



Nebraska Travel Guide 2020 Listings Business Rules

A. Eligibility for Participation

1. To be eligible for a listing, the business may not be a franchise of a national- or international-level entity. Some exceptions may apply:

- National/international entities operating less than 20 locations worldwide may be eligible for a listing.

2. Franchises of local- and regional-level entities are eligible for listings.

3. Only businesses designed for direct visitor engagement will be eligible for listings. Examples of businesses ineligible for listings under this rule include but are not limited to:

- Groups of boosters, volunteers, etc. that support attractions
- Service providers of interest to the local market only

B. Listings Section Order

1. Listings will be grouped by region, by city, and then listed in alpha order.
2. Listings must fall under individual city headers. No “compound” headers will be created to categorize listings that cross into multiple areas. For example:

Current listing:

COZAD, GOTHENBURG AND LEXINGTON

Barn Quilts of Dawson County Trail barnquiltsdc.com / Throughout Dawson County / (308) 784-3930 / Follow the Barn Quilts of Dawson County Trail where beauty, history and inspiration merge . . .

Under new business rules:

- Listings of this nature will be listed under each of the participating cities to ensure reader-friendliness.
- Listings of this nature will be limited to three participating cities for space considerations.

C. Listing Details

1. Listings will include:

- Business Name
- Description (150-character count with spaces)
- Address line 1 (Street Address only. No PO Boxes will be printed).
- Address line 2 (if applicable)
- Phone
- Toll-free number (if applicable)
- Website

2. Website URLs will be shortened to exclude unnecessary characters. For example:

Current listing:

<https://www.ihg.com/holidayinnexpress>

Under new business rules, the URL becomes:

ihg.com/holidayinnexpress

3. Website URLs will be shortened to vanity URLs. For example:

Current URL:

ihg.com/holidayinnexpress/hotels/us/en/Norfolk/ofkne/hoteldetail?cm_mmc=googlemaps-_ex-_usa-_ofkne

Under new business rules, the URL becomes:

ihg.com/holidayinnexpress

D. Icons

1. Partners will be permitted to choose ONE category icon per listing:

- See & Do
- Eat
- Stay