

Website Listing Eligibility Policy

Purpose

To ensure our online Website Listings help visitors discover experiences that are open to the public, accurate, and easy to plan around.

Scope

Applies to listings on ExploreCrestonValley.com for businesses and organisations within the Creston Valley area (Yahk to Kootenay Pass; south to Rykerts & Kingsgate; north to the south end of Kootenay Lake).

Core Eligibility

- Welcomes the public in person (posted hours or bookable on-site experiences).
- Has a clear place to visit (street address or signed trailhead/venue) and a way to contact/book (phone, email, or booking link).
- Holds required licences/permits and follows health & safety regulations.
- Can provide current information (hours/season, description, photos).

Note: Online-only sales or wholesale/distribution without public access are not eligible on their own.

Category Guidelines

- Food & Drink (restaurants, cafés, pubs): Public hours and on-site service.
- Producers (wineries, cideries, breweries, distilleries): Public tasting room/retail counter, farm-gate sales, and/or bookable tours required.
- Farms & Markets: Farm-gate/stand with posted hours or bookable visits; recognised markets with public dates/locations.
- Retail & Galleries/Studios: Public storefront or posted open studio hours.
- Tours, Guides & Activities: Scheduled departures and/or bookable experiences.
- Accommodation: Licensed/inspected visitor accommodation with public booking.
- Events & Venues: Public events with confirmed dates or venues with public programming.

Not Eligible (examples)

- Online-only shops; wholesalers/distributors not open to the public
- Private clubs/by-referral only; appointment-only without public booking information
- Home businesses with no visitor access; MLM/direct-sales representatives
- Unlicensed or non-compliant operations

Seasonal & Limited Hours

Seasonal or limited-hours businesses are eligible if hours/season are posted. Listings may be hidden when an operation is closed for the season or lacks current information.

Co-Located & Combined Listings

Where multiple offerings share a site:

- If visitor experiences are intertwined (e.g., a restaurant exclusively showcasing an on-site producer), CVTS may publish a combined listing (e.g., “Manzareh @ Pippin Point Cidery”).
- Otherwise, separate listings may be used with clear cross-references.

Information Required (to publish)

- Name (and preferred listing title) & category
- 50–80 word description
- Address & directions; phone and/or booking link
- Hours/season dates; accessibility notes (if applicable)
- 2–3 landscape photos (copyright-cleared, no watermarks)
- Website and social links

Quality & Accuracy

We edit for clarity, consistency, and Canadian-English spelling. CVTS may decline, edit, or remove content that is outdated, inaccurate, promotional only, or not aligned with our visitor-first standards.

Maintenance, Review & Removal

Businesses should inform CVTS of changes; we aim to review listings annually. We may remove or pause listings that close, lack public access, or remain inactive for 6+ months.

Limited Exceptions

CVTS may include regionally significant visitor information (e.g., essential services, major trailheads) even if some criteria are not fully met. Exceptions are rare and at CVTS's discretion.

Appeals & Contact

Questions or an appeal? Contact info@explorecrestonvalley.com. We'll review and respond within 10 business days.

