

# VISITOR ATTRACTION SIGNPOSTING

## FACTSHEET FOR OTHER ATTRACTIONS



### Other Attractions – Signposting Rationale

There are visitor attractions within NSW that may be major visitor attractions but do not easily fit within any of the predetermined categories within the Visitor Attractions Signposting program. Destination NSW recognises the importance of providing some flexibility in the system to allow for new, unusual or other tourism product that may comprise elements of different attraction types.

Applications may be submitted for signposting; however, the onus is on the applicant to present a strong case to warrant signposting as a major visitor attraction.

General signposting criteria apply and in addition, the applicant should attempt to demonstrate:

- Provide a detailed description of the attraction (i.e. details about the type, nature and significance of the attraction to visitors)
- Describe the experience(s) offered to visitors

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**

# VISITOR ATTRACTION SIGNPOSTING

## FACTSHEET FOR OTHER ATTRACTIONS



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

# VISITOR ATTRACTION SIGNPOSTING

## FACTSHEET FOR OTHER ATTRACTIONS



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.

### **Opening hours are permanently displayed at the entrance to the property**

Attractions must have signs displayed at the public entry points on or near the property boundary to assist visitors to identify the property and indicate the opening hours, days and any seasonal variations in opening times. The sign also indicates to visitors arriving out of hours when they might return to find the attraction open. Where an attraction routinely closes for one month of the year, this needs to be displayed on the sign.

### **The attraction has a 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**

The attraction must be able to demonstrate that its principal focus is on presenting information for educational and interpretation purposes, not simply a retail outlet offering goods for sale. Different forms of information about the attraction should be available and could include: a guided tour, self-guided tour brochure, audio tour, brochure/pamphlets, labels/text panels, etc. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

# VISITOR ATTRACTION SIGNPOSTING

## FACTSHEET FOR OTHER ATTRACTIONS



### 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](mailto:visitorattractionsignposting@dnsw.com.au)

Further information is also available at  
[destinationnsw.com.au/visitorattractionsignposting](http://destinationnsw.com.au/visitorattractionsignposting)