



## Content Guidelines

---

### **Property Listings**

LISTINGS are defined as the following:

- Listings are complimentary.
- All attractions and accommodations are included at the discretion of the Connecticut Office of Tourism, which reserves the right to edit, verify and remove any information.
- Properties will be listed under their official name, as registered with the Connecticut Department of Revenue Services.
- Properties will be listed in the zip code area (town or city) in which their property is physically located.
- Business must conform to all state and local codes and regulations.
- Business must be located in the State of Connecticut.

### **Attractions: Museums, Galleries, Historic Sites, and Theaters**

*Criteria for Listing:*

- Primary purpose of the attraction is to educate and/or entertain.
- Is a venue for regularly scheduled exhibitions and performances, rather than, a specific artist or performing groups.
- Enhances and supports the image of Connecticut as defined in the Connecticut Office of Tourism Marketing Strategy.
- Visiting hours easily accessible to the public.
- Available to many audience sizes - both groups and individuals.
- Museums and historic sites must be open to the public at least 15 hours per week throughout the major tourism season (Spring to Fall).
- Must enter hours and dates of operation.
- Theaters must offer an on-going schedule of performances.
- Conforms to all state and local codes and regulations.
- Located in the State of Connecticut.

### **Accommodations: Hotels, Motels, Inns, and B&B's**

*Criteria for Listing:*

- Conforms to all state and local codes and regulations.
- Offers accommodations for overnight lodging.

- Must be registered with the Connecticut Department of Revenue Services and collect and pay state lodging tax, or other taxes as required by law.
- AirBNB properties should not be listed unless they are registered with the Connecticut Department of Revenue Services and collect and pay state lodging tax, or other taxes as required by law.
- Must be located in the State of Connecticut.

### **Accommodations: Campgrounds and Marinas**

#### *Criteria for Listing:*

- Campgrounds must conform to all state and local codes, and regulations, including Public Health Code 19a-2a-29.
- Marinas must offer overnight slips/moorings to the public.

### **Party/Charter Fishing Vessels**

#### *Criteria for Listing:*

- Conforms to all federal and state codes, and regulations, including proper registration with the U.S. Coast Guard, the Connecticut Department of Energy and Environmental Protection and the Connecticut Department of Motor Vehicles.
- Home port located in the State of Connecticut.

### **Restaurants**

#### *Criteria for Listing:*

- Conforms to all state and local codes and regulations including all Public Health Code (food service).
- Must have a Qualified Food Operator on staff.
- License by the local health district/town, as required.
- Open to the public for two meals each day and at least 5 days a week.
- Must have a permanent physical location that is accessible to the public

### **Shopping**

#### *Criteria for Listing:*

The following types of businesses/associations may be listed as an "attraction":

- Shopping districts, encompassing and naming multiple retailers on the one listing page.
- An association covering multiple retailers as long as the association has its own website (i.e. Blue Back Square and Downtown Mystic).
- Outlet malls.
- A single specialty retailer that is a tourism destination offering an educational and/or entertainment experience
- All others have the option to be listed on their city or town attraction page, which may include a link to the retailers' website.
- Must have a permanent physical location

- Visiting hours easily accessible to the public.
- Conforms to all state and local codes and regulations.
- Located in the State of Connecticut.

## **Connecticut Antiques Trail**

### *Criteria for Listing:*

- Must be primarily engaged in the business of buying and selling items collected or desirable due to age, rarity, condition or some other unique feature.
- Antique dealers and multi-venue centers must be accessible to the public with regular hours of operation.
- Available to many audience sizes - both groups and individuals.
- Antiques dealers must offer high quality merchandise and expertise.
- Multi-venue centers must have antique and collectible dealers on-site.
- Auction houses must have an annual sale in excess of one million dollars.

### **The following do not qualify for an antique trail listing**

- Art dealers, defined as primarily engaged in buying and selling fine art and decorative paintings, drawings, photographs, prints, sculptures or other works in the graphic or plastic arts, or decorative or artistic objects.
- Consignment shop operator, means a person who is primarily engaged in the business of selling personal property as the agent of another person who has placed such property in the physical possession of the agent when such other person has not been paid for such property.
- Flea markets (or swap meets), a type of bazaar that rents space to vendors that offer used goods, low and high quality items at low prices.

### **The following do not qualify for a property listing**

- Farmer's markets and Flea markets: These should be listed under events.
- Chambers of Commerce: These should not be listed individually. They can be listed under the site's Resource & Links Page.
- Properties open by appointment only.
- Art Councils: These should not be listed individually. They can be listed under the site's Resource & Links Page.

### **The following may qualify for a listing**

- Libraries: only if they have a permanent exhibit.
- Churches: only if they are historic and provide tours or are architecturally historic and are available to the public.

## **Events**

### *Criteria for listing:*

- Eligible events include community festivals, street fairs, sporting events, antique shows, maritime festivals, arts and crafts shows, flea markets, film festivals, any one-time special events. Also included are summer concert series, major seasonal/holiday performances, dance companies' performances, symphony orchestras, traveling theater companies' performances, guest artists' performances in performing art venues.
- Must have confirmed date(s).
- All events must be available to the general public.
- All events must be at least two hours in length of time.
- Each event listed must note available space for spectators.
- Provides entertainment and recreation which will be of interest to the general public.
- Age restrictions must be noted.
- Events must be held in the State of Connecticut.

### **The following do not qualify for a listing**

- No conventions, conferences, workshops or classes, camp programs, seminars, contests, call for artists, award ceremonies, annual meetings, trade shows, dinners and galas, high school theatrical productions, club activities, symposiums, regular events and exhibits in restaurants, standard library events other than special art events, student exhibitions, student recitals, daily-run movies at cinemas and religious events.

### **Please Note:**

Organizations requesting to be included on CT Tourism Content Collaborative properties, including CTvisit.com, must comply with all governmental regulation concerning nondiscrimination. Participating organizations are prohibited from discrimination in employment and the provision of services because of race, color, religious creed; age, sex, marital status, national origin, sexual orientation, ancestry, learning disability; physical disability or blindness, present or past history of mental disability, mental retardation, genetic history or criminal record.