



## Colorado Travel Resources Distribution & Fulfillment Policy January 2017

### 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.
- The minimum map order is a quantity of 100.
- The following is the seasonal fulfillment and distribution schedule for the 2017 Official State Vacation Guide:
  - **Winter Guides:** Jan 1, 2017–March 1, 2017 / Sept 2, 2017–Dec 31, 2017
  - **Summer Guides:** March 2, 2017–Sept 1, 2017
- 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 three 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	5,000	5,000	Unlimited
Category 2	1,000	2,500	30 days
Category 3	500	1,000	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 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 ensure they have a Colorado tourism interest.

Note: Requests will not be accepted from prisons.