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No Longer Just a Vacation Guide, Colorado's New Book Wows with Bold Pictures, Enticing Copy

Glossy photos, alluring destinations behind every page

DENVER (Feb. 2, 2005) – Colorado's new 2005 Official State Vacation Guide (OSVG) is hot off the press – packed with more exciting travel info than the latest issue of *Conde Nast Traveler* and full of colorful images rivaling *National Geographic*.

The 176-page guide is written in a captivating style resembling that of popular travel magazines. Articles take readers through camping, hiking and other adventures to discovering the state's scenic byways, heritage treasures and hidden gems. The new design is easier for readers to navigate through and quickly jump to specific information they desire most. A color-coded state map, located on the back cover, corresponds to color-coded page tabs specific to individual regions throughout the book.

The guide features two seasonal covers — a scenic summer cover showing horseback riding on a mid-summer day in Colorado's high alpine tundra and an inviting winter shot showing a group of friends around a campfire after a snowshoe trek. The OSVG has been printed on brighter paper to enhance the photography. The result is sharper images that burst off the page. What's more, most of the photos include captions providing readers with locations of where the shots were taken.

"We continue to make improvements and add new features every year because we know what a significant resource the guide is for people traveling to Colorado," said Steve Szapor, Colorado Tourism Office (CTO) Board chair. "This year we've added even more information about the state, relevant stories, travel ideas, and of course, stunning photography."

The 2005 Official State Vacation Guide includes articles and information about:

- Camping and RVing, golfing, hiking, horseback riding, whitewater rafting, rock climbing, mountain biking and other Colorado adventures
- Sightseeing across scenic byways and historic train rides
- Skiing and snowboarding, including:
 - Specific information for beginners, intermediates and experts
 - Cross country skiing and snowshoeing
 - Twelve "only-in Colorado" experiences
- Traveling to Colorado, including:
 - Visiting Colorado Welcome Centers
 - Planning essentials, such as weather, average temperatures, and more
 - Transportation information and other resources
- More than 110 pages devoted to Colorado's seven travel regions

For complete information on planning your vacation to Colorado, including lodging, attractions, and activities, log on to www.colorado.com or call **800-COLORADO** for a free state vacation guide.