

## 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](mailto:tourism@iowaeda.com).

## ATTRACTIONS

### 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.
- Attractions must be open at least three consecutive months, or at least from Memorial Day to Labor Day.
- Attraction listings in the printed guide will include business name, physical address, phone number, website and a 150-character description. Websites URLs will be shortened to exclude unnecessary characters (i.e. <https://www.traveliowa.com> would become traveliowa.com).

### [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
<b>Activity Center</b>	Supervised and organized games, instruction, amusements (go-karts, trampolines, etc.) or activities.	Yes	Yes	General gyms, fitness centers, etc.
<b>Adventure Ride</b>	Rides or adventures in a fixed location, including zip lines, skydiving, etc.	Yes	Yes	
<b>Adventure Trip</b>	Scheduled or custom-designed outdoor activity trips (biking, canoeing, fly fishing, hiking, kayaking, rafting, rock climbing, skiing, etc.) led by experienced guides. Food, lodging and gear may be provided.	No	Yes	
<b>Aircraft Tour</b>	Regularly operated tours given in an airplane, helicopter, hot-air balloon or other aircraft.	No	Yes	
<b>Amusement</b>	Amusement parks, miniature golf, stand-alone golf driving ranges, corn mazes and other similar attractions.	Yes	Yes	
<b>Antique Shop</b>	Store, shop or mall whose primary business purpose is the sale of antiques to the public.	No; unless a well-known destination in and of themselves	Yes	
<b>Art Museum and Gallery</b>	Exhibits and maintains permanent and/or temporary art exhibits for public viewing.	Yes	Yes	
<b>Artisan Gallery</b>	Exhibits 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.

<b>Bike Rental</b>	Rents multiple bikes to the public on an hourly or daily basis.	Yes	Yes	
<b>Bike Trail</b>	Either paved (asphalt, crushed limestone or similarly surfaced trails) or unpaved trails suitable for biking.	No	Yes	
<b>Birding / Wildlife Viewing</b>	Public lands, reserves, clubs, guides or field trip organizers with an established focus on birding or other wildlife viewing. Must have relevant signage, educational displays or information, or a designated contact person or organization.	Yes	Yes	
<b>Boat and Motorized Watercraft Rental</b>	Rents motorized boats and/or other licensed motorized watercraft and equipment.	Yes	Yes	
<b>Botanical Garden</b>	A wide variety of plants and/or trees cultivated and displayed for ornamental purposes.	Yes	Yes	
<b>Canoeing / Floating Facility</b>	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	
<b>Casino</b>	A state-licensed establishment operated for the purpose of gambling.	Yes	Yes	
<b>Cave</b>	Naturally occurring passageways and rooms under the surface of the earth.	Yes	Yes	
<b>Cemetery</b>	Must have major historical significance or hold the remains of a person(s) of	Yes	Yes	

	prominent state, national or international importance.			
<b>Conservation Area</b>	A state or federally designated outdoor expanse of property where practices and programs are in force for the conservation of natural environments.	Yes	Yes	
<b>Children's Museums</b>	Provides exhibits and/or hands-on interactions for children	Yes	Yes	
<b>City and Area Guided Tours</b>	Organized tours with a primary focus on multiple points of interest in a specific city, town or destination area.	Yes	Yes	
<b>Colleges / Universities</b>	Attractions on campus may be eligible. (Example: Reiman Gardens at Iowa State University or Old Capitol at the University of Iowa.)	No	No	
<b>Dinner Theater</b>	Stages a theatrical production during or after a restaurant meal.	No	Yes	
<b>Downhill Skiing and Snowboarding</b>	Facility with multiple runs of varying difficulty levels, ski lifts of various types and regular maintenance through the season	Yes	Yes	
<b>Equestrian</b>	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	
<b>Excursion Ride/Tour</b>	An escorted ride for adventure or pleasure on or by boat, animal, segway, etc.	Yes	Yes	
<b>Farm/Ranch</b>	Exposes the visitor to the actual daily	Yes	Yes	

	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> .)			
<b>Farmers Market</b>	May be included in the Calendar of Events only.	No	No	
<b>Fish Farm / Hatchery</b>	A place where fish eggs are hatched and raised for release or sale at a later time. (Includes shrimp farms.)	Yes	Yes	
<b>Genealogy Center</b>	Contains 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.
<b>Golf Course</b>	Must be a standard nine- or 18-hole golf course open for public play on a regular schedule.	No	Yes (Par three courses)	Courses restricted to resort guests or members.
<b>Historic Site</b>	A location or facility with some historic significance on a state, national or international level.	Yes	Yes	
<b>Hunting / Fishing Outfitters and Guides</b>	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.
<b>Hunting Preserves</b>	Business licensed by the Department of Natural Resources to operate a hunting and shooting area. Opportunities may include upland birds,	Yes	Yes	

	waterfowl and/or large game; sporting clays and target shooting may also be offered. Areas only open to members of a specific hunting club are excluded.			
<b>Industrial &amp; Factory Tours</b>	Guided or self-guided, in-depth public tour of a factory or other operating business. Primary purpose is to demonstrate how a product is made or how an industry operates.	Yes	Yes	
<b>Main Street or Designated Shopping District</b>	A grouping of 10 or more unique and independently owned stores located on a single street. The district or main street should be in a walkable area and managed by an official association/organization with a central website that promotes the district.	Yes	Yes	
<b>Museum</b>	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	
<b>Music / Entertainment Venue / Theater</b>	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	
<b>Nature Center</b>	Any city, county, regional, state or federally designated area containing a visitor center and created for the purpose of educating	Yes	Yes	

	people about nature and the environment.			
<b>Nature / Wildlife Preserve or Attraction</b>	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	
<b>Observatory</b>	A place equipped for observing astronomical, meteorological or other natural phenomena.	Yes	Yes	
<b>Park</b>	(Parks that include camping may be listed in <i>Lodging</i> .)	No	Yes	State, local and city parks and city recreational facilities are not listed unless they contain some unusual or significant attraction.
<b>Point of Interest / Roadside Attraction</b>	A place, marker, way-point or pullover where someone stops momentarily then moves on. (Historical markers, monuments, view points, etc.)	No	Yes	
<b>Professional Sports Team or Venue</b>	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.
<b>Rafting/River Tubing</b>	A business located on or near a river with inner tubes or rafts for rent and shuttle service			
<b>Retail Shop / Shopping Mall</b>	Shopping malls must have a <i>minimum</i> of 20 permanent stores with regular business hours, a printed directory or brochure available to be mailed, or a public website that lists the shops in the center or mall.	No	Yes	Retail stores or gift shops unless they are a well-known destination in and of themselves.

<b>Sculpture Park / Garden</b>	An outdoor area where the principal attraction is statuary or topiary.	Yes	Yes	
<b>Self-Guided / Walking Tours</b>	Self-guided tours with a primary focus on multiple points of interest in a specific city, town or destination area. Must have a map and/or wayfinding signage.	Yes	Yes	
<b>Seasonal Agritourism Business</b>	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.
<b>Shooting Range</b>	An area or building specifically designed for the use of firearms or archery, including targets, skeet and trap facilities.	Yes	Yes	
<b>Snowmobile Rental</b>	Business that rents snowmobiles.	Yes	Yes	
<b>Spa</b>	Supplies a variety of professionally administered personal care treatments, such as massages, facials, body wraps, aromatherapy, etc. Must be open to the public with no membership fee or hotel/resort stay required.	No	Yes	
<b>Speedway</b>	A facility offering regularly scheduled, organized automobile or motorcycle races, including drag strips.	Yes	Yes	
<b>Spiritual Center</b>	A church or other structure intended for religious or spiritual activities. Must be of tourist interest, with historical or major artistic appeal.	Yes	Yes	
<b>Train/Tram</b>	Tourism-specific transportation on a closed-end route. Must operate on a set schedule.	Yes	Yes	

<b>Water Park</b>	Includes large slides, fountains and other recreational activities involving water. Must be available to the public for day-use, not only to overnight guests at a lodging facility.	Yes	Yes	City water parks and pools.
<b>Waterfall</b>	A natural waterfall.	Yes	Yes	
<b>Wine, Beer and Spirits Tours</b>	A vineyard, winery, distillery or brewery open for tours, demonstrations, informational visits or other activities.	Yes	Yes	Sites that are strictly for the retail sale of wine, beer or spirits are not eligible.
<b>Zoo</b>	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.