

## Colorado Travel Resources Distribution & Fulfillment Policy January 2013

### Introduction

This policy has been crafted to further the CTO's objective to maximize the distribution of official travel resources to out-of-state individuals planning or considering a Colorado vacation. These policies also recognize the value of the products produced by the CTO and are designed to efficiently utilize the available resources and optimize their placement. The Contractor, its Subcontractors, and the CTO agree to review these policies quarterly after implementation.

### I. **Bulk Requests** – Colorado Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure.

#### Guidelines

- The minimum bulk order is 25 and OSVGs must be ordered in increments of 25 for higher quantities. OSVG 10-packs are also available for those who qualify.
- The minimum map order is a quantity of 100 with the exception of Colorado Chambers of Commerce, Colorado Convention & Visitor Bureaus and Colorado Visitor Information Centers, which has a minimum order of 250.
- The following is the seasonal fulfillment and distribution schedule for the 2013 Official State Vacation Guide:
  - **Winter Guides:** January 1, 2013 – March 1, 2013 / September 2, 2013 – December 31, 2013
  - **Summer Guides:** March 2, 2013 – September 1, 2013
- The CTO must approve international bulk requests by individuals or organizations. International requests will be subject to the limits of Category 3 organizations unless directed otherwise by the CTO.
- The CTO and Contractor reserve the right to monitor and refuse any requests.
- Guides and maps are not for resale.

#### Limits

Organizations that are eligible to order the Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure in bulk quantities are divided into four categories; some exceptions apply which will be considered and granted on a case-by-case basis. Each category is restricted to a different limit and frequency as illustrated in the following table:

Classification	OSVG Limit	Map Limit	Frequency
Category 1	None	None	Unlimited
Category 2	100	250	30 days
Category 3	25	100	30 days

The following Colorado-based organizations are entitled to order the Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure in bulk

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quantities. All bulk requests shall be directed to Contractor's fulfillment vendor for disposition.

### Category 1

- Colorado Tourism Office
- Colorado Welcome Centers
- CTO Vendors, including international contractors (subject to approval)
- High Traffic Colorado Airports\*
- High Traffic In-state Visitor Information Centers\*

### Category 2

- AAA Offices
- Airport Colorado
- Airport Out-of-State
- Convention and Visitor Bureaus Colorado
- Chambers of Commerce Colorado
- State of Colorado Government Agencies (State Capitol, State Parks, etc.)
- Shopping Center/ Retail Store
- Visitor Information Centers Colorado

### Category 3\*\*

- Accommodations/Lodging/Campground/Hotel
- Airlines
- Attractions
- Car Rental Agencies
- Chambers of Commerce Out-of-State
- Convention and Visitor Bureaus Out-of-State
- Colorado Feeder/Border State Visitor Centers\*
- Cultural Facilities/Museums
- Federal Government Agencies (U.S. Forest Service, U.S. Embassies, etc.)
- Highway Rest Areas (OSVG only)
- Restaurants
- Tourism-Related Events/Meetings
- Visitor Information Centers Out-of-State
- Travel Agencies
- Tour Operators
- Tourism Associations
- Media
- Military Bases

\*As identified by CTO.

\*\*Individuals will be reviewed, to insure they have a Colorado Tourism interest.

Note: Requests will not be accepted from prisons.

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### II. Bulk Allocation

For calendar year 2013, bulk guide requests will be allocated as indicated below. Monthly reporting from the Contractor will track the actual distributed quantities and adjustments will be made to ensure adherence to the specified guidelines.

Classification	OSVG	Map
Category 1	84,000	200,000
Category 2	10,000	100,000
Category 3	8,000	30,000
In-State/Regional Retail Rack Program	48,000	70,000
Total Bulk Allocated	150,000	400,000
Total Available	150,000	400,000

### III. Sources

The Contractor will fulfill requests for the Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure gathered from the following:

- Inbound telemarketing (call center), 1-800-COLORADO
- COLORADO.com
- Direct requests to CTO
- Direct requests to Contractor and Subcontractors
- Leads supplied from CTO Contractor or Subcontractors
- Reader survey services – Business Reply Cards (BRC) received from initiatives led by the State’s marketing and advertising agency
- The CTO and its Contractor will not fulfill requests received from websites other than COLORADO.com.
- Lead lists received from other organizations will be evaluated by the Contractor on an individual basis and must be approved by the CTO.

Requests for all official materials, both individual and bulk, will be accepted through the Contractor’s fulfillment Subcontractor, who will account for all distribution and also coordinate with any additional Subcontractors for placement when appropriate.

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### **IV. Individual Requests**

#### **Official State Vacation Guide (OSVG) and the Official Map to Colorado Scenery and Adventure Poly-bagged Packet**

The following guidelines apply:

- Individuals are limited to one packet per calendar year.
- Individual residents of countries outside the U.S. and Canada will be directed to download the virtual edition of the OSVG or the International Holiday Guide, which is available in English, French, German and Spanish on COLORADO.com. No printed version of the OSVG will be distributed to individual residents outside of the U.S. and its territories or Canada.

### **V. In-State Rack Distribution**

- Guides will be utilized for key drive-market locations.
- Delivery and distribution of these guides will be completed by utilizing either Certified Folder or through direct shipment.