



*Post Office Box 1450
Jackson, Mississippi 39215
601.960.1891 in MS
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Brochure and Website Inclusion Policy

As the primary destination marketing organization for Jackson, Mississippi, the Jackson Convention & Visitors Bureau is proud to promote all travel products of interest to inbound visitors. To that end, products located within the city limits of Jackson, open to the general public, and attractive to visitors will be listed in JCVB publications* and on the website**. Correct and current information must be provided by the travel product supplier in order to be included.

Travel product categories include:

- Hotels, motels, inns, and bed-and-breakfast accommodations
- Restaurants
- Museums and historic sites
- Outdoor attractions and parks
- Sports facilities
- Major sports events
- Cultural festivals
- Exhibits and public art
- Performing arts events
- Educational events accessible to visitors
- Retail shopping that attracts tourists
- Meeting facilities and services
- Transportation
- Group tour services

Exclusions include:

- Private and exclusive events
- Members-only facilities
- Fundraisers without significant entertainment
- Activities that proselytize specific religions
- Partisan political events
- Illegal activities

JCVB Annual Events Calendar Policy

Annual events are events meeting the regular events criteria that have a strong visitor attraction (significant historical attendance with significant Jackson hotel impact) and that occur each year with regularity.

Annual events will be listed on the JCVB official *Annual Events Calendar*, and the *JCVB Clearinghouse Calendar*, internal documents maintained and used to respond to inquiries from media, event and meeting planners, and group tour professionals. They are also listed, when space permits, in the general *JCVB Visitors Guide*, revised and printed once each year.

* All travel product details must be submitted formally in advance of publication according to JCVB guidelines.

** Complete details on qualifying events must be submitted a minimum of two weeks in advance to be posted on www.visitjackson.com.

The Jackson Convention & Visitors Bureau retains all editorial decisions regarding its listings and publications.