

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR

OUTDOOR AND NATURE-BASED ATTRACTIONS



Outdoor and Nature- based Attractions – Signposting Rationale

NSW enjoys highly diverse and distinctive natural environments, including rainforests, deserts, mangrove swamps, eucalypt forests, grasslands and coastal heaths. Many of which are renowned for their natural beauty and biodiversity. Access to significant natural areas allows visitors to experience a wide variety of outdoor recreational activities and experiences ranging from adventure to relaxation.

Attractions in this category include walking tracks, natural features (e.g. lookouts, waterfalls), caves and recreation reserves that form a major component of the visitor infrastructure of NSW. Also included in this category are attractions like zoos and botanic gardens, etc.

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**

Attraction is established and operating

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

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR

OUTDOOR AND NATURE-BASED ATTRACTIONS



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 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

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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 and some brief details about the visitor experience are included.

Interpretive/educational material

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

Specific criteria

In addition to the criteria outlined above, examples of specific criteria covering most outdoor-based attractions are listed below.

Attraction	Requirement
Walking tracks and boardwalks	<ul style="list-style-type: none"> Well maintained. Provide appropriate standards of safety. High-quality interpretive material at the beginning and/or along the route.
Zoos and wildlife parks	<ul style="list-style-type: none"> Must meet the licensing requirements of the Exhibited Animals Protection Act. Available interpretation containing information about the animals exhibited.

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR

OUTDOOR AND NATURE-BASED ATTRACTIONS



Recreation reserves	<ul style="list-style-type: none"> • Must have a plan of management. • Available interpretation containing information highlighting the features within the reserve and its significance.
Botanic gardens	<ul style="list-style-type: none"> • Must satisfy the standards administered by the Royal Botanic Gardens Sydney. • Available interpretation materials containing information about the plants exhibited.
Natural features	<ul style="list-style-type: none"> • Approval of the owner, e.g. National Parks and Wildlife Service, local council, state forests, etc. Natural features include lookouts, waterfalls, lakes, waterways or other significant natural features • Interpretation must be provided, highlighting the significance of the natural feature(s), to enhance the visitor's experience.
Caves	<ul style="list-style-type: none"> • Guided tours must be available. • Guides must have qualifications and/or experience to ensure visitor safety during tours. • Available interpretive information about the caves, to enhance the visitor experience.
Whale watching	<ul style="list-style-type: none"> • Static interpretation available 12 months of the year.

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FACTSHEET FOR

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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