

VIP Pass Policy

Thank you first and foremost for your partnership in this amazing industry! We are grateful for you and your help to make this one of the best places to vacation in the country.

The VIP Passes are intended to give our partners in the industry, a firsthand experience at a number of area attractions. The passes have a \$350 value, and most of the participating attractions are family-owned or non-profit. These are intended for employees on the frontline with visitors, so they can give tourists honest recommendations on area attractions. (We hope, in turn, you see additional room nights as folks find more to do.) These passes are free to frontline lodging employees and volunteers at area attractions.

Because of their value and the impact the free admissions have on our smaller attractions, we ask for your help in insuring they are properly used. There has been some misuse in the past so we are tightening our process of distribution.

- Limit 1 per employee or volunteer.
- We will require a list of employees names and positions and we will label each pass.
- Please limit to employees who are actively interacting with guests.
- All passes must have employees name and employer printed on pass. ID may be required at participating attractions.
- NOT available or intended for visitors, friends or family of industry partners except as guest of pass-holder as indicated.
- Please distribute all passes as soon as they are received.
- Passes are good for one adult unless otherwise stipulated on the pass.
- Non-transferable or available for resale.
- Not intended for employee incentives.
- Not available for giveaways or prizes.
- Passes are the exclusive property of Pikes Peak Region Attractions Association and may be confiscated at any time by any member attraction.
- Misuse of these passes may result in loss of VIP Pass privileges for the company in question.

Print name

Title

Signature

Date

Please contact the Executive Director of Pikes Peak Region Attractions Association if you have any questions or concerns: PK Knickerbocker, pk@pikes-peak.com, 719-685-5894. Thank you again for your partnership and here's to another great season!