



enjoy the show

Criteria for Listings on VisitMO.com and the Official Missouri Travel Guide

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. Listings that have not been updated for more than eighteen (18) months will be deleted. 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 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 our submissions form. Listing owners will be notified when the Travel Guide submission process is open (generally January through May).

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

- *Events*
- *Some sub-categories within Dining and Drinking are not Travel Guide eligible, including bakeries (unless classes are offered), coffeehouse/tearooms, ice cream parlors, and restaurants*
- *Transportation*
- *Some sub-categories within Services are not Travel Guide eligible, including meeting/event centers, event planners, pet boarding, publication/website, receptive tour operators and ticket agencies. **Chambers, CVBs and Tourism Organizations are eligible to purchase region-specific listings in the printed Travel Guide through our publishing partners at Madden Media.***

To be considered for inclusion on the MDT Web site (VisitMO.com), businesses, organizations and other entities must be directly engaged in the supply or operation within Missouri of tourism-related attractions, activities, services, or products 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

SPECIFIC CRITERIA FOR EACH CATEGORY AND TYPE ARE LISTED BELOW

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 may not 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 will not be posted follows this list.

- **Airshow / Fly-in:** Public demonstrations of flying skills, mid-air maneuvers and static displays of various aircraft, often including military aircraft. Fly-ins cannot be restricted to club members.
- **Children's Event:** An event mainly intended for those younger than age 16.
- **Civil War Event:** Reenactments and ceremonies specifically commemorating battles, engagements, participants and activities of the American Civil War.
- **Commemoration Event:** Ceremonies honoring the memory of participants, battles, engagements and activities of Americans, military and civilian, in any military conflicts or wars other than the Civil War.
- **Concert:** A live performance presented mainly by professional or semi-professional singers or instrumentalists, individually or in groups, not involving theatrical staging. (Comedians, illusionists, acrobats, et cetera, should be listed in the performing arts category. Music at wineries and breweries belong in the wine and beer event category.)
- **Cycling Event:** Involving riding or racing on a bicycle, motorcycle or similar vehicle. Must be open for participation by the general public.
- **Dinner Theater Show:** Staged play, murder mystery and similar productions held before or during a meal. Must be short-term, not an ongoing activity. Dinner theaters that operate on an ongoing basis belong in the entertainment category and should not list their individual performances as events.
- **Exhibit or Show:** Intended primarily for dispensing information or for viewing and observing specific objects and similar activities. 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 will not be listed.
- **Fair:** The Missouri State Fair and Official County Fairs which include exhibitions of goods, live entertainment, sideshows, rides, games and amusements.
- **Farm/Agriculture Event:** Corn or hay mazes; exhibits of farm equipment; harvest celebrations; other such activities of an agricultural nature.

- **Festival:** An organized series of activities and performances celebrating a region, community, activity or historic period, including Kwanzaa or Oktoberfest. An exhibition of films of a specific genre or subject. Fourth of July fireworks.
- **Fishing Tournament:** Fishing tournaments must be open to the general public, individually or in teams. Age restrictions are allowed.
- **Food/Beverage Event:** Including, but not limited to, cook-offs where visitors may sample and purchase the foods; events offering samples from several restaurants or suppliers; special luncheons; et cetera. Beverage events revolve around one or more specific beverages, other than beer and wine, which have their own category/type. Happy hours and daily/weekly drink specials at a bar, lounge or restaurant will not be posted.
- **Fun Run/Race:** Organized races including, but not limited to, running, skating, homemade vehicles, cross-country rallies and other racing contests. This does not include automobile races on a closed track or drag strip.
- **Golf Tournament:** Must be a scheduled, organized event in match, medal, best-ball and scramble format OR disc golf tournament. Participation must be open to the general public. Proceeds must support a recognized charity, institution or civic organization. (PGA and LPGA tournaments belong in the Sporting Events category.)
- **Historic Reenactment:** Participants, in period costuming, must accurately recreate some aspect of a specific event of historic significance, or of a narrowly-defined time period. The event or period must have occurred more than 100 years ago.
- **Holiday Event:** Activities revolving around a specific, nationally recognized holiday.
- **Home Tour Event:** 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.
- **Lecture:** 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 Event:** Activities focused on things found in nature, including, but not limited to, flora and fauna, plants and trees, animals, birds, caves, geology, anthropology, rivers and streams. May be held indoors.
- **Organized Tour:** 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 Adventure:** Organized activities such as, but not limited to, hiking and backpacking, equestrian trail rides, campouts, spelunking, canoeing and floating, rock climbing, scuba, et cetera.
- **Parade:** An organized public procession. Only parades celebrating a nationally recognized holiday will be posted.
- **Performing Arts:** A live performance, mainly by professional or semi-professional comedians, illusionists, acrobats, et cetera, individually or in groups, not involving theatrical staging. (This type is for those performers who do not fit in the Concert, Dance or Live Theatre types.)
- **Pumpkin Patch:** Short term, "u-pick" and related fall activities held at a pumpkin patch or farm.
- **Shooting Tournament:** Must draw participants from outside of Missouri and spectators from beyond the local community/area.

- **Shopping Event:** Arts and crafts, antique, collectible, gun or trade shows with more than 50 vendors; large scale sales involving more than two communities or stretching more than 20 miles. Local flea markets, sidewalk sales, auctions, garage sales and “sales” at retail shops and malls will not be posted.
- **Sporting Event:** Any short-term event where a sport or athletic activity is the main focus. (Fun runs and races, shooting, cycling, golf tournaments and fishing tournaments have their own types.)
- **Storytelling:** Presenters spin yarns of real or fictitious adventures.
- **Wine or Beer Event:** Special activities at a winery or breweries; one-time concerts or dinners; grape stomps; wine trails; et cetera. Sorry, no regularly scheduled live music. (Major festivals, such as Oktoberfest, belong in the Festival type.)

Events that will not be posted 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 Attractions category if they have a regular schedule and run for a minimum of four months.)
- Fireworks. (Independence Day fireworks displays are allowed in the Festival type.)
- Flea markets, sidewalk sales, auctions and garage sales. (Large sales, like the 100 Mile Garage Sale, will be allowed in the Shopping type.)
- 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.

Entertainment and Attractions

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. 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.
- **Art Gallery:** Exhibiting works of fine art: art produced or intended primarily for beauty rather than utility, such as sculpture and paintings. Must be a stand-alone operation.
- **Artisan Gallery:** Exhibiting works of art by skilled craftspeople in their particular medium: clay, glass, jewelry, wood, fabrics, and other hand crafted mediums. The majority of the items must be made by Missouri artisans. Must be a permanent, stand-alone operation. Mobile stands/carts/vans will not be listed.
- **Botanical Garden:** A place where a wide variety of plants or trees are cultivated and displayed for ornamental purposes. Must be open to the general public on a regular schedule.
- **Canoeing / Floating Facility:** A business which, as their primary service, operates as an outfitter renting canoes, kayaks, tubes, rafts and related supplies for floating a river or stream. (Canoe outfitters who have camping facilities may submit a separate listing in 'Places to Stay / Campgrounds.')
- **Carnival or Adventure Ride:** Stand alone amusement rides normally associated with carnivals; adventures such as zip-lines, skydiving, etc. Ride must operate from a fixed location.
- **Carriage Ride or Boat Excursion:** A wheeled passenger vehicle, drawn by hoofed animal(s); an escorted sightseeing ride, pleasure trip or tour by boat. Must operate on a regular basis, at locations frequented by tourists, who may 'book' a ride on the spot. (May be seasonal.)
- **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.
- **Cemetery:** An established place for burying the dead. 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.
- **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.
- **Dairy Farm:** Must offer tours or educational activities revolving around the production of dairy products. Must be open to the public at regular hours and by reservation to groups, for a minimum of five consecutive months in a calendar year. May offer their products for purchase.
- **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:** Must offer tours or educational activities, or expose visitors to the actual 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, 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 included in this category.
- **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.)
- **Ferry:** Transport people or vehicles by boat or barge across a body of water. Must operate on a regular schedule, weather and flood conditions permitting. Weight and capacity restrictions are allowed; restrictions must be stated in the listing's Description.
- **Fish Farm / Hatchery:** A place where fish eggs are hatched and the fingerlings are raised under artificial conditions for release or sale at a later time. Must be open for public observation or tours.
- **Genealogy Center:** Contains records or accounts of the ancestry and descent of a person, family or group. Records must be available to the public.
- **Golf Course:** Standard, executive or par-three golf courses open for public play on a regular schedule. Also miniature-golf complexes, 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 listed.)
- **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; **or** the structure must have been constructed prior to 1920. (Listings for State Historic Sites are maintained by Department of Natural Resources and may be submitted or altered only by DNR personnel.)
- **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 like activities. A guide supplies an experienced, knowledgeable person(s) to conduct or lead these types of activities. *Floating operations belong in the Entertainment and Attractions category under Canoeing/Floating Facility.*
- **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 Web site 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.
- **Music / Entertainment Venue:** Location where various acts, primarily musical or comedy, perform for short term engagements. The venue must have a well-maintained Web site listing the current schedule and ticket prices.
- **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:** An establishment that is open to the public at night and provides food, drink, entertainment and music for dancing.
- **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.
- **Orchard:** Land devoted to the cultivation of fruit, nut or sugar-maple trees. Must be open to the public for tours and/or picnicking. Produce may be offered for sale. (This category does not include stand-alone fruit/roadside stands or stand-alone retail markets.)
- **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. (Listings for Missouri State Parks are maintained by Department of Natural Resources and may be submitted or altered only by DNR personnel.)
- **Point of Interest:** A place, marker, way-point or pullover where someone stops momentarily then moves on. (Historical markers; monuments; view points; et cetera.)
- **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 Web site listing the current schedule and ticket prices.
- **Replica:** A copy or reproduction of a famous item or artwork, usually on a scale smaller than the original.
- **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.
- **Sculpture Park / Garden:** An outdoor area where the principal attraction is statuary or topiary.
- **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 and must be detailed in the listing description; the business primarily engages in agritourism efforts related to the sale or display of products often recognized as being associated with agriculture; the business or market has a presence online, whether by staff-operated website, Facebook or other social media page, via a link from a local entity, such as a Chamber of Commerce or Convention and Visitors Bureau, or via a link from a statewide entity, such as AgriMissouri.
- **Shooting Range:** An area or building specifically designed for the use of firearms or archery, including targets, skeet and trap facilities.
- **Shopping Malls / Antique Shops:** Retail malls with a minimum of 20 permanent stores. 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.) 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.)
- **Smokehouse:** An establishment where meat is cured and sold on the premises. Tours or video presentations of the facility and of the curing process must be available to the public. Must be open on a regular schedule.

- **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. Each retailer's website will be reviewed as part of the approval process; websites should be up-to-date and include, at a minimum, the business telephone number, email address, physical address and hours of operation. Priority will be given to retailers existing in already established commercial, shopping or 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) will not be eligible for free 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 Web site 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.
- **State Parks and State Historic Sites:** This category is for Official Missouri State Parks and State Historic Sites only. Listings in this category may be submitted and altered only by Department of Natural Resources personnel.
- **Theater:** A facility offering professional theatrical productions, plays, dances, concerts or individual performances. The theater must have a well maintained Web site 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 / Tram:** 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.
- **Working Artisans:** A facility with one or more craftspeople working on site, demonstrating their craft(s) to the visitors. Must be open to the public on a regular schedule for more than four consecutive months in a calendar year.
- **Zoo:** A facility in which a variety of living animals, mammals and/or reptiles are housed and exhibited to the public.

Hotel or Place to Stay

This Category is broken into the following types. They must meet the specific criteria listed below.

- **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:** Rentals of apartment-like units within a single complex where the units are owned by individuals and the common areas, such as the grounds and other structures, are owned jointly by the unit owners. An offer to sell cannot be made to the renters.
- **Hostel:** Accommodation where guests rent a cot, bed or bunk-bed in a dormitory-type setting with a shared bathroom, kitchen and common area.
- **Guesthouse / Houseboat:** A guesthouse is a small structure, usually adjacent to a main house or building, used for lodging guests. A houseboat is a moveable, floating structure designed and equipped for use as a dwelling.
- **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.
- **Private Home:** Individual, single family, private residence where the guest rents and occupies the entire dwelling, grounds and included facilities. Must be an established accommodation. Cannot make an offer to sell to the renters. Must offer a brochure or Web site that provides detailed information.
- **Ranch:** An equestrian facility in a ranch-like setting, where guests stay in a guestroom, bunkhouse, tent, wagon or special camp site.
- **Rental Agency:** Businesses that are not themselves an actual destination for the visitor but manage and rent multiple accommodations at multiple locations for short-term stays.
- **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 Drinking

Dining and Drinking establishments fall into the following types. They must meet the specific criteria listed below. Because of the overwhelming numbers, "fast food" restaurants, where customers serve themselves, are not listed. Mobile food stands/carts/vans will not be listed.

- **Bakery / Confections:** The principal business must be breads, pastries, candy or confections produced daily on the premises.
- **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.

- **Ice Cream Parlor:** Ice cream, frozen yogurt, frozen custard, gelato and related desserts must be the main menu items. Must be a stand-alone operation.
- **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.
- **Wine Garden:** Casual wine cafe with areas to sit, relax and converse, serving wine by the glass or bottle, with a light menu of bistro, picnic and snack-type foods available.
- **Winery:** Wineries must sell primarily their own label wines and juices, by the glass or bottle, and offer tasting or tours. Must be a stand-alone operation.

Services

Service businesses fall into the following types. They must meet the specific criteria listed below. 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 Web site 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.
- **Marina / Boat Rental:** A marina is a port or dock where boats are kept in the water and where services geared to the needs of recreational boating are found. May offer some or all of these services, but are not limited to them: fuel, repair facilities, small stores, boat and watercraft rentals, slip rentals and launch facilities.
- **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 Web site. 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.
- **Ticket Agency:** An organization that acquires and sells individual or group tickets for a variety of area activities, theaters, concerts, et cetera. Not a destination or attraction in and of itself.
- **Visitors Center:** A local operation, staffed by knowledgeable personnel, offering information, directions, brochures, maps and other services.

Transportation

Transportation businesses fall into the following types. They must meet the specific criteria listed below.

- **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.
- **Bus Line / Motor Coach:** Large capacity transportation, available for charter, day use and tours.
- **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.
- **Taxi / Limousine:** Taxi and limousine services must hold the required licenses and be in good standing.
- **Vehicle Rental:** Rental agencies for automobiles, motorcycles, RVs or ATVs.