Database How-To Manual

Updated 9/14/18
General Guidelines

Check your browser – the database works best using Google Chrome
Enable Pop Ups – pop ups are required to submit your destination/event

If you have questions about your listings that this manual does not address, please contact TourismOhio@development.ohio.gov

Eligibility

The following guidelines have been created to help users determine if a listing meets the qualifications for Ohio.org. The approval or rejection of all submissions is at the sole discretion of TourismOhio, which reserves the right to edit or refuse any listing.

Events must meet at least one of the following criteria to be considered:

- Event must take place inside the State of Ohio
- Must be of interest to tourists/travelers outside a 50-mile radius
- Must be open to the general public
- Events that showcase an area’s unique character or heritage
- Events related to a major holiday that provides activities of interest to travelers
- Ethnic festivals that provides activities of interest to travelers
- County fairs
- Professional sporting events, both major and minor league. These can be individual games or full seasons.

Businesses must meet at least one of the following criteria to be considered:

- Must be of interest to tourists/travelers outside a 50-mile radius
- Open to the general public
- Open on a regularly scheduled basis
- Open for at least 12 consecutive weeks of the year
- Must have an official name and a permanent address inside State of Ohio
- Must be currently open or taking reservations for a future opening date

Approval Process for Ohio.org Events & Destinations

Once a listing is submitted to the Ohio Events & Destinations database, it will go into a queue whereby a TourismOhio staff member or representative will approve the listing.

Because each listing is manually checked for accuracy, quality and to ensure it meets the guidelines above, the approval process can take up to 2 business days (Monday through Friday, not counting major holidays) to complete.
Terminology

**Deletion Request** – users must submit a deletion request to TourismOhio to have their listing removed from Ohio.org

**Listing** – a tourism destination or event

**Promotional Opportunity** – the Ohio.org website and travel publications designed and maintained by TourismOhio for the tourism industry to take advantage of **for free**.

**Publish my Destination under** – this field describes the name of a webpage on Ohio.org that a user would like their listing to appear under. E.g. destinations/events happening in New Albany would select “Columbus”.

**Status** – describes the state of a listing

- **Not Submitted** – listing has not been submitted for approval. User can still edit and add to the listing
- **Submitted** – listing has been submitted to TourismOhio for approval. Listings require 1-2 business days to be processed and approved
- **Approved** – listing has been approved by TourismOhio and will appear on Ohio.org. **Please note** approved listings are **not guaranteed** to appear in the publications.
- **Attention Required** – your listing did not meet the criteria. Reasoning will be provided to users via email. Users can then edit their listing to meet the criteria and re-submit.
Adding a Destination

From your dashboard, click the **Add Destination** link found in the top menu bar. The new event form will be displayed.
You are required to enter the Destination Name, Address (including City, Zip, County and nearest major City), Destination Description, and Business Details.

*Publish my Destination under:* box determines where your listing will appear on the website within the city and region filters.

**Please note:** All descriptions have a minimum and maximum word count.

- Sell your destination! The more information and social media links you provide the better your business will look to potential visitors and the more discoverable it is both on the site and in search engines such as Google

**Tip** – copy and paste the full website url to avoid error messages.
Once completed, click the **Save button** found at the top and bottom of the form.

- If a red error box appears, review the error message and correct or add the required data.
- If a green success box appears at the top of the form, you may move to the next dropdown. Click **Destination Categories** to display the next section.
You are required to choose at least 1 category—but you may select up to 5 appropriate event categories. Once completed, click the **Save button** found at the top and bottom of the form.

- If a green success box appears at the top of the form, you may move to the next dropdown. Click **Amenities** to display the next section.
List amenities offered by your business. Please note, there is character limit of 100. Once completed, click the **Save button** found at the top and bottom of the form.

- If a green success box appears at the top of the form, you may move to the next dropdown. Click **Photos & Video Link** to display the next section.
You are required to upload at least one image. Click **Upload Files** and locate your image to add.
Based on our research, the best tourism images meet the following measures:

- People sharing connections and experiences
- Events, settings and activities which create a unique sense of place
- Representation of multicultural consumers

*Sell your destination!* The more pictures and videos you provide the better your business will look to potential visitors. You may upload an additional ten images.
Once completed, click the **Save button** and then the **Submit button** found at the top and bottom of the form.

- If a red error box appears, review the error message and correct or add the required data, then re-click the **Submit button**
Upon completion, you will return to your dashboard and see a green success message at the top of your screen. The event will now populate your property listings.

**Please note:** Your event listing must be approved by TourismOhio before it will show up on Ohio.org.
Adding An Event

From your dashboard, click the **Add Event** link found in the top menu bar. The new event form will be displayed.
You are required to enter the Event Name, Address (including City, Zip and nearest major City), Event Description, Event Dates, and Organizer Details.
*Publish my Event under:* box determines where your listing will appear on the website within the city and region filters.

**Please note:** All descriptions have a minimum and maximum word count.

- Sell your listing! The more information and social media links you provide the better your event will look to potential visitors and the more discoverable it is both on the site and in search engines such as Google

**Tip** – copy and paste the entire website URL to avoid error messages
Once completed, click the **Save button** found at the top and bottom of the form.

- If a red error box appears, review the error message and correct or add the required data.
- If a green success box appears at the top of the form, you may move to the next dropdown. Click **Event Categories** to display the next section.

You are required to choose at least 1 category—but you may select up to 5 appropriate event categories. Once completed, click the **Save button** found at the top and bottom of the form.

- If a green success box appears at the top of the form, you may move to the next dropdown. Click **Admission Fees & Amenities** to display the next section.
Click + Add Admission Fees to add admission information and rates to your event listing. After entering the Rate Name and Admission Fee, click the Add button.

For FREE rates, simply enter "0.00".
Once completed, click the **Save button** found at the top and bottom of the form.

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