

Policy for Display of Travel Literature in the Colorado Welcome Centers
Approved by the Colorado Tourism Office Board

Purpose. This section establishes the policies and procedures governing the acceptance, display, and distribution of travel literature by the Colorado Welcome Centers.

Definition. For purposes of this section the term “travel literature” includes descriptive materials, pamphlets, booklets, videos, photos, and icons.

Policy for display cases.

- (1) General. Travel literature accepted and displayed in a Welcome Center:
 - (A) must be approved for display by the Welcome Center Program Manager or a designee;
 - (B) must be 100% travel and tourism oriented;
 - (C) must be of a professional quality; and
 - (D) may contain coupons.

- (2) Subject matter. Travel literature must contain subject matter relating to:
 - (A) recreation
 - (B) scenic areas
 - (C) historic sites
 - (D) the arts, including museums;
 - (E) fairs, festivals, or special events of public interest;
 - (F) accommodations which are promoted by an association or a group (not individual)
 - (G) shopping centers, malls or outlet stores;
 - (H) RV Parks and campgrounds in a consolidated piece (not individual)
 - (I) City, county, state and national parks;
 - (J) Travel maps or public transportation information
 - (K) Attractions

- (3) Size. Travel literature must meet the following size criteria:
 - (A) no wider nor taller than 4 X 11
 - (B) no wider nor taller than 8.5 X 11
 - (C) Over sized brochures will be approved at the discretion of the WC Program Manager (Ex. tear off maps, newsprint stock and size literature)

- (4) Official State Tourism Literature. Travel literature which has been designated by the Colorado Tourism Office Board as the official piece of literature which promotes Colorado:
 - (A) The Official State Vacation Guide and the Official State Map will be displayed and distributed as the main pieces of Colorado Tourism Promotion Literature
 - i. Other Colorado “guides” which promote the entire state and are *published/sponsored by a Trade Association* will be displayed in the general area
 - ii. Other state maps of Colorado which shows 90% state highways and roads will be used as secondary, back up material. Display locations will be up to the discretion of the center manager.

- iii. All other Colorado “guides” which promote the entire state and are not sponsored/published by a State Nonprofit Association, will be used as secondary, back up material.

(5) Prohibited Material.

- (A) Literature which specifically is not “travel and tourism” oriented:
Literature of which 90% promotes real estate or residential non-commercial rental
- (B) Literature promoting another state unless a Colorado Government entity was involved in the production (ex a 4 state regional piece)
- (C) Literature promoting tourism activities when the business is not located in Colorado (rafting in Moab and the company is in Moab. Literature is allowed if it shows some rafting out of state, but company is physically located in Colorado)
- (D) All out of state literature must either be displayed in the “Local” section or behind the counter
- (E) Literature containing offensive language or pictures that could be defined as being in bad taste by the CWC Program Director.

(6) Placement. Travel Literature shall be placed in approximately the same location in each Welcome Center:

- (A) Literature will displayed alphabetically by region. If rack space is not available, the CWC manager at his/her option will place the brochure on available counter/table top space. If space is not available, brochures will be rotated onto the racks in such a manner that all brochures receive equal distribution.

(7) Request for display. All travel literature promoters should send (1) copy of their brochure with a letter requesting that it be distributed at the Colorado Welcome Centers. Letters should be sent to the Program Director. Upon review, a letter or e-mail will sent with a reply.

(8) Transportation of literature.

- (A) Shipping charges of all travel literature to the Colorado Welcome Centers will be the responsibility of each brochure producers.
- (B) Brochure producers should contact each Welcome Center to confirm quantity of shipments prior to sending.
- (C) Large shipments which include pallets must make prior arrangements with each Welcome Center for acceptable times of delivery
- (D) Welcome Center Managers must notify the brochure producer if a brochure quantity is extreme for that Center visitation. The brochure producer is responsible to have the extra literature returned within 1 month. After 1 month the literature will be discarded.

(9) Local Brochure Display. Travel literature which promotes the immediate region of that specific Welcome Center will be allowed in a special section.

- (A) Each individual Welcome Center will establish a policy for distribution of local tourism related brochures. This will be a written policy established with the Welcome Center Site Manager.

