

Criteria for Listings

traveliowa.com and the Official Iowa Travel Guide

Listings for inclusion in the annual official Iowa Travel Guide are drawn from the traveliowa.com database. Listing owners are encouraged to update their records as often as necessary and will be notified when their record has not been updated for 12 months. Records that are not updated after 18 months will be removed from the website and will not be included in the Travel Guide.

The Iowa Tourism Office 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 the Iowa Tourism Office, following the guidelines and criteria shown below. The Iowa Tourism Office reserves the right to make exceptions to these criteria on a case by case basis.

Approved listings may take up to one month to appear online.

Questions? Contact tourism@iowaeda.com.

ATTRACTIONS listing guidelines

Iowa Travel Guide guidelines

- ALL attractions must be open to the public.
- ALL attractions must be of interest to the traveling public.
- ALL attractions must be open regular hours; they may not be open only by appointment.
- ALL attractions must be open both a minimum of four days and 20 hours per week.
- ALL attractions must have a valid email address as part of their listing.
- Attractions must be open at least three consecutive months, or at least from Memorial Day to Labor Day.

traveliowa.com guidelines

- ALL attractions must be open to the public.
- ALL attractions must be of interest to the traveling public.
- ALL attractions must have a valid email address as part of their listing.
- Attractions may be open by appointment only.
- Attractions may be open seasonally, and may be open for three months or less each year.

Iowa Travel Guide and traveliowa.com ATTRACTIONS listing guidelines

Attraction	Eligible for listing in print and/or online	Included in Iowa Travel Guide	Included on Web	Are NOT eligible for listing in print or online
Activity Center	Must offer supervised and organized games, instruction, amusements (go-karts, trampolines, etc.) or activities.	Yes	Yes	General gyms, fitness centers, etc.
Adventure Ride	Rides or adventures in a fixed location, including zip lines, skydiving, etc.	Yes	Yes	
Aircraft Tours	Must offer regularly operated tours given in an airplane, helicopter, hot-air balloon or other aircraft.	No	Yes	
Amusement Parks	Must offer large-scale rides, games and entertainment.	Yes	Yes	
Art Gallery	Must exhibit works of fine art, including art produced or intended primarily for beauty rather than utility, such as sculpture and paintings.	Yes	Yes	
Artisan Gallery	Must exhibit works of art by skilled craftspeople in their particular medium: clay, glass, jewelry, wood, fabrics, and other hand-crafted mediums.	Yes	Yes	Mobile stands/carts/vans.
Botanical Garden	Must be a place where a wide variety of plants and/or trees are cultivated and displayed for ornamental purposes.	Yes	Yes	

Canoeing / Floating Facility	Must be a business that, as its primary service, operates as an outfitter renting canoes, kayaks, tubes, rafts and related supplies for floating a river or stream. (Canoe outfitters that have camping facilities may submit a separate listing in <i>Lodging / Campgrounds</i> .)	Yes	Yes	
Casino	A state-licensed establishment operated for the purpose of gambling.	Yes	Yes	
Cave	Must be naturally occurring passageways and rooms under the surface of the earth.	Yes	Yes	
Conservation Area	Must be a state- or federally designated outdoor expanse of property where practices and programs are in force for the conservation of natural environments.	Yes	Yes	
Colleges / Universities	Attractions on campus may be eligible. (Example: Reiman Gardens at Iowa State University or Old Capitol at the University of Iowa.)	No	No	
Dinner Theater	Must stage a theatrical production during or after a restaurant meal.	No	Yes	
Equestrian	Must offers activities and facilities primarily intended to be enjoyed on horseback, including short term or overnight guided trail rides and open riding trails. As a general rule, horses should be available for rent.	Yes	Yes	

Excursion Ride/Tour	Must be an escorted ride for adventure or pleasure on by boat, animal, segway, etc.	Yes	Yes	
Farm/Ranch	Must expose the visitor to the actual daily workings of a farm/ranch, specifically crop operations or herds of animals. Must offer escorted tours or educational activities. (Farms/ranches that include overnight accommodations may be listed in <i>Lodging</i> .)	Yes	Yes	
Farmers Market	May be included in the Calendar of Events only.	No	No	
Fish Farm / Hatchery	Must be a place where fish eggs are hatched and raised for release or sale at a later time. (Includes shrimp farms.)	Yes	Yes	
Genealogy Center	Facility must contain records or accounts of the ancestry and descent of a person, family or group. Records must be available to the public.	Yes	Yes	Public libraries that include genealogy information.
Golf Course	Must be a standard nine- or 18-hole golf course open for public play on a regular schedule. Also miniature-golf complexes and stand-alone driving ranges.	No	Yes (Par three courses)	Courses restricted to resort guests or members.
Historic Site	The location or facility must have some historic significance on a state, national or international level, or the facility must be listed on the National Register of Historic Places.	Yes	Yes	

Hunting / Fishing Outfitters and Guides	Must be an outfitter that rents supplies, equipment and items needed for outdoor recreation such as hunting and fishing, floating, spelunking, hiking, backpacking and like activities. Must also offer guides that provide escorted tours.	Yes	Yes	Retailers that sell outdoor supplies.
Museum	Must be a building, place or institution devoted to the acquisition, conservation, study, exhibition and educational interpretation of objects having scientific, historical or artistic value.	Yes	Yes	
Music / Entertainment Venue / Theater	Location must have historic value and/or be open to the public at times other than during performances. (Performance information is included in the Calendar of Events only.)	Yes	Yes	
Nature / Wildlife Preserve or Attraction	Must be 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.	Yes	Yes	
Observatory	Must be a place equipped for observing astronomical, meteorological or other natural phenomena.	Yes	Yes	
Organized Tour	Ongoing tours (generally escorted) operating on a regular schedule, with an established itinerary involving more than one attraction or point of interest.	Yes	Yes	

Park	(Parks that include camping may be listed in <i>Lodging</i> .)	No	No	State, local and city parks and city recreational facilities are not listed unless they contain some unusual or significant attraction.
Point of Interest		No	No	A place, marker, way-point or pullover where someone stops momentarily then moves on. (Historical markers, monuments, view points, etc.)
Professional Sports Team or Venue	Professional or semi-professional sports teams may be listed. (Example: Burlington Bees, Iowa Cubs, etc.)	Yes	Yes	Arenas or stadiums that are home to sports teams.
Sculpture Park / Garden	An outdoor area where the principal attraction is statuary or topiary.	Yes	Yes	
Self-Guided / Walking Tours		Yes	Yes	
Seasonal Agritourism Business	The business must be 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 three months. (Examples: orchards, pumpkin patches, you-pick gardens, etc.)	Yes	Yes	Stand-alone fruit/roadside stands or stand-alone retail markets.
Shooting Range	An area or building specifically designed for the use of firearms or archery, including targets, skeet and trap facilities.	Yes	Yes	

Retail Shop / Shopping Mall	Retail malls must have a <i>minimum</i> of 20 permanent stores with regular business hours. Main Street or designated shopping districts with specific websites also qualify.	Yes	Yes	Retail stores or gift shops unless they are a well-known destination in and of themselves.
Spa		No	No	
Speedway	A facility offering regularly scheduled, organized automobile or motorcycle races, including drag strips.	Yes	Yes	
Spiritual Center	A church or other structure intended for religious or spiritual activities. Must be of tourist interest, with historical or major artistic appeal.	Yes	Yes	
Water Park	Water parks must include large slides, fountains, and other recreational activities involving water. Generally these are associated with hotels or resorts.	Yes	Yes	City water parks and pools.
Train/Tram	Tourism-specific transportation on a closed-end route. Must operate on a set schedule.	Yes	Yes	
Zoo	A facility in which a variety of living animals, mammals and/or reptiles are housed and exhibited to the public.	Yes	Yes	

traveliowa.com RESTAURANT listing guidelines

Proposed restaurant listings are subject to review by a task force that meets regularly to review submissions. Restaurants are only included at traveliowa.com; they are not listed in the Iowa Travel Guide. All members of the Iowa Restaurant Association are listed.

Guidelines:

1. Must be appropriately licensed as required by law including a state food service establishment license.
2. Must serve food as a primary function of the business (excludes bars, gas stations, grocery stores, concession stands, etc.)
 - a. Committee will review and approve any questionable submitted listings.
3. Restaurant can be open seasonally (i.e., ice cream shops), but still must adhere to serving food as a primary function of the business.
4. Reservation-only restaurants can be listed. Membership-only will not be eligible (golf courses).
5. Must have been open in the same location for at least one year.
6. Must have permanent, fixed location (excludes food trucks and concession carts).
7. All Iowa Restaurant Association members will be listed if they meet the other primary guidelines.

Exceptions to #2 include:

- Gift shops that also sell homemade food as a primary function of their business, prepare the food on-site and have a seating area of diners (bakeries, candy shops) are eligible.
- Restaurants include attractions, hotels, casinos, etc. are eligible if they meet the other primary guidelines.
- Iowa breweries and wineries can also be listed as restaurants if they meet the other primary guidelines.
 - o All wineries and breweries will be listed under the Wine & Beer section of the site.
- Coffee shops are eligible to be listed if they meet the other primary guidelines.
- Drive-ins and drive-thrus are eligible to be listed if they meet the other primary guidelines.
- Farmers' Markets will be listed under events only.

Chain Restaurants

- National fast food chains and sit-down chains are eligible to be listed.
- Restaurants located in malls/food courts are eligible to be listed.