

Tourism Product Eligibility Criteria

The Visit Hampshire website aims to inform and inspire prospective visitors to the County. In order to inspire visitors the website needs to showcase the best of what Hampshire has to offer, by ensuring quality tourism businesses and events.

To provide a better understanding of what we are looking for, the following is key eligibility criteria that Visit Hampshire will use to assess businesses and events.

Is the answer to all three questions “Yes”?

1. Does your tourism business or event enhance the County’s tourism offer?
2. Would someone travel 30+ miles from outside the County to visit your business or event?
3. Is your business or event not exclusively aimed at a local audience?

We have also provided some additional guidance on particular tourism business categories that we display on the Visit Hampshire website:

- Accommodation
- Events
- Attractions
- Conferences & Weddings
- Eating Out
- Shopping
- General & Tourist Information
- Transport
- Business & Travel Trade

Visit Hampshire/Hampshire County Council, reserves the right to refuse to list businesses and events that do not meet with the organisations objectives and eligibility criteria.

Accommodation

We encourage quality accommodation providers to have a listing on Visit Hampshire from the following categories:

- Self-catering
- Hotels
- Cottages
- B&Bs
- Campsites
- Guest houses
- Holiday Parks
- Glamping
- Alternative / unique accommodation

Events

Events are a key driver for tourism visits, however with so many events happening within the county we only have capacity to promote the most appealing events.

- We are looking to promote major events or relevant tourism focused events. We are unable to promote community events, school fetes, job fairs, dating and other events of this nature. If your event is a community event please head to Hampshire County Council's event section at www3.hants.gov.uk/events
- Will your event attract a significant number of people?

Suitable events must submit an image with your event information. The image must be landscape and over 2mb. Events cannot be listed without an image.

Attractions

- Does the attraction enhance the County's tourism offer?
- Would someone travel 30+ miles from outside the County to visit the attraction?

Conferences & Weddings

- Is your venue suitable to host 10 or more people for a conference or wedding?
- We will only accept venues which are licenced to hold wedding ceremonies.
- We will accept venues which can hold wedding celebrations.

Eating & Drinking

Hampshire is passionate about food and drink, we want to showcase the best places to eat and drink, therefore we are looking to promote quality businesses that meet the following:

- Enhances the county's tourism offer
- Not exclusively aimed at a local audience and could attract someone to travel 30+ miles from outside the county
- Food hygiene standards of 3 or above
- Restaurants
- Cafés
- Tearooms
- Fine Dining
- Vineyards/Breweries/Distilleries
- Pubs
- Bars
- Cookery Schools

Shopping

We want to list shops that fit within the following criteria:

- Enhances the county's tourism offer
- Not exclusively aimed at a local audience and could attract someone to travel 30+ miles from outside the county
- Independent/boutique
- Shopping areas/centres/malls
- Food and drink related (high quality local produce)

General and Tourist Information

- We will promote established Tourist Information Centres

Transport

- Tourism focused transport that help visitors see the best of the county

Business & Travel Trade Organisations

- Offering tourism business services
- Business travel service