

# Business and Event Listing Guidelines - Space Coast Office of Tourism

Florida's Space Coast is a thriving hub of history, activity, and innovation. The local businesses, restaurants, hotels, museums, and shops & boutiques are the foundation of our culture and provide endless opportunities for visitors to launch into adventure and have unforgettable experiences. As the Tourism Development Office for Brevard County, our obligation is to promote visiting the Space Coast to domestic and international markets.

The Space Coast Office of Tourism is proud to provide business information and an event calendar to visitors through our website, VisitSpaceCoast.com. This platform enables qualified local businesses to be seen by the thousands of visitors that access our website every month.

When determining if an event or business listing belongs on our website we must determine that the activity, service, venue, or event has as one of its main purposes "the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists."

A tourist is defined as a person who participates in trade or recreation activities outside of the county of his or her permanent residence or who rents or leases transient accommodations. Events and businesses seeking representation on the VisitSpaceCoast.com website must also promote the attraction of tourists.

It's important to us to remain relevant to our audience and as such, all listings will be reviewed by the Space Coast Office of Tourism for verification, relevance, and accuracy before they are published on the site.

This free tool provides a platform for Space Coast businesses and organizations to promote themselves and their tourism-related services/events to a national and international audience. It is the responsibility of the account owner to keep your information updated and factual. The Space Coast Office of Tourism is not responsible for outdated listings and will use the following guidelines to determine a business's eligibility for this platform.

## Business Listing Policy and Guidelines

1. Businesses must offer leisure, tourism-related activity, or lodging as described in [Title XI § 125.0104 \(1997\)](#)
2. By posting content and photos to a listing on our website, you are confirming that all assets, both written and visual, are your property and that you/the business have the rights to all information on the listing. You are also allowing the Space Coast Office of Tourism to use the information/photos for marketing purposes beyond a listing. This can include our vacation planner, social media accounts, and advertisements.

3. Only businesses that operate within Brevard County and have a current business tax receipt from the Brevard County Tax Collector will be considered for publishing on the VisitSpaceCoast.com website.
4. All businesses must be open to the public and have regular hours. No businesses that are “appointment only” will be listed\*.  
\*Temporary closures/appointment-only for COVID-19 safety will be evaluated.
5. Businesses must be licensed, certified, or otherwise accredited and recognized by the State of Florida. Certificates of Insurance, business license, or other documents such as tax certificates from Brevard County and licenses from the Florida Department of Business and Professional Regulation may be requested for verification of any business listed on the VisitSpaceCoast.com website.

Approval/rejection of all submissions is at the sole discretion of the Space Coast Office of Tourism, which reserves the right to edit or refuse any listing. All listings, deals, and events **require** a photo, detailed description, and physical business address to be approved by the Space Coast Office of Tourism.

Examples of businesses generally not eligible for our Partner Portal:

Standard retail establishments (i.e. grocery stores, hardware stores, pharmacies)  
Businesses that do not operate inside Brevard County  
Businesses that are not open to the public

## What can I submit as a tourism event?

There's a lot happening on Florida's Space Coast and VisitSpaceCoast.com is where organizers are able to submit and promote their event for free.

1. Events must be open to the public, provide interest and activities for travelers, showcase the Space Coast's culture, and appropriate for all ages.
2. Events must have contact information, including website URLs, and a description to be published on VisitSpaceCoast.com.
3. If required, events must be properly permitted, licensed, and sanctioned by Brevard County or other lawful entity. Permits and COIs may be requested to verify the legitimacy of the event.

All event submissions are reviewed for relevance and accuracy before they are published to the events calendar. Approval/rejection of event submissions is at the sole discretion of the Space Coast Office of Tourism.

What generally does NOT qualify to submit as a tourism event?

- Recreational sporting events
- School events
- Events closed to any segment of the general public for any reason
- Family or class reunions; religious functions, and fundraisers
- Retail sales, children's events, and yard sales not associated with a tourism event
- Multi-week classes/workshops, summer camps or other activities not considered a tourism event
- Professional networking events
- Meetings
- Events submitted without a website that provides more information
- Events submitted without a photo for our site's formatting
- Events submitted without proper permitting and licenses

Event review occurs weekly. Please submit your events well in advance of the event to ensure timely publication.

Deals submitted must be seasonal, and intended to draw visitors from outside of the county. These deals will be reviewed and promoted at the discretion of the Space Coast Office of Tourism.

Please remember that these are general guidelines. Contact us directly with any questions or concerns, and we will happily provide additional help. Please contact [info@visitspacecoast.com](mailto:info@visitspacecoast.com).