



HAMILTON HALTON BRANT

FIND YOUR WAY TO THE HEART OF ONTARIO

Consumer Website Partner Listing Criteria

Operator Listings: A qualified Operator listing describes a business or organization that caters to visitors and offers tourism products and experiences (e.g. accommodations, restaurants, shopping).

- Consumer Ready and visitor friendly (has a working - **visitor friendly website**, set hours of operation etc.)
- Has contact information
- Has a target audience that includes consumers outside of immediate community
- Must have an experience or product that will draw consumers to travel to the Region
- Non-Chain or Franchise (ex. Tim Hortons or Kelsey's)

Festival & Event Listings: A qualified Festival & Event listing is an event, festival or a series of public activities organized annually or biennially within a time bound period, with specific programming developed for, marketed to, and attracting tourists.

- Open to the public at large, without memberships in a club or group
- Must **not** be a community focused event (if core audience is community based it is not a tourism event) A FUNDRAISER IS NOT AN EVENT
- Must actively market to an audience that includes those outside a 40+km radius

Experience & Tour Listings: A qualified Experience & Tour listing should profile an offering provided by an operator that provides a visitor with an enriched understanding of the destination (the specific operation or the larger destination). Experiences may include;

- Examples include: immersive, hand-on, interactive or unique activities
- May be offered on an ongoing basis or during a time bound period
- May or may not charge a fee
- Must actively market to an audience that includes those outside a 40+km radius

Travel Deal Listings: A qualified Travel Deal listing must reflect a value-based, monetary discount on an **Experience & Tour Listing**, **Festival & Event Listing**, or other product offering for which fees are charged at your establishment (e.g. admission, tickets, accommodations, meals, etc.)

- The **Travel Deal or Discount** listed must provide clear direction on how to access or redeem (e.g. a printable coupon or voucher, a description on how to redeem onsite your establishment, a link to your website detailing redemption method, etc.)
- Please note, it is critical that your front line staff be fully versed in all of your **Travel Deals/ Discounts** offered in order to answer visitor inquiries.

Notes:

- Partners who solely have an operator listing, will not get the same marketing leverage as a partner who has events, offers or experience listings.
- **ALL LISTINGS MUST HAVE AN IMAGE:** Images are the key to our new website so please be sure images are loaded to all operator, event, experience and travel deal listings. Image size must be 960px by 640px minimum to be uploaded to the website, larger images can be loaded but must not exceed 8 MB. Only .jpg and .png files can be uploaded.