

# North Dakota Partner Portal Business Rules

The Partner Portal is North Dakota tourism's partner-generated database of things to see and do in North Dakota. Putting your business, attraction, activity, or event into the Partner Portal is a free way to connect with the large, highly qualified audience of readers and potential travelers who visit NDtourism.com to look for travel ideas and inspiration.

This free marketing tool provides a valuable platform for tourism-related businesses in North Dakota to reach a national audience. The Partner Portal is also one of the primary tools North Dakota Tourism uses to determine time-sensitive events and activities to promote.

Welcome to the Partner Portal, where Legendary Listings are born.

## NDtourism.com Listings, Deals & Events Guidelines

The following policies outline the business rules for business listings and special offers on NDtourism.com and in the Official North Dakota Travel Guide. These policies have been developed to ensure North Dakota provides appropriate, relevant and useful information that will result in a positive experience for its readers/visitors.

### General Listing Guidelines

- All tourism-related businesses are entitled to free listings on NDtourism.com.
- All listings may include links to their website and social media platforms and are encouraged to provide a prominent reciprocal link to NDtourism in return.
- By posting content to a listing on NDtourism.com, you are confirming that all assets contained within your listing, both written and visual, are the property of your business and/or that you have obtained the appropriate usage rights to use them in your listing.
- By posting content to a listing on NDtourism.com, you are allowing North Dakota tourism to use the information/multimedia assets for general marketing purposes beyond your listing.
- Category designations determine how and where your listing will be displayed on the website and will be reviewed for accuracy by North Dakota tourism staff prior to publishing.
  - Basic business listings can be associated with up to three total categories.
  - Featured business listings can be associated with up to six total categories.
- To ensure equitable exposure for all businesses, listings will be randomly sorted upon page load with filtering options available to sort alphabetically or by amenity.
- North Dakota tourism will review new listings, new events, photos, videos and descriptions for listings within three to four business days. You will be contacted directly if changes are required prior to publishing.
- If approved, new listings or updates to existing listings may take up to four business days to appear on NDtourism.com.
- Listings must not already be on the NDtourism.com Partner Portal (duplicates will be rejected).

### What sort of businesses qualify for a Partner Portal listing?

- Listings must be tourism-related, do business in North Dakota, and have a physical address within the North Dakota state borders.
- Businesses must offer a leisure tourism-related activity or place to stay.

- Businesses that provide a service requiring a state license must be licensed in North Dakota.
- All businesses must be open to the public and have regular hours.

## Examples of businesses generally not eligible for our Partner Portal:

- Listings for tobacco products
- Standard retail establishments (i.e. grocery stores, hardware stores, pharmacies, malls)
- Food establishments
- Organizations, groups, clubs etc. (except for convention and visitor bureaus and regional tourism organizations)
- Businesses that do not have a physical address inside the state of North Dakota
  - Exceptions for businesses located in a neighboring state that are still within the central business area of an affiliated North Dakota city (e.g., Moorhead or East Grand Forks)
- Businesses that promote nudity, drunkenness or lewd behavior
- Realtors and real estate companies are prohibited from listings (unless the listing relates to the management of North Dakota vacation properties)
- Local business or social gatherings (i.e., personal rummage sales, association meetings, etc.)
- At its sole discretion, North Dakota tourism reserves the right to refuse listings it deems inappropriate for its publications.

## What sort of events can I submit to the Partner Portal?

Events submitted via the Partner Portal are eligible for publishing on NDtourism.com. They are not printed in the yearly Travel Guide. The following types of events can be submitted:

- Prominent “destination driver” events open to the general public and actively marketed to audiences statewide and/or nationwide
- Events showcasing a town’s unique character or heritage
- Festivals providing entertainment/activities of interest to travelers
- County fairs
- Major and minor league sporting events (individual games or the season)

## What qualifies as entertainment?

While similar to event listings, entertainment listings are reserved for workshops, outings, or small-scale events that do not qualify as “destination drivers” but may still be of interest to travelers in North Dakota. Some examples include:

- Major local sporting events (e.g., tournaments or championships are fine, but not regular-season High School games)
- Music concerts that are not fairs/festivals-related
- Seasonal art exhibits
- Industry trade shows

## What sort of businesses are eligible for a shopping listing?

North Dakota tourism allows a variety of stores and shops to host listings on the Partner Portal. For purposes of this database, the following guidelines will help you determine which categories can be applied to your shopping listing.

### Antique & Flea Markets

- A store, shop, or mall whose primary purpose is the sale of antiques or secondhand goods to the public
- Must be open on a regularly scheduled basis
- Stores or malls with multiple dealers are only eligible for one listing

### Iconic ND Gifts

- A store or shop with a significant number of North Dakota products or souvenirs for sale
- “North Dakota products” include items that fulfill any of the following requirements:
  - Produced in North Dakota
  - Unique to the state
  - Promotional gear for the state of North Dakota
  - Promotional gear for a North Dakota business, attraction, or sports team

### Local

- Independently owned stores and businesses that are unique to North Dakota
- Businesses may have more than one location in North Dakota, but are not eligible for this tag if they can also be found in other states or countries

### Shopping Districts

- A grouping of unique and independently owned stores located on a single street, small neighborhood, shopping center, or mall
- The district should be managed by an official association/organization that promotes the district

### Specialty Shops

- Stores that focus on serving a specific community, niche interest, or product category
- Specialty stores may include florists, sporting-goods stores, bookstores, art-supply stores, clothing boutiques, toy stores, or any other business that focuses on a specific category of goods

## Additional guidance for business categories

The Partner Portal has been organized to ensure most business categories can be understood and utilized without additional context. However, to help meet the expectations of modern website visitors, we have also created a handful of new, more subjective categories for listings.

Please see below to review the guidelines and expectations for these categories.

### Game and Recreation Centers

- Escape rooms, arcades, miniature golf facilities, bowling alleys, and other recreational attractions open regularly on a year-round or seasonal basis
- Does not include casinos (casinos are a separate category)

### Hidden Gem

- Lesser-known North Dakota businesses or attractions offering a unique visitor experience

### Landmarks

- Reserved for North Dakota's best-known attractions such as Theodore Roosevelt National Park, the National Buffalo Museum, Enchanted Highway, etc.
- Meant to help quickly identify the biggest attractions for out-of-state visitors

### Unique to North Dakota (Lodging)

- Lodging properties that are only found in North Dakota, or which are acknowledged as iconic North Dakota properties despite also being available in other states