



## Business Listing Guidelines

*Adopted September 1, 2026*

If you own or manage a tourism-related business in Haywood County, we invite you to submit your business listings to Visit Haywood! Being featured in our free online business directory is a fantastic way to promote your offerings to visitors and residents alike. These tools help increase visibility, drive traffic to your business, and highlight what makes our community unique.

Please review the guidelines below to ensure your submission meets the criteria for inclusion.

- To be considered for inclusion on VisitHaywood.com, businesses, organizations, and other entities must be directly engaged in the supply or operation of **tourism-related** attractions, activities, services or products within Haywood County in one or more of the following categories.
  - [Things To Do](#)
  - [Eat & Drink](#)
  - [Places to Stay](#)
  - Transportation & Services (e.g., shuttle services, tour operators, etc.)
- Businesses must be non-chain, independently operated, and locally owned ventures.
- Businesses must have a brick-and-mortar storefront and regular hours.
- A single business or activity cannot be listed with multiple brand identities.
- Standard retail stores will not be listed (e.g., grocery stores, hardware stores, pharmacies, etc.), except at the discretion of Visit Haywood.
- Qualifying tourism-related businesses that also have locations outside of Haywood County are required to have a landing page on the business website with information promoting only the Haywood County location. Information or links to other non-Haywood County locations cannot be part of the landing page.
- Qualifying businesses receive a free listing on VisitHaywood.com, which may include:
  - Business name, address, phone number
  - Web or social media links
  - Text description
  - Operating hours
  - At least one high-resolution photo:
    - Actual owned photos are preferred.
    - Images with text, including logos and posters, will not be accepted.
    - Stock photos: If you have no high-resolution photos of your business or experience, you may submit a stock photo only if you have purchased the license to use the image and ensured said license covers use by Visit Haywood.
    - Images generated or altered using AI will not be accepted. Please reference Visit Haywood's [AI-Generated Visual Content Policy](#) for more information.

Questions or need assistance? Contact [Alycin@visithaywood.com](mailto:Alycin@visithaywood.com) or call (828) 944-0761.

**Additional Notes:**

- It is the responsibility of the business owner or other authorized employee(s) to submit for a business listing, and to create and maintain their listing using the [VisitHaywood.com Partner Portal](#).
- High-resolution photos of the business must be included and supplied by the owner, manager, or other authorized employee. Photos of on-property scenic views and/or amenities are encouraged but not required.
- Visit Haywood produces a Visitor Guide each year to highlight the unique experiences, attractions, and services available across Haywood County. Businesses that are eligible for inclusion on the website may also be featured or mentioned in the Visitor Guide, but inclusion in the guide is not guaranteed. Each edition is carefully curated to reflect current trends, updated features, and a fresh perspective that keeps the publication engaging and relevant for visitors. As such, content and business mentions may change from year to year to ensure a balanced and dynamic representation of Haywood County.
- Visit Haywood reserves the right to determine eligibility for inclusion on VisitHaywood.com and in all other promotional materials. All business listings are subject to review and editing by Visit Haywood and may be modified or removed at any time.
- Exceptions to all the above may be made at the discretion of Visit Haywood.
- These guidelines and eligibility requirements are subject to change.