2017 guidelines for distributing travel literature in the Nebraska Tourism Commission's staffed visitor information centers

Thank you for your interest in distributing your tourism literature in the Nebraska Tourism Commission's staffed visitor information centers. In addition to rest areas along the interstate, the Commission staffs community and attraction visitors centers along this important transportation route. This season, the Tourism Commission will staff 15 facilities from May 18th to September 10th:

Archway (Kearney)
Blue River Eastbound
Brady Westbound
Corps of Discovery (Crofton)
Cozad Eastbound
Kearney Eastbound
Kearney Westbound
York Westbound
Kimball Visitor Center
Melia Hill (Ashland)
North Platte Visitor Center
Ogallala Eastbound
Ogallala Westbound
Omaha's Henry Doorly Zoo & Aquarium
Sarpy County

1. Please do not send or drop off any promotional or marketing materials until **after** Thursday, May 18, 2017.

2. Nebraska tourism-related materials take precedence. All facilities are open to the general travelling public during regular business hours each day.

3. Keep track of how many brochures (pieces, cases, bundles, etc.) you send to each visitor center throughout the season. This will give you a good idea how many to send during the next season.

4. Please include your contact information so travel counselors can reorder materials. Also let them know if the supply you are shipping is ALL that is available for the season and if this is a new publication (old materials will be recycled due to limited storage space).

5. If you mail items to the visitor centers during the season, **it is the responsibility of the sender to cover any shipping or delivery costs.** Neither the Nebraska Tourism Commission nor the travel counselors will reimburse you for shipping/delivery costs.

6. It's best to distribute your materials at visitor centers heading toward your destination. You can send information to rest areas that are not heading toward you, but due to limited storage space, travel counselors might be able to accommodate only a limited supply of your brochures. Example: if your attraction is in Omaha, it would be more productive to distribute your literature at the eastbound visitor centers than the westbound ones.

7. Always call the travel counselors **prior to** sending your literature to a visitor center.

8. The community visitor centers and attractions (Kimball, North Platte, Sarpy County, Omaha Zoo and The Archway) are considered to be Eastbound and Westbound. The Corps of Discovery Welcome Center is considered to be Southbound.

9. **Tip:** If you are an individual lodging property, restaurant or other tourism-related business, brochures not offering a discount or coupon are less likely to be picked up than those offering an incentive.

If you have a NEW brochure, please submit it to the Nebraska Tourism Commission for review (an electronic version is acceptable). Send a copy to Micheal Collins, Nebraska Tourism, P.O. Box 98907, Lincoln, NE 68509-8907, or at the email address below.

Questions about the program or brochure distribution guidelines? Contact Micheal Collins:

Email: **micheal.collins@nebraska.gov**
Office: 402-471-3795

2017 staffed visitor information center contact information

Season: May 18-September 10, 2017

Please do NOT ship materials prior to Thursday, May 18th. When sending promotional materials, please include the visitor center you're sending them to on the package.

For staffed visitor information center:	Send literature to:	Visitor center phone number:
Archway	Archway **Attn: Travel Counselor** 3060 East 1st St. Kearney 68847	308-237-1000
Blue River Eastbound (West of Milford)	Seward County Chamber & Development Partnership **Attn: Travel Counselor/Blue River Eastbound** 616 Bradford St. Seward 68434	402-761-2078
Brady Westbound (West of Brady)	Gothenburg Community Development Office **Attn: Travel Counselor/Brady Westbound** 1001 Lake Ave. Gothenburg 69138	308-582-4720
Corps of Discovery Welcome Center	Corps of Discovery Welcome Center 89705 Highway 81 **Attn: Travel Counselor** Crofton 68730	402-667-6557
Cozad Eastbound (East of Cozad)	Cozad Chamber of Commerce **Attn: Travel Counselor/Cozad Eastbound** 135 West 8th St. Cozad 69130	308-784-5516

Kearney Eastbound (West of Kearney)	Kearney Visitors Bureau **Attn: Travel Counselor/Kearney Eastbound** PO Box 607 Kearney 68848	308-865-5427
Kearney Westbound (West of Kearney)	Kearney Visitors Bureau **Attn: Travel Counselor/Kearney Eastbound** PO Box 607 Kearney 68848	308-865-5428
Kimball	Kimball Visitor Center **Attn: Travel Counselor** PO Box 299 Kimball 69145	308-241-0573
Melia Hill (East of Ashland)	Sarpy County Tourism **Attn: Travel Counselor/Melia Hill** 11314 Wickersham Blvd, Suite 400 Gretna 68028	402-332-2658
North Platte/Lincoln County Visitor's Bureau	North Platte/Lincoln County Visitor's Bureau **Attn: Travel Counselor** 101 Halligan Dr. North Platte 69101	308-532-4729
Ogallala Eastbound (West of Ogallala)	Ogallala/Keith County Chamber of Commerce **Attn: Travel Counselor/Ogallala Eastbound** PO Box 628 Ogallala 69153	308-284-8073
Ogallala Westbound (East of Ogallala)	Ogallala/Keith County Chamber of Commerce **Attn: Travel Counselor/Ogallala Westbound** PO Box 628 Ogallala 69153	308-284-8074
Omaha's Henry Doorly Zoo & Aquarium	Omaha's Henry Doorly Zoo & Aquarium **Attn: Travel Counselor** 3701 South 10th St. Omaha 68107	402-733-8400
Sarpy County Tourism	Sarpy County Tourism **Attn: Travel Counselor** 11314 Wickersham Blvd, Suite 400 Gretna 68028	402-332-5771
York Westbound (East of York)	York County Visitors Bureau **Attn: Travel Counselor/York Westbound** 601 N. Lincoln Ave. York 68467	402-362-1548