

Criteria for Listings on traveliowa.com

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 5-7 business days to appear online.

Questions? Contact tourism@iowaeda.com.

Attractions 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 or seasonally.

Attraction	Eligible for listing	NOT eligible for listing
Activity Center	Supervised and organized games, instruction, amusements (go-karts, trampolines, etc.) or activities.	General gyms, fitness centers, etc.
Adventure Ride	Rides or adventures in a fixed location, including zip lines, skydiving, etc.	
Adventure Trip	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.	
Aircraft Tour	Regularly operated tours given in an airplane, helicopter, hot-air balloon or other aircraft.	
Amusement	Amusement parks, miniature golf, stand-alone golf driving ranges, corn mazes and other similar attractions.	
Antique Shop	Store, shop or mall whose primary business purpose is the sale of antiques to the public.	
Art Museum and Gallery	Permanent and/or temporary art exhibits for public viewing.	
Artisan Gallery	Works of art by skilled craftspeople in their particular medium: clay, glass, jewelry, wood, fabrics, and other handcrafted mediums.	Mobile stands, carts, vans.
Bike Rental	Rents multiple bikes to the public on an hourly or daily basis.	
Bike Trail	Either paved (asphalt, crushed limestone or similarly surfaced trails) or unpaved trails suitable for biking.	
Birding / Wildlife Viewing	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.	
Boat and Motorized Watercraft Rental	Rents motorized boats and/or other licensed motorized watercraft and equipment.	
Botanical Garden	A wide variety of plants and/or trees cultivated and displayed for ornamental purposes.	
Canoeing / Floating Facility	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> .)	
Casino	A state-licensed establishment operated for the purpose of gambling.	

Cave	Naturally occurring passageways and rooms under the surface of the earth.	
Cemetery	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.	
Children's Museums	Provides exhibits and/or hands-on interactions for children	
City and Area Guided Tours	Organized tours with a primary focus on multiple points of interest in a specific city, town or destination area.	
Colleges / Universities	Attractions on campus may be eligible. (Example: Reiman Gardens at Iowa State University or Old Capitol at the University of Iowa.)	College campuses in general.
Dinner Theater	Stages a theatrical production during or after a restaurant meal.	
Downhill Skiing and Snowboarding	Facility with multiple runs of varying difficulty levels, ski lifts of various types and regular maintenance through the season	
Equestrian	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.	
Excursion Ride/Tour	An escorted ride for adventure or pleasure on or by boat, animal, segway, etc.	
Farm/Ranch	Exposes 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> .)	
Fish Farm / Hatchery	A place where fish eggs are hatched and raised for release or sale at a later time. (Includes shrimp farms.)	
Genealogy Center	Contains records or accounts of the ancestry and descent of a person, family or group. Records must be available to the public.	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.	Courses restricted to resort guests or members.
Historic Site	A location or facility with some historic significance on a state, national or international level.	

Hunting / Fishing Outfitters and Guides	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.	Retailers that sell outdoor supplies.
Hunting Preserves	Business licensed by the Department of Natural Resources to operate a hunting and shooting area. Opportunities may include upland birds, 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.	
Industrial & Factory Tours	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.	
Main Street or Designated Shopping District	A grouping of 10 or more unique and independently owned stores located on a single street.	
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 / Theater	Location must have historic value and/or be open to the public at times other than during performances.	Performance information included in the Calendar of Events only.
Nature Center	Any city, county, regional, state or federally designated area containing a visitor center and created for the purpose of educating people about nature and the environment.	
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.	
Observatory	A place equipped for observing astronomical, meteorological or other natural phenomena.	
Park	State, local and city parks and city recreational facilities that contain some unusual or significant attraction.	Parks that include camping may be listed in <i>Lodging</i> .
Point of Interest / Roadside Attraction	A place, marker, waypoint or pullover where someone stops momentarily then moves on. (Historical markers, monuments, viewpoints, etc.)	
Professional Sports Team or Venue	Professional or semi-professional sports teams may be listed. (Example: Burlington Bees, Iowa Cubs, etc.)	Arenas or stadiums that are home to sports teams. Game schedules

		included in Calendar of Events only.
Rafting/River Tubing	A business located on or near a river with inner tubes or rafts for rent and shuttle service	
Retail Shop / Shopping Mall	Retail shops must be of interest to the general traveling public. Shopping malls must have a <i>minimum</i> of 20 permanent stores with regular business hours.	
Sculpture Park / Garden	An outdoor area where the principal attraction is statuary or topiary.	
Self-Guided / Walking Tours	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.	
Seasonal Agritourism Business	Orchards, pumpkin patches, you-pick gardens, etc.	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.	
Snowmobile Rental	Business that rents snowmobiles.	
Spa	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.	
Speedway	A facility offering regularly scheduled, organized automobile or motorcycle races, including drag strips.	Races included in Calendar of Events only.
Spiritual Center	A church or other structure intended for religious or spiritual activities. Must be of tourist interest, with historical or major artistic appeal.	
Train/Tram	Tourism-specific transportation on a closed-end route. Must operate on a set schedule.	
Water Park	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.	City water parks and pools.
Waterfall	A natural waterfall.	
Wine, Beer and Spirits Tours	A vineyard, winery, distillery or brewery open for tours, demonstrations, informational visits or other activities.	
Zoo	A facility in which a variety of living animals, mammals and/or reptiles are housed and exhibited to the public.	

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).

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.
- 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.