

Sweet Home Alabama

partners.alabama.travel

The official site for location and event administration



Quick Start Guide

Set-up and manage your tourism partner account.

Welcome and congratulations for choosing to partner with the official Alabama Tourism Department website, where you can be found by thousands of potential travelers to our great state! Here, you can be featured with other top locations and events to share all the great food, culture and experiences Alabama has to offer. Your information will be used to assist travelers with trip planning for the activities and destinations that best fit what they are looking to encounter in Alabama.

To submit your location or event to the official travel website of Alabama, you will need to provide useful and accurate information to site visitors. The more information you provide including images and descriptions, the more likely your event or location will be enticing to visitors.

Helpful Hints

- Provide as much information as possible and make sure the information is accurate and kept up to date. Visitors will appreciate having current information when planning their trips and will help inspire them while deciding to include your location or event in their plans.
- Use complete sentences when filling out the Summary and Description fields.

Create An Account

Visit partners.alabama.travel and click “Sign Up” to create a new account. You must provide your name, telephone number and email address. You will receive an email with instructions to activate your account. This process may take a few minutes to generate the request and deliver your confirmation.

Once your account is activated, you must join or add an organization. Organizations are groups of members approved to manage the location and event listings for specific Alabama Tourism partners.

To join an organization, begin by searching for your organization and request to be added. If your organization does not exist, you may create a record for it.

Join Existing Organization

Your organization may already be in our database. Search below to claim your organization.

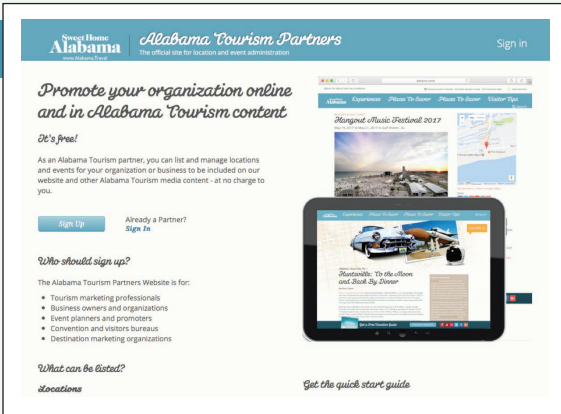
Begin typing an organization name Search

OR - Add Your Organization >>

Add Your Organization

If you can't find your organization, you may also add it. Please don't add duplicate organizations!

+ Add Organization



Quick Start Guide - continued

Manage or Add Location

You can manage location listings for your organization by clicking “Locations” in the navigation bar at the top of the page. You should first search for an existing location and claim it if it exists, or add a new location. Do not add duplicate locations.

1. Click “Add Location” and choose a location type that best fits your business.
2. Enter your official name, physical address, website, phone number and more. Asterisks indicate required fields.
3. You can upload up to six images for your location (jpg, gif and png images only). You can include a video by entering the YouTube video ID. See the instructional link for more information.
4. Preview your listing by clicking the direct link that appears below the location name.
5. When you are happy with your listing, click the blue “Send Request” button at the bottom of the page. Your entry will be sent to an administrator for approval. You can edit your information later.

New Cafe

* Name
Examples: Martins Restaurant, U.S. Space & Rocket Center, His

Enter Location

Click Find to load your location

Street Address

Geo located Address

City/Town/Community

Use the most locally accurate name, not the mailing address or municipality

ZIP Code

* County

Drag and drop the pin to adjust your location, if needed

Map Satellite

Add An Event

You can add and manage your organization’s event listings by clicking “Events” in the navigation bar at the top of the page. You can search for an existing event and claim it, or add a new event. Do not add duplicate events.

1. Enter the official name of the event, start and end dates, location, ticket information and more. Asterisks indicate required fields.
2. You can choose up to 4 categories for your event. Choose the ones that best describe your event.
3. You can upload up to six images for your event (jpg, gif and png images only). You can include a video by entering the YouTube video ID. See the instructional link for more information.
4. Preview your listing by clicking the direct link that appears below the event name.
5. When you are happy with your listing, click the blue “Send Request” button at the bottom of the page. Your entry will be sent to an administrator for approval. You can edit your information later.

New Event

* Name

[View category examples](#)

* Category

* Start Date

* End Date

Time(s)

Example 9am - 6pm

Repeat Event

Event Location

Choose Event Location from our database

OR enter Event Location below

Search Event Location

Enter Event Address

Grab a larger share of the \$12 billion Alabama tourism economy by being a partner with the Alabama Tourism Department.

Forgot Your Password?

Click “Forgot your password?” link on the tourism partner sign-in page.

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Need Assistance? Contact us at info@tourism.alabama.gov