



## **Caswell County Tourism Development Authority Website, Travel Guide, and Media Policies**

### **WEB & TRAVEL GUIDE LISTING POLICY**

#### **Accommodations**

Accommodations listed on the website may include a reciprocal link to [www.visitcaswell.com](http://www.visitcaswell.com). Companies representing accommodation booking services or lodging associations in multiple counties are required to create and submit a landing page solely dedicated to promoting Caswell County accommodations they represent for linking purposes. This landing page should exclude links to properties outside of Caswell County.

Accommodations will be listed on the website based on their official names registered with the Caswell County Finance Office. In the alphabetical listing, prepositions and numerals will be disregarded unless part of the official name.

Properties and businesses located outside Caswell County or exempt from collecting accommodations taxes are not eligible for listing.

#### **Attractions/Restaurants/Retail Eligibility Requirement:**

##### **Attractions:**

Attractions located in Caswell County may receive a listing and may include a reciprocal link to [www.visitcaswell.com](http://www.visitcaswell.com). The inclusion of attractions will be determined by the Caswell County Tourism Development Authority (CCTDA), with final approval by the CCTDA in case of any queries.

##### **Restrictions:**

Duplicate listings for the same attraction/activity are prohibited. Each business or activity should be listed under a single identity. Attractions offering accommodations will have their listing limited to the promotion of the attraction/activity portion of the business.



## Restaurants/Retail

All restaurants and retail businesses in Caswell County may receive a complimentary listing on [visitcaswell.com](http://visitcaswell.com). Restaurants or retailers located within non-occupancy tax-collecting lodging facilities should only provide information about the restaurant or retail aspect of their business. Restaurants or retail outside Caswell County are not eligible for inclusion. Both may include a reciprocal link to [www.visitcaswell.com](http://www.visitcaswell.com).

**The CCTDA reserves the right to determine eligibility for inclusion on VisitCaswell.com or any future official Caswell County Travel Guide.**

## VisitCaswell.com and Your Privacy

The CCTDA respects the privacy of users of its website. Personal information provided, including name, address, telephone number, and email address, will not be sold, rented, swapped, or disclosed. The CCTDA may use provided email addresses for periodic contact, including special offers and partner information, with the option to unsubscribe. Users can contact the CCTDA to be removed from mailing lists.

## Enforcement of Privacy Statement

For inquiries or comments about the Privacy Policy, contact [hello@visitcaswell.com](mailto:hello@visitcaswell.com).

## Media Policies

### Individual Media Tours:

Media tour requests should be made at least two business weeks in advance via email to [hello@visitcaswell.com](mailto:hello@visitcaswell.com), including publication details and travel dates. Freelance writers should provide recent travel coverage examples and submit published features upon completion.



#### Bloggers:

Bloggers should provide information on regional reach, social audience size, website traffic sources, email database size, and average post readership.

#### Community Liaison & Research Services:

Assistance is available for research, background materials, arranging interviews, and fulfilling television and film location requests.

#### Visual Materials & Additional Information:

Images and media kits are available upon request by contacting [hello@visitcaswell.com](mailto:hello@visitcaswell.com). Photos are approved for news editorial use only, with no commercial use permitted.

#### **Disclaimer of Accuracy or Endorsement**

Information provided on [www.visitcaswell.com](http://www.visitcaswell.com) is sourced from businesses and organizations and is not endorsed by the Caswell County Tourism Development Authority. Users are advised to verify details with businesses directly before traveling. Links to external sites are provided, but the CCTDA is not responsible for their privacy practices.