



## **Wyoming Travel & Tourism** **Welcome Center Collateral Distribution Policy**

**Wyoming Travel & Tourism Division** is the marketing division charged with bringing non-resident visitors to Wyoming. By actively promoting Wyoming as a vacation destination to both the domestic and international markets, the division of Travel & Tourism contributes significantly to Wyoming's economic fiber by building a strong tourism industry. It is the goal of the In-State Development Program to make Wyoming a visitor-friendly destination that is easily accessible, that offers interpretative travel information, and provides exceptional quality service. More importantly, Wyoming's Welcome Centers play a critical role in influencing travel expenditures by promoting all the things "to see and do" in the Cowboy State.

It is essential that we make a great first impression as our Welcome Centers are normally the first point of contact for our visitors to our state. Visitors expect great *Western Hospitality* and as such, we must provide as accurate and up-to-date information as possible. The Welcome Centers provide a wonderful opportunity to promote Wyoming attractions, outdoor recreation, byways, culture and heritage, accommodations, cuisine, etc.

**Wyoming Travel & Tourism** operates welcome centers in Cheyenne, Sundance and the Summit (between Cheyenne and Laramie). Cheyenne is open year 'round while the centers in Sheridan, Sundance and the Summit are operated seasonally (Mid-May through Mid-October). Future plans include the construction of state-of-the art Welcome Centers at major gateways into Wyoming from South Dakota, Colorado and Nebraska borders. This provides an opportunity for entities to distribute their marketing collateral in accordance with Code 23 of Federal Regulations, Chapter 1, Section 752.7, Subsection a, *The State may establish at existing or new safety rest areas information centers for the purpose of providing specific information to the motorist as to services, as to places of interest within the State and such information as the State may consider desirable.* As such, the Wyoming Travel & Tourism has established the following guidelines. The Wyoming Travel & Tourism Division reserves the right to distribute or refuse any brochures deemed appropriate or inappropriate for distribution to the traveling public.

### **Brochure Criteria**

1. Brochure's information must promote the State of Wyoming tourism industry including her services, destinations, attractions, events, parks, and other points of interest open to the general public.
2. Brochures must be paper stock of sufficient weight so that the brochure does not "wilt or fold over" in display racks. The title should be in the upper third of the brochure for display purposes.
3. All material must be sent and provided free of charge to the Welcome Center. The Welcome Center provides only free distribution of brochures to travelers. Any materials that have a pre-marked price must be covered up.
4. No envelopes or packages will be permitted.



### Eligible Brochures:

1. Brochures produced by the State of Wyoming agencies that are travel related.
2. Brochures produced by a Wyoming destination marketing organization, i.e. lodging tax board, convention and visitor bureau, chamber of commerce, or similar entity which promotes local or regional areas.
3. Brochures of Wyoming facilities frequented by the traveling public such as an attractions, points of interest, state and national parks, cultural centers, museums, campgrounds, restaurants, accommodations, and retail malls.
4. Brochures that display Wyoming festivals, sporting and cultural events.
5. Brochures that promote the state of Wyoming as a travel destination that do not fall into the categories above.
6. Official brochures and maps from the immediate surrounding states will be handed out upon request.
7. Regional material from the immediate surrounding states may be considered if Wyoming is included in at least 1/3 of the itinerary or features at least 1/3 of Wyoming tourism products and services and handed out upon request.

### Non-Eligible Brochures

1. Real estate sales brochures.
2. Brochures that promote time-share or membership establishment that does not rent to the traveling public or offers a gift in exchange for attendance at sales presentation or a discount.
3. Mail order catalogues (catalogues may be considered if the majority of items sold are Wyoming made products).
4. Brochures that rate travel attractions, events, accommodations, regardless of the rating system and method of evaluation.
5. Brochures which are political or religious in nature, unless it is a historical landmark or attraction.
6. Literature promoting adult entertainment.
7. Brochures containing offensive language, pictures or graphics that could be defined as being in bad taste or deemed inappropriate for distribution.
8. Literature that is designed for commercial or non-traveler related purposes.
9. Posters or signs.
10. Any other information that WT&T deems unsuitable or in conflict with our mission.

### Brochure Placement and Priority

Rack space placement will be prioritized as follows:

1. State of Wyoming agency traveler information.
2. Wyoming destination marketing organizations.
3. Wyoming facilities (attractions, etc.)
4. Wyoming festivals, sporting and cultural events.
5. Brochures that promote the State of Wyoming as a travel destination that are not described in 1-4.



In the event that there are more requests than rack space, priority will be given to those travel related brochures that promote tourism services on a state wide basis and to those from the immediate region where the center is located.

#### Approval Procedures

A supplier wishing to distribute brochures through the Welcome Center program will need to submit a copy of their brochure with the application for approval to:

Mr. Steve Kelso  
Visitor Center Supervisor  
Wyoming Travel & Tourism  
1520 Etchepare Circle  
Cheyenne, WY 82007  
Ph. No. 307.777.2883  
Email: [Steve.Kelso@visitywo.gov](mailto:Steve.Kelso@visitywo.gov)

Upon approval, the supplier will be given further instructions in sending the brochures to the Welcome Center. Upon disapproval, a letter will be sent explaining the reason for the disapproval. Disapproved brochures may be revised and resubmitted for approval. Major changes to an approved brochure will need to be re-submitted for approval. Wyoming Travel & Tourism grants permission for the distribution of individual brochures, NOT for the distributing organization itself or NOT for the distribution of the organization's materials. Organizations with multiple brochures with different information will need to submit each piece for approval. This may be done at one time.



WELCOME CENTER MARKETING COLLATERAL DISTRIBUTION  
APPLICATION FORM

Organization/Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address : \_\_\_\_\_

Phone No. : \_\_\_\_\_

Fax No. : \_\_\_\_\_

Email : \_\_\_\_\_

Brochure Title: \_\_\_\_\_

Describe how your business/service/organization serves Wyoming's Tourism Industry.

Please check which center(s) you would like to distribute your information?

- Cheyenne (year round)
- Summit (seasonal May 15 – October 15)
- Sundance (seasonal May 15 – October 15)
- Sheridan (seasonal May 15 – October 15)

Please indicate the following?

- New Approval Request
- Renewal Approval Request

Return this form and a copy of your brochure you are seeking approval for to:

Visitor Center Supervisor  
Wyoming Travel & Tourism  
1520 Etchepare Circle  
Cheyenne, WY 82007

**THE WYOMING TRAVEL & TOURISM DIVISION RESERVES THE RIGHT TO DISTRIBUTE OR REFUSE ANY BROCHURES DEEMED APPROPRIATE OR INAPPROPRIATE FOR DISTRIBUTION TO THE TRAVELING PUBLIC.**