

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR

MAJOR REGIONAL VISITOR DESTINATIONS



Major Regional Visitor Destination – Signposting Rationale

Major regional visitor destinations are defined as cities or towns located off the major traffic corridors that provide an extensive range of services and experiences for visitors. These cities or towns often have a large concentration of visitor attractions.

Examples include

- Port Macquarie
- Yamba
- Nelson Bay

Where a large concentration of major visitor attractions are located at the one site, such as accommodation along with experiences, precinct signs will match the format of those for major regional visitor destinations.

Examples include

- Wellington Caves precinct
- Jenolan Caves precinct

To be eligible for visitor attraction signposting, the city or town should be able to demonstrate how they meet the following criteria

All the following criteria must be met to secure signposting:

- **Located off the major traffic corridor**
- **Provides an extensive range of services and experiences for visitors**
- **A large concentration of Visitor Attractions**

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Located off the major traffic corridor

Signs in this category are intended to inform visitors about the range of services, experiences and visitor attractions that are available in cities or towns located some distance away from the main traffic route. Only those towns or cities that are located off major traffic routes, and not those already situated on major corridors and through routes, are eligible for major regional visitor destination signposting.

Provides an extensive range of services for visitors

To qualify for visitor attraction signposting as a major regional visitor destination, towns and cities situated off major traffic corridors are expected to provide a range of services that give road users confidence to leave the main traffic route with the knowledge that fuel, food, accommodation and so forth, will be available at the destination.

A large concentration of major visitor attractions

In addition to services such as fuel, food and accommodation, cities and towns situated off major traffic corridors are expected to offer some specific visitor attractions or generic activities of interest to visitors (e.g. recreational areas, national parks, galleries, museums, or water-based activities such as fishing/boating/swimming).

Further information

If you require further information or assistance regarding applying for Visitor Attraction Signposting, please contact:

Destination NSW

Ph: 02 9931 1483

Email: visitorattractionsignposting@dnsw.com.au

Further information is also available at

destinationnsw.com.au/visitorattractionsignposting