

PARTNER PAGE GUIDE

Login: tnvacation.com/partner/login

USERNAME 

PASSWORD 

1: MARKETING YOUR BUSINESS

To help travelers experience the best of Tennessee, we want tnvacation.com to highlight partners from across the state. Adding your partner page and keeping it up-to-date makes it easier for visitors to discover you and add you to their itinerary.

Where Your Page May Appear

- City Pages
- Division Pages
- Music Pathways
- Related Partner Pages
- Sub-Category Pages
- TDTD Articles
- Trip Planner

Please visit industry.tnvacation.com/industry/resources/partner-pages for complete details.

2: STEPS TO SAVE YOU TIME

Search to determine if your partner page already exists, if it does, contact your Division Manager for access to update the existing page.

Have your username, password and contact information ready. Business address, contact information, social media links and website URL.

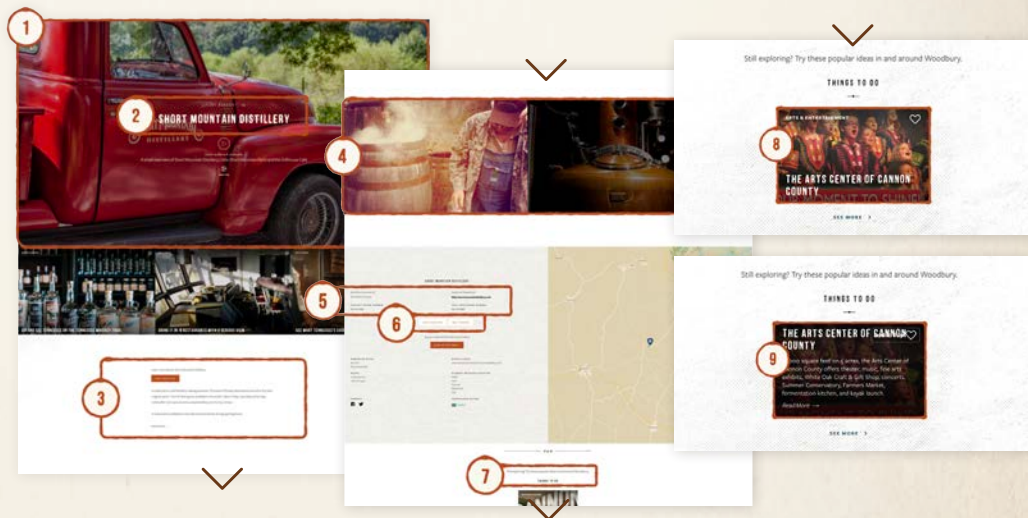
Select two or more high-resolution images and describe each one. Best images feature a well-edited selection of high-quality photos with concise, compelling descriptions for each.

Write a short page description for your attraction, lodging or destination. A short, concise and compelling page description is best. Visitors are most likely to read shorter descriptions.

3: MINIMUM REQUIREMENTS

Minimum Requirements

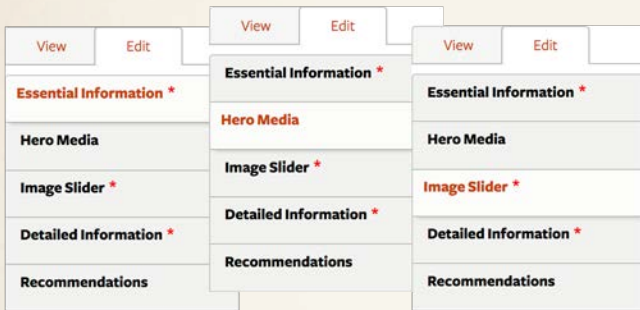
1. Hero Image (1440x818px min.)
2. Partner name
3. Description
4. Image slider (1070x720px min.)
5. Contact information
6. Website URL's
7. Category tagging
8. Listing Image (370x370px min.)
9. Listing Text (255 characters max.)



4: LOG IN AND BUILD YOUR FREE PARTNER PAGE

Log in to create or edit your partner page, access the [Industry Partner Login](#) link from [tnvacation.com](#).

Once logged in, click the “Edit” button next to your listing. Or you can create a brand new partner page by clicking the “Submit New Partner Page” button.



Tip: Follow these visual tabs to complete the process.

Information Tabs to Complete

- **Essential Information** includes your description, address, contact information and page tagging
- **Hero Media** includes your hero image and/or video
- **Image Slider** allows you to feature high-res photos
- **Detailed Information** shares important operational information with your guests, like hours of operation
- **Recommendations** are “related partners” that you have the choice to feature on your own partner page

Follow step-by-step instructions online at [industry.tnvacation.com/industry/resources/partner-pages](#) and remember to always save and update often!

5: PARTNER PAGE SCORING

Our website uses algorithms to serve relevant content to visitors based on their interests. The higher your page score is, the more traffic you get.

Partner Pages

- Listing Image 3 points
- Website URL 1 point
- Hero Image 2 points
- Featured Video 1 point
- Image Slider 1 point
- Email Signup URL 1 point
- TripAdvisor URL 1 point

Visit [industry.tnvacation.com/industry/resources/partner-pages](#) for complete page scoring.

6: APPROVAL PROCESS

Once you create your partner page or event, it will be submitted for online approval by TDTD’s team.

Double Check

- That tagging and category listing accurately describe your business’ primary focus, offering or feature
- Photos and videos are appropriate and you have the rights to use them
- Your description and listing text are short, accurate and provide value
- Populate as many fields as possible

Did you know? You can use a smartphone to create high quality photos — just keep it steady!

NEED HELP? WE'RE HERE FOR YOU.

WEST
DIVISION MANAGER
Marty Marbry
731-225-0053
Marty.Marbry@tn.gov

MIDDLE
DIVISION MANAGER
Ashley DeRossett
615-454-0196
Ashley.DeRossett@tn.gov

EAST
DIVISION MANAGER
Dave Jones
865-335-9142
Dave.Jones@tn.gov


TECHNICAL SUPPORT
Rob Sherrill
615-532-8124
Rob.Sherrill@tn.gov