

## Acknowledgement of Business Listing Eligibility Criteria and Approval Process:

Thank you for your interest in the [www.visitmaryland.org](http://www.visitmaryland.org) Business Listing database.

The purpose of the [www.visitmaryland.org](http://www.visitmaryland.org) Business Listing database is to increase transactional outcomes by providing unique and interesting information about tourism industry businesses to an audience that is interested in travelling to/in Maryland. An eligible tourism industry business must meet no less than five of the following criteria:

- Must be located in Maryland;
- Contributes to one of Maryland's eight tourism sales tax codes identified in the Tourism Promotion Act of 2008;
- Is/Are open to the public on a regular and repeating basis;
- Is/Are a differentiator in the marketplace through its public access to history, culture, scenic beauty, outdoor recreation and/or archaeological stories and experiences;
- Offers a group tour experience;
- Tells a unique Maryland story;
- Sells unique and/or Maryland-made products;
- Enhances inspirational travel content found in Maryland Office of Tourism digital and print communication platforms;
- Is/Are a part of a Maryland program such as Scenic Byways, Arts & Entertainment Districts, Maryland's Underground Railroad, Network to Freedom, etc.;
- Attracts the majority of its visitors from more than 50 miles away;
- Contributes to overnight stays in the state; and,
- Markets regularly to a domestic and/or international leisure and/or business traveller audience.

While it is not possible to list all examples of businesses that are generally ineligible for the [www.visitmaryland.org](http://www.visitmaryland.org) Business Listing database, here are a few of note:

- Standard retail establishments such as grocery stores, hardware stores, pharmacies, bowling alleys, etc. that are not unique to Maryland;
- National chain/franchised fast-food restaurants that prioritize speed of service, replicated menus and replicated facility design;
- Organizations, groups, clubs, etc. that require membership, don't have physical facilities, and are not open to the public on a regular and repeating basis;
- Legal, religious, educational and medical institutions/businesses;
- Overnight camps and camping programs; and/or,
- Others as determined by the Maryland Office of Tourism.

If you believe your business(es):

- Meets the minimum of at least five of the eligibility criteria;
- Is/are not identified as a generally ineligible business type; and,
- That the approval/rejection of all submissions is at the sole discretion of the Maryland Office of Tourism, which reserves the right to edit or refuse any listing that does not advance its destination marketing mission to attract overnight travelers to the state,

click “yes” here and complete the form. Please allow five business days for review of and feedback about your submission.