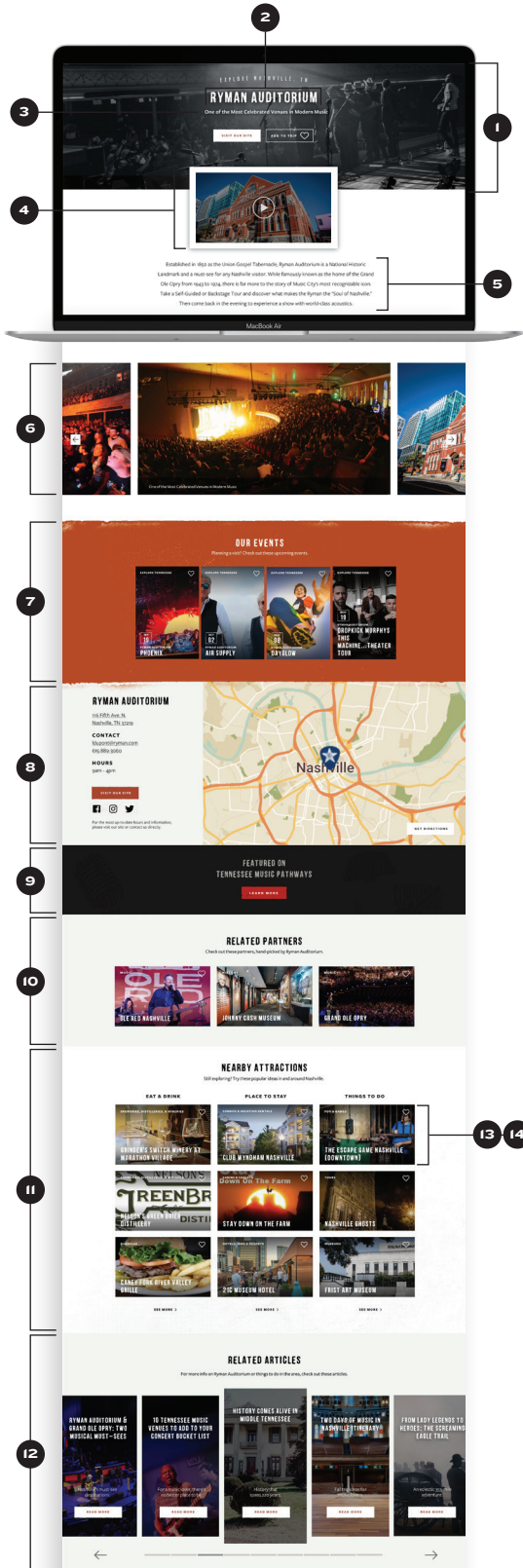


# INSPIRING TRAVELERS TO VISIT YOU

We want travelers to experience the best of Tennessee — that's you. The places that make Tennessee like no other place on earth. That's why tnvacation.com highlights partners in nearly every corner of the site and gives visitors easier ways to discover you and add you to their itineraries.

Refer to this Partner Page Guide for a brief overview.

Visit [industry.tnvacation.com/industry/resources/partner-pages](http://industry.tnvacation.com/industry/resources/partner-pages) for complete details.



## MARKETING YOUR BUSINESS

### Where Your Partner Page May Appear:

- Trip Planner
- City Pages
- Division Pages
- Articles
- Other Partner Pages

## TIPS 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 Info Handy.

Business address, contact information, social media and website links.

### Please Read and Understand Our Online Submission Criteria.

**Select Two or More High-Resolution Images and Identify Each One.** Best images feature a well-edited selection of high-quality photos with concise, compelling descriptions for each.

**Prepare a Short Description for Your Attraction, Lodging or Destination.** A short, concise and compelling page description is best. Visitors are most likely to read shorter descriptions.

## PAGE CONTENTS

Sections in **bold** denote a new addition to the Partner Page or changes from previous usage. Refer to the [Extended Partner Page Guide](#) for full descriptions of each section.

- |                                |                            |
|--------------------------------|----------------------------|
| 1. Hero Image                  | 8. Location Info & Map     |
| 2. Partner Name                | 9. Featured Campaign Band* |
| 3. <b>Hero Subtext</b>         | 10. Related Partners*      |
| 4. <b>New Video Placement*</b> | 11. Nearby Attractions     |
| 5. Partner Description         | 12. Related Articles       |
| 6. Image Gallery Slider        | 13. Listing Image          |
| 7. Events*                     | 14. <b>Listing Text</b>    |

\*Is not required or may not be applicable

## LOG IN AND BUILD YOUR FREE PARTNER PAGE

1. Login at [www.tnvacation.com/partner/login](http://www.tnvacation.com/partner/login) to create or edit a Partner Page.
  - Forgot your password? Simply reset it at [www.tnvacation.com/user/password](http://www.tnvacation.com/user/password)
  - Not registered? Sign up for an account: [www.tnvacation.com/partnr/register](http://www.tnvacation.com/partnr/register)
2. Once logged in, click the "Edit" button next to your Partner Page listing. Or create a new page by clicking the "Submit New Partner Page" button.
3. Follow the Tabs to thoroughly complete the editing process.

Refer to the [Extended Partner Page Guide](#) for full descriptions and step-by-step instructions.

## PAGE SCORING

Our website uses algorithms to serve relevant content to visitors based on their interests. However, it prioritizes higher quality, higher scoring content.

**LISTING IMAGE + TEXT** ★★ ★ 3 pts *required*

**WEBSITE URL** ★ 1 pt *required*

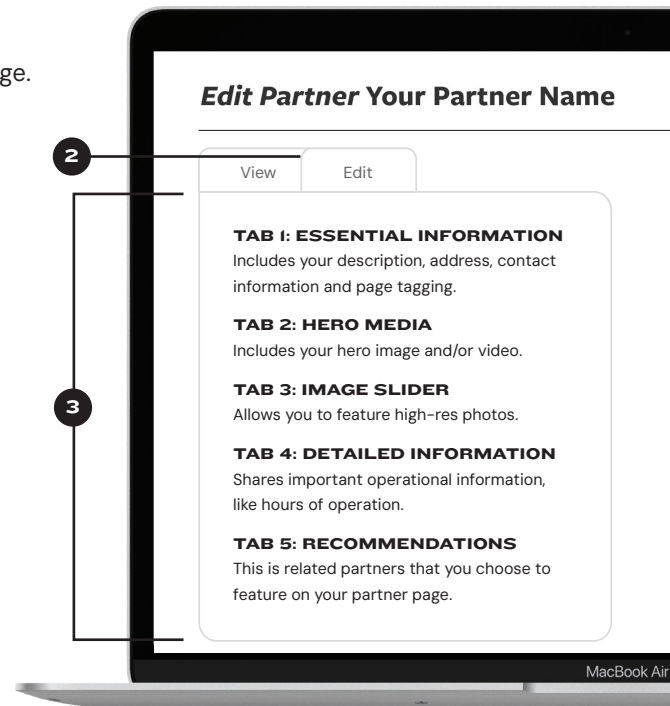
**HERO IMAGE** ★★ 2 pts *required*

**FEATURED VIDEO** ★ 1 pt *required*

**IMAGE SLIDER** ★ 1 pt

**RELATED PARTNERS** ★ 1 pt

**HERO SUBTEXT** ★ 1 pt



SCORE: ★★ ★ ★ 4 pts

VISITORS: 839

- Listing Image + Text
- Website URL

SCORE: ★★ ★ ★ ★ ★ ★ 7 pts

VISITORS: 1,677

- Listing Image + Text
- Website URL
- Hero Image
- Featured Video

SCORE: ★★ ★ ★ ★ ★ ★ ★ ★ 9 pts

VISITORS: 3,412

- Listing Image + Text
- Website URL
- Hero Image
- Featured Video
- Image Slider
- Related Partners

## APPROVAL PROCESS

Once you create your page, it will be submitted for approval by TDTD's team.

To ensure your page is approved and published, double check that your:

- Tags accurately describe your business' primary focus.
- Photos and video are appropriate and you have rights to use them.
- Description and listing text are short, accurate, and provide value.

## CONTACT TDTD FOR HELP

### West Division Manager

Marty Marbry, [marty.marbry@tn.gov](mailto:marty.marbry@tn.gov)

### Middle Division Manager

Ashley DeRossett, [ashley.derosssett@tn.gov](mailto:ashley.derosssett@tn.gov)

### East Division Manager

Brent Lambert, [brent.lambert@tn.gov](mailto:brent.lambert@tn.gov)

### Technical Support

Rob Sherrill, [rob.sherrill@tn.gov](mailto:rob.sherrill@tn.gov)