



Criteria for Listings in the Official Missouri Travel Guide

The Missouri Division of Tourism (MDT) offers tourism industry members and event coordinators the opportunity to list their businesses, attractions and tourism-related events on VisitMO.com – and in eligible categories, in the Official Missouri Travel Guide – absolutely free of charge. Listings are submitted through our industry website at industry.visitmo.com.

Listings for inclusion in the annual *Official Missouri Travel Guide* are drawn from the VisitMO.com database. Listings that qualify for inclusion in the Travel Guide will be published in the printed guide unless the listing owner opts out of the guide by checking the appropriate box on the submissions form.

*NOTE: These categories/subcategories on VisitMO do **not** appear in the Travel Guide publication:*

- *Events*
- *Bakeries (unless classes are offered), coffeehouse/tearooms, ice cream parlors and restaurants*
- *Specialty/unique retailers*
- *Transportation (other than Amtrak)*
- *Meeting/event centers, publication/website, receptive tour operators, ticket agencies, visitors centers and CVB/Chamber of Commerce/Associations, etc. **Chambers, CVBs and Tourism Organizations are eligible to purchase region-specific listings in the printed Travel Guide through our publishing partners at Madden Media. Display ads are also available through Madden.***

The Missouri Division of Tourism (MDT) reserves the right to accept or reject any and all listings and hyperlinks; to edit any listing without notifying the entrant; and to remove a listing without notice. Entities will be listed at the sole discretion of MDT, following the guidelines and criteria shown below. MDT reserves the right to make exceptions to these criteria on a case-by-case basis.

Listings that have not been updated for more than eighteen (18) months will be deleted.

Criteria for Listings on VisitMO.com

To be considered for inclusion on the MDT website (VisitMO.com), businesses, organizations and other entities must be directly engaged in the supply or operation of tourism-related attractions, activities, services, or products within Missouri in one or more of the following categories and their included listing types:

- Events
- Entertainment and Attractions
- Hotel / Places To Stay
- Dining and Drinking
- Services
- Transportation

THINGS TO DO

This category includes places of a general interest to the traveling public and tour groups. Establishments must be open for business for more than four months in a calendar year (unless otherwise stipulated below).

Listings in this category fall into the following types. They must meet the specific criteria listed below.

- **Activity Center:** Offering supervised and organized games, instruction, amusements or activities such as miniature golf, go-carts, etc. Gyms must have some activity that is a significant tourist attraction. (Standard gyms, work-out centers and YMCA-type facilities will not be posted.) Centers primarily intended for those younger than 16 must so stipulate in their 'description.' (Daycare centers will not be listed.)
- **Aircraft Tours:** Regularly operated tours given in an airplane, helicopter or hot air balloon.
- **Antique Shops:** Antique stores/malls must be permanent operations, with regular business hours, offering primarily antiques and collectibles. (Antique malls must have a minimum of 50 vendors to be included in the annual *Travel Guide* publication.)
- **Art / Artisan Gallery:** Exhibiting works of fine art: art produced or intended primarily for beauty rather than utility, such as sculpture and paintings; a facility with one or more craftspeople in their particular medium: clay, glass, jewelry, wood, fabrics, and other hand crafted mediums working on site, demonstrating their craft(s) to visitors. The majority of the items must be made by Missouri artisans. Must be open to the public on a regular schedule for more than four consecutive months in a calendar year. Mobile stands/carts/vans are not eligible.
- **Boating:** Floating outfitters (primarily renting canoes, kayaks, tubes, rafts and related supplies for floating a river or stream.); marinas; ferries; boat rentals; and escorted sightseeing rides and tours by boat. Must operate on a regular basis, at locations frequented by tourists, who may 'book' a ride on the spot. May be seasonal. (Canoe outfitters who have camping facilities may submit a separate listing in 'Places to Stay / Campgrounds.')
- **Botanical Garden / Sculpture Park / Garden:** A place where a wide variety of plants or trees are cultivated and displayed for ornamental purposes; an outdoor area where the principal attraction is statuary or topiary. Must be open to the general public on a regular schedule.
- **Casino:** A state-licensed establishment operated for the purpose of gambling.
- **Cave:** Naturally occurring passageways and rooms under the surface of the earth. Must be open for public tours at regular hours or by reservation.
- **Conservation Area:** A state or federally designated outdoor expanse of property where practices and programs are in force for the conservation of natural environments; usually devoid of development. May contain a visitor center.
- **Dinner Theater:** Stages a theatrical production during or after a restaurant meal. Diners may, but may not be required to, participate in the production. Must have a regular schedule of performances.
- **Farms / Ranches / Orchards / Hatcheries:** Must offer tours or educational activities, or expose visitors to the daily workings of an agricultural operation. Facility must be open to the public at regular hours or by reservation for more than four consecutive months in a calendar year. Dairy farms, orchards, fish and poultry hatcheries, agricultural farms and livestock ranches (cattle, sheep, horses or exotic animals such as llamas, emus, etc.) are included in this category. Stand-alone fruit/roadside stands or stand-alone retail markets are not eligible.
- **Farmers Market:** Must include several vendors. Must have a fixed location and operate on a regular schedule for a minimum of four consecutive months in a calendar year. The majority of products sold must be grown, harvested or produced by the participants. (Roadside stands will not be posted.)
- **Golf Course / Driving Range:** Standard, executive or par-three golf courses open for public play on a regular schedule. Also stand-alone driving ranges and disc golf courses. Must be open for a minimum of five months in a calendar year. (Courses restricted to resort guests or members only are not eligible.). Miniature golf should be listed under Activity Centers.

- **Historic Site:** Cemeteries (to be listed, the site must have major historical significance, or hold the remains of a person(s) of prominent state, national or international importance); Genealogy Centers (contains records or accounts of the ancestry and descent of a person, family or group. Records must be available to the public.); Official Missouri State Historic Sites (listings in this category may be submitted and altered only by Department of Natural Resources personnel.); historic sites. (The location or facility must have some historic significance on a state, national or international level; **or** the facility must be listed in the National Register of Historic Places; **or** the structure must have been constructed prior to 1920.)
- **Horseback Riding (Equestrian):** Activities and facilities primarily intended to be enjoyed on horseback. Activities offered may include short term or overnight guided trail rides; open riding trails; stabling and boarding; corrals; and on-site blacksmithing and veterinarian services. As a general rule, horses should be available for rent.
- **Hunting / Fishing Outfitters and Guides:** An outfitter rents supplies, equipment and items needed for outdoor recreation such as hunting and fishing, floating, spelunking, hiking, backpacking and similar activities. A guide supplies an experienced, knowledgeable person(s) to conduct or lead these types of activities. *Floating operations belong in the Things to Do category under Boating.*
- **Lake:** A land-locked body of water accessible by the general public for recreational activities.
- **Live Show:** Live performances by **professional** singers, musicians, comedians, illusionists, dancers or acrobats, individually or in groups. The show must run on a regular schedule and offer a minimum of 40 performances. The venue must have a minimum of 200 seats. The show must have a well-maintained website listing the current schedule and ticket prices.
- **Mural:** A very large image or painting applied directly to a wall or ceiling. Cannot advertise products for sale. Cannot depict current or planned activities.
- **Museum:** A building, place or institution devoted to the acquisition, conservation, study, exhibition and educational interpretation of objects having scientific, historical or artistic value.
- **Nature / Wildlife Preserve or Attraction:** A protected area for wildlife, flora, fauna or geological features of interest. Usually managed for conservation, study or research. Must offer public access, tours or instructional activities.
- **Nightclub / Dance Hall / Music Venue:** An establishment that is open to the public at night and provides food, drink, entertainment and music for dancing. Location where various acts, primarily musical or comedy, perform for short-term engagements. The venue must have a well-maintained website listing the current schedule and ticket prices.
- **Observatory:** A place equipped for observing astronomical, meteorological or other natural phenomena. Must be available for use by the general public during regular hours or by appointment.
- **Organized Tour:** Ongoing tours (generally escorted) operating on a regular schedule, with an established itinerary involving more than one attraction or point of interest. For self-guided tours, a published pamphlet including a map with detailed directions and informative commentary must be available at all of the included locations.
- **Park:** A large tract of land kept in its natural state, with few or no buildings, set aside and maintained for the enjoyment and recreation of visitors. Local and city parks and city recreational facilities are not listed unless they contain some unusual or significant attraction; Missouri State Parks (listings are maintained by Department of Natural Resources and may be submitted or altered only by DNR personnel).
- **Point of Interest:** A place, marker, replicas, way-point or pullover where someone stops momentarily then moves on (historical markers; monuments; view points; etc.); a copy or reproduction of a famous item or artwork, usually on a scale smaller than the original.
- **Professional Sports Team or Venue:** A professional team in any sport. An arena or stadium which is home to a specific semi-professional or professional team with a regular schedule of games. The team or facility must have a well-maintained website listing the current schedule and ticket prices.
- **Quilting:** Quilt trails and quilt shops.

- **Ride:** Stand-alone amusement rides normally associated with carnivals; adventures such as zip-lines, skydiving, etc.; a wheeled passenger vehicle, drawn by hooped animal(s). Must operate on a regular basis, at locations frequented by tourists, who may book a ride on the spot. (May be seasonal.)
- **River or Stream:** A natural course of flowing water. Must be accessible for recreational use by the public. Some usage restrictions may be allowed; they must be stated in the listing's description.
- **Seasonal Agritourism business:** Farmers markets, working farms, U-pick farms and other seasonal agritourism-related business may submit regular listings for VisitMO.com with the following guidelines: The business is open at least two days during the week, for at least three hours per day, during its operating season; the operating season must be at least one month in duration; the business or market has a presence online (website, Facebook or other social media page). Link from AgriMissouri or local CVB/Chamber is acceptable.
- **Shooting Range:** An area or building specifically designed for the use of firearms or archery, including targets, skeet and trap facilities.
- **Shopping Malls:** Retail malls with a minimum of 20 permanent stores. VisitMO does not list individual retail stores or gift shops unless they are a well-known destination in and of themselves. (The original Bass Pro Outdoor World in Springfield, for example.)
- **Spa:** Supplying a variety of professionally administered personal care treatments, such as massages, facials, body wraps, aromatherapy, skin exfoliation and therapeutic water, mineral or mud baths. Must be open to the public with no membership fee or hotel/resort stay required.
- **Specialty/Unique retailer:** Unique specialty and retail shops will be included on VisitMO.com at the sole discretion of the MDT staff. Priority will be given to retailers existing in already established historic districts and to those retailers whose clientele exists outside a "local-only" market. Large chain retailers and national stores (and stores commonly found in shopping malls/centers) are not eligible for listings on VisitMO.com. Specialty/unique retail shops will not be eligible for free inclusion in the printed *Official Missouri Travel Guide*.
- **Speedway:** A facility offering regularly scheduled, organized automobile or motorcycle races, including drag strips. Must operate a minimum of four consecutive months in a calendar year. Must have a well-maintained, up-to-date website listing a race schedule and admission prices.
- **Spiritual Center:** A church or other structure intended for religious or spiritual activities. Must be of tourist interest, with historical or major artistic appeal and offer guided or self-guided tours of the facility.
- **Theater:** A facility offering professional theatrical productions, plays, dances, concerts or individual performances. The theater must have a well-maintained website listing the current schedule and ticket prices. This is not the category for Live Shows, which belong in their own category.
- **Theme Park / Water Park:** Theme parks offer rides, games and entertainment on a large scale. Water parks must include large slides, fountains, and other recreational activities involving water. (City water parks and pools will not be listed.)
- **Trail:** A fixed, overland, marked or beaten path through open ground, woods or wilderness intended for bicycling, walking, hiking or backpacking. This includes rails-to-trails conversions. (Listings for State Parks are maintained by Department of Natural Resources and may be submitted or altered only by DNR personnel.)
- **Train Attraction:** A public conveyance on a closed-end route by locomotive-pulled cars on rails; gondola type cars suspended from an overhead cable; or in a vehicle-drawn wagon. Must operate on a set schedule.
- **Zoo:** A facility in which a variety of living animals, mammals and/or reptiles are housed and exhibited to the public.

Places to Stay

- **Bed and Breakfast:** Homes or inns offering one or more private guestrooms inside the home or in adjacent buildings. A full, hot breakfast or a continental breakfast must be included with the lodging. Breakfast must be served to the guests in a sit-down setting or a buffet. Facilities where breakfast foods are supplied for the guest to prepare themselves do not qualify; they belong in the “Guesthouse” type. Hotels where breakfast is included do not qualify; they belong in the “Hotel/Motel” type.
- **Cabin / Cottage:** One or more stand-alone, furnished or partially furnished dwellings typically in a rural, semi-rural or waterside location.
- **Campground / RV Site:** A location set aside for primitive and tent camping or sites prepared specifically to accommodate RVs and coaches.
- **Condo / Guesthouse / Private Home:** Rentals of apartment-like units within a single complex where the units are owned by individuals; individual single family private residence where the guest rents and occupies the entire dwelling, grounds and included facilities (must offer a brochure or web site that provides detailed information); guesthouse is a small structure, usually adjacent to a main house or building, used for lodging guests.. An offer to sell cannot be made to the renters of any lodging property.
- **Farm/Ranch:** An equestrian facility or working farm in a ranch-like setting, where guests stay in a guestroom, bunkhouse, tent, wagon or special camp site; working farm attraction.
- **Hostel:** Accommodation where guests rent a cot, bed or bunk-bed in a dormitory-type setting with a shared bathroom, kitchen and common area.
- **Hotel / Motel / Multi-Unit Lodgings:** Multi-unit facilities. Beyond just lodging, they often supply (fee-based or free) recreational and sporting activities, and other services for their guests.
- **Resort:** A resort includes within the facility, attractions and amenities needed for a one-location vacation so guests have no need to leave the facility throughout their stay. This could consist of, but is not limited to: lodging, restaurant, bar/lounge, sports activities, entertainment venues, shopping (beyond a small gift shop) and meeting/event facilities.

Dining and Drinking

Because of the overwhelming numbers, “fast food” restaurants, where customers serve themselves, are not eligible. Mobile food stands/carts/vans are not eligible.

- **Bakery / Confections / Ice Cream:** The principal business must be breads, pastries, candy and confections produced daily on the premises; ice cream parlors, frozen yogurt, frozen custard, gelato and related desserts must be the main menu items. Must be a stand-alone operation.
- **Brewery:** A microbrewery featuring its own hand-crafted beers. A major brewery offering tours.
- **Coffeehouse / Tearoom:** The primary focus must be serving coffee or tea drinks. Must be a stand-alone, store-front operation. Mobile stands, carts or vans will not be listed.
- **Distillery:** A distillery makes hard alcohol like whiskey, gin, vodka, rum, etc. Must offer tours/tastings to the public.
- **Restaurant:** Full-service establishment offering wait-staff table service; also, full-service delicatessens and buffet-style eateries. To be listed, bars and lounges must offer full-menu food service beyond snacks and appetizers.
- **Winery:** Wineries must sell primarily their own label wines and juices, by the glass or bottle, and offer tastings or tours. Must be a stand-alone operation.

Services

This category is for those businesses that provide a service to travelers, but are not an actual destination. Standard travel agencies will not be listed.

- **Convention / Event Center:** A public building with enough open space to accommodate a minimum of 500 attendees. Convention centers rent out their space for meetings such as corporate conferences, industry trade shows, formal dances, entertainment spectacles and concerts. The space may be dividable for smaller meetings. The venue must have a website with an up-to-date calendar of events.
- **CVB / Chamber of Commerce / Association / Etc.:** An organization representing tourism-related businesses to protect member's interests and to promote the area and the member businesses.
- **Official Welcome Center:** Official Missouri Welcome Centers located at major highway points of entry into the state; officially designated Affiliate Welcome Centers are located throughout the state.
- **Publication / Web Site:** Must be a regularly published magazine or newspaper available by subscription or online; or a well-maintained, up-to-date website. The entity must offer primarily tourist/travel-related information. Content must be about tourism-related businesses, locations and events within Missouri only.
- **Receptive Tour Operator:** Also called a step-on guide. A person with extensive knowledge of the area, who joins a tour group once it arrives at the destination and conducts or guides that group on a set itinerary.
- **Rental Agency:** An organization offering a variety of condos and/or homes for rent to travelers for limited periods.
- **Visitor Center:** A local operation, staffed by knowledgeable personnel, offering information, directions, brochures, maps and other services.

Transportation

- **Airport / Airfield:** An area of fields and runways where aircraft can take off and land, including FAA designated float plane areas. FBOs and aircraft rental operations should be listed here.
- **Railroad:** Scheduled commercial train services. In order to be posted, the company must have a well-maintained, up-to-date Web site listing schedules and fares. (Excursion trains on a closed-end route belong in Train/Tram type within the Entertainment and Attractions category.)
- **Shuttle Service:** Short distance, usually one-way transportation for persons and equipment from one point to another; generally associated with, but not limited to, floating, cycling, hiking and airport arrivals/departures.

Events

Generally, **an event's duration should not be longer than four months.** Some exceptions on length will be allowed for special museum exhibits.

Events cannot be posted more than one year in advance of their end date.

Events should be of general interest to the traveling public and group tours, drawing new visitors/bus tours from beyond the immediate area (more than 50 miles). Events primarily aimed at the local community/area, or those intended for a limited or a member-based audience, may not be posted. Events with limited appeal will not be posted. Regularly recurring events considered part of general business operations are not eligible to be listed as a separate event.

All Events must be open to the public as participants or spectators. Some restrictions to access will be

allowed if necessitated by the activity; restrictions must be stated in the listing's description.

Events fall into the following types. In addition to the restrictions shown above, events must meet the specific criteria listed below. (Events held in Missouri State Parks and State Historic Sites are maintained by Department of Natural Resources and may be submitted or altered only by DNR personnel.) **A sampling of events that are not eligible follows this list.**

Event Categories

- Arts, History & Culture
- Food & Beverage
- Lectures & Presentations
- Music & Performance
- Nature, Outdoors & Science
- Seasonal & Holiday
- Sports & Recreation

Eligible Events:

- Airshows.
- Children's events (mainly intended for those younger than age 16).
- Civil war and commemoration events (reenactments and events honoring the memory of participants, battles, engagements and activities of Americans, military and civilian, in any military conflicts or wars).
- Concerts & performing arts events (live performance presented mainly by **professional or semi-professional** performers).
- Cycling events.
- Dinner theater shows (dinner theaters that operate on an ongoing basis belong in the things to do category and should not list their individual performances as events).
- Exhibit, show or shopping events: crafts, antiques, automobile, boat, RV, sport, home improvement and travel shows must be large scale, held in a convention center, arena or major event venue. Car shows must draw at least 50 entries and last a minimum of three hours. Car club activities and cruise-ins are not eligible).
- Fairs and farm/agriculture events.
- Festivals.
- Fishing Tournaments.
- Food/beverage events.
- Fun runs/races.
- Golf & disc golf tournaments.
- Historic reenactments (the event or period must have occurred more than 100 years ago).
- Holiday events (restrictions apply – see below).
- Home tour events: **Must involve three or more houses built prior to 1920, restored and maintained to their period.** Houses must be open for public access during the event. Open houses involving a single dwelling may be listed if the house has historical significance other than age and it is restored and maintained to its original period.
- Lectures & storytelling (lectures must involve the relating or discussion of historical, scientific, environmental or educational information).
- Live theatre: A staged play or opera performed primarily by **professional or semi-professional actors**. Must have a run of less than four months.
- Nature events: Activities focused on things found in nature; may be held indoors.
- Organized tours: Short-term tours (generally escorted) operating on a regular schedule, with an established itinerary involving more than one attraction or point of interest. For self-guided tours, a published pamphlet and map, with detailed directions and informative commentary on the points of interest, must be readily available to travelers.

- Outdoor adventures (hiking and backpacking, equestrian trail rides, campouts, spelunking, canoeing and floating, rock climbing, scuba, etc.)
- Parades (celebrating a nationally recognized holiday only).
- Pumpkin patches.
- Shooting tournaments: Must draw participants from outside of Missouri and spectators from beyond the local community/area.

Events that are NOT eligible include but are not necessarily limited to:

- Activities with no specific dates or hours.
- Amateur or semi-professional automobile or boat races.
- Amateur theater or concert performances.
- Art gallery showings aimed primarily at retail sales.
- Beauty contests on a local level.
- Business/association expositions, conventions and trade shows intended primarily for members.
- Camps.
- Car club activities and community car shows.
- Christmas tree sales.
- Church fairs, dinners, bazaars, et cetera.
- Cleanup activities.
- Club activities such as poker night, etc.
- Easter egg hunts or Easter bunny activities (unless held at an existing tourism-related attraction in Missouri; MDT staff will determine on case-by-case basis).
- Events directed toward a limited or a very specific audience.
- Farmers markets. (May be in the “Things to Do” category if they have a regular schedule and run for a minimum of four months.)
- Fireworks. (Independence Day fireworks displays may allowed on a case-by-case basis.)
- Flea markets, sidewalk sales, auctions and garage sales. (Large sales, like the 100 Mile Garage Sale, may be allowed on a case-by-case basis)
- High school festivities such as homecoming, plays, sports, etc.
- Meals. (4-H dinner; parish picnics, etc.)
- Opening day of an attraction.
- Opening reception.
- Santa arrival and other Santa events (unless held at an existing tourism-related attraction in Missouri; MDT staff will determine on case-by-case basis)
- Seminars or workshops.
- Shopping center/mall activities.
- Student exhibits, productions and activities.
- Traveling carnivals, circuses or side shows.