inquire about being placed in the upcoming Travel Guide.
- Businesses promoted must be within Berea City limits. Businesses located outside of city limits must be within 10 miles of the city limits and have cultural or historical significance (i.e. Tater Knob Pottery).
- Businesses must be deemed a tourist attraction. A tourist attraction for shopping must receive a majority of business from non-local visitors, and sell/offer items that are not commonly found in chain stores. A tourist attraction for a restaurant or lodging businesses must participate in the restaurant/transient room tax program, and/or offer unique experiences not found in other local businesses.
- Businesses that do not meet these qualifications will not be listed in the Berea Tourism Travel Guide. However, they may choose to provide information to Tourism to put in the Answer Book for non-tourist businesses, that a visitor may need (i.e. mechanics). If a business meets the tourism destination requirements, but fails to meet other requirements, they may provide printed information to be displayed at the Berea Tourism Welcome Center.
- Businesses with more than five complaints filed at the Tourism Office over the previous two years, via email, phone, in person, or mail will NOT be included in the travel guide.

### Event Qualifications:

- An event, for the purposes of this document, is defined as an activity with a specific date(s), time(s) and location(s). Other activities, such as general hiking, biking, watersports, walking running, self-guided tours, etc. have been, and will continue to be, included in the travel guide and other media where appropriate.
- Events promoted must be within Berea City limits. Events located outside of city limits must be within 10 miles of the city limits and have cultural or historical significance (i.e. the Battle of Richmond Reenactment).
- Events promoted must relate to tourism and have a draw for visitors to Berea. These events include: artist workshops, concerts open to the public, craft fairs, craft sales, dances, demonstrations, exhibitions, fairs, holiday events, shows, outdoor recreation, adventure

tourism, special sporting events open to the public, and speakers (i.e. Convocation Speakers at Berea College).

- Promoted events can NOT be political in nature. This includes political rallies, campaign events, or other events deemed to be political in nature by the Executive Director and Communications Manager at Berea Tourism.
- All event promotions, not organized by Berea Tourism, will be credited to the organizer. Berea Tourism lists qualified events with the description provided in the event submission and takes no credit or responsibility for these events.
- Events to be listed in the Travel Guide are signature events in Berea and must have been in existence for a minimum of one year in Berea, and have drawn a significant number of visitors to Berea for the event. Please note, signature events are subject to change at the digressions of Berea Tourism Staff and the Berea Tourism Commission.
- Events that do not meet these requirements, but may be promoted via visitbera.com, as well as other promotional sources used by Berea Tourism. These promotions must meet the guidelines followed by Berea Tourism. Please see GUIDELINES REGARDING BERA TOURISM PROMOTION.

#### Business and Event Submission Guidelines

Qualified businesses and events must follow these guidelines to be included in the Berea Tourism Travel Guide.

- Paperwork for submissions will be sent out beginning the second full week in July to businesses/events currently listed in the previous year's Travel Guide and new qualified businesses that have contacted Berea Tourism. Paperwork will first be sent out to businesses/event hosts with an email address on file. Paper copies of the information form will be distributed to businesses/event hosts (with address on file) that have not responded by email, mail, or in person after one business week. These paper copies will be distributed no later than the end of the second full week of August.
- All businesses/event hosts have until the end of the first full business week in September to return the completed information forms. Reminder emails and/or phone calls will be made during the prior business week.
- Information forms must be completed to the fullest extent possible to be included in the Travel Guide. Questions not pertaining to a certain business will be kept in consideration. Description sections must provide substantial information for the Travel Guide, and must be at least two full sentences, but no longer than 50 words. Note: information may be shortened/bullet pointed for space purposes.
- Businesses/Event hosts wishing to keep the previous year's description may do so for up to three years. This must be submitted in writing to the Tourism Office, through email, in person, or through mail. After three years, the description must be changed in order to prevent stagnation within the Travel Guide.
- Shop owners/event hosts that fail to fill out this paperwork by the deadline, or submit in writing to keep the current posting (only good for three consecutive years), will NOT be listed in the Travel Guide. No exceptions will be made. Lodging and dining options that do not fill out the paperwork, but are a part of the city's transient room or restaurant tax, will NOT be featured in

the Travel Guide, but will be simply listed at the end of the section by name and phone number. These qualified businesses and event listings may be included in other Berea Tourism promotional materials, as deemed fit by the Communications Manager and/or Executive Director at Berea Tourism.

- If changes are needed to be made to the provided information (i.e. change in hours), this must be done as soon as possible. Information will NOT be updated after the last business day in September in order to get the Travel Guide to print as quickly as possible.