

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR

NATIONAL PARKS AND STATE GOVERNMENT MANAGED ATTRACTIONS



National Parks and other state government managed attractions – **Signposting Rationale**

National Parks in NSW attract the highest aggregate numbers of visitors than any other attraction or product category, with more than 60 million visits in 2018. Access to these areas allows visitors to enjoy a variety of outdoor recreational activities and experiences.

National Parks are often in remote locations and away from the state's main road corridors. Many of the larger parks have multiple-access points, many of which are not internally connected, with each leading to a different collection of visitor facilities.

Where the words 'National Park' are used in this context, it is intended that this refers to all parks under the management of the NSW National Parks and Wildlife Services that are eligible for signposting.

Similar signposting schemes may be appropriate for eligible state conservation areas, state forests and major water storage areas where a range of visitor sites or facilities are available.

All the following criteria must be met to secure signposting:

- **Established and open**
- **No pre-booking required**
- **Car parking available**
- **Toilets available**
- **Minimum opening hours required**
- **Current brochure or website**
- **Interpretive information available**

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Attraction is established and operating

Signposting is usually only provided when an attraction is established and operating. It is not customary to establish whether signage is eligible before an attraction has opened as it is difficult to demonstrate that all the criteria has been met. Therefore, it is generally expected that attractions are already operating so that a basis for assessment can be established.

No pre-booking required

It is expected that the attraction operates to a scale and standard that enables them to cater for the demands of casual visitors without the need for pre-booking. This aims to avoid inconvenience and ensure a satisfactory visitor experience. However, it is accepted that attractions may require pre-booking for coach tours or large groups.

Adequate car parking facilities

It is essential that adequate car parking is available either on site or within close and convenient proximity to the attraction, particularly in rural areas. In urban areas on-site parking is desirable, but if not feasible, adequate on- or off-street parking needs to be provided within a convenient distance of the attraction. Adequacy of car parking is assessed on a case-by-case basis.

Publicly available toilets

Attractions are required to provide toilet facilities on site.

Opening Hours

Visitors have a legitimate expectation that attractions will be open when they see a 'white on brown' sign and decide to visit. If the attraction is unexpectedly closed, it may result in visitor dissatisfaction, which reflects

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negatively, not only on the credibility of the attraction but on the tourism industry generally and the NSW Visitor Attraction Signposting program.

Attractions are required to be open for at least five days per week (including both weekend days) for six hours per day and 11 months of the year.

The requirement that attractions be open on both weekend days is to ensure their availability on the days when many recreational trips are undertaken. The five-day per week requirement recognises that, particularly in more remote regions, the volume of trade may not be adequate to support opening every day during the week.

Current brochure and/or website available

Attractions must have a current brochure or website available that indicates opening hours, days and any seasonal variations in opening times, as well as address and contact details. It is also desirable that a map showing the location of the attraction and some brief details about the visitor experience are included.

Interpretive/educational material

There should be considerable interpretive information available to visitors that highlights the features within the park and their significance. This interpretive information may be presented in a range of forms such as panels, brochures, trail maps or digital information.

A range of facilities

There should be a range of facilities and opportunities available for public recreation. For example, a combination of camping areas or caravan parks, walking tracks with interpretive material, lookouts, barbecue and/or picnic facilities, boat ramps, toilets, cafés, etc.

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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