

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR PRIMARY AND SECONDARY INDUSTRY BASED ATTRACTIONS



Primary and Secondary Industry-based attractions – Signposting Rationale

In addition to their economic contribution, some primary and secondary industries offer a significant experience to visitors. The appeal normally relates to the production process itself. This may involve innovative or unusual technology, the size or scale of the activity or the opportunity for visitors to learn about industry processes.

Attractions in this category usually involve an agricultural activity (e.g. lavender farm) or factory/mill process (e.g. cheese factory). However, this category also includes breweries and distilleries.

The commercial element of an industry-based attraction in this category is not a consideration for visitor attraction signposting. The deciding factors are the experiences offered to visitors through viewing the processes and learning about the industry.

In assessing attractions for signposting in this category, a useful consideration is:

- If any retail component was removed, e.g. sale of produce, would the attraction still warrant visitation? A solely retail outlet would not qualify for signposting.

Visitors who rely on 'white on brown' visitor attraction signs must be assured of the quality of the product and service they are likely to receive at their destination. The visitor experience is therefore the primary consideration when determining eligibility for signposting.

All the following criteria must be met to secure signposting:

- **Established and open**
- **No pre-booking required**
- **Car parking available**
- **Toilets available**

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- **Minimum opening hours required**
- **Current brochure or website**
- **Interpretive information available**
- **Availability of tours**
- **Produce sampling**

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 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.

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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 badly 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.

Opening hours are permanently displayed at the entrance to the property

Attractions must have signs displayed at public-entry points on or near the property boundary, to assist visitors in identifying the property and to indicate opening hours, days and any seasonal variations in opening times. The sign should also indicate 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.

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 beneficial to include a map showing the location of the attraction and some brief details about the visitor experience.

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Interpretive / educational material

Visitors must be provided with some form of associated explanatory information such as brochures, leaflets, displays, books and other reference material that explains the process of the attraction, or legible photographs if copies cannot be provided. The attraction must be able to demonstrate that its principal focus for visitors is for educational purposes, not simply a retail outlet for goods. Applicants must provide copies of the material or explain the system in sufficient detail for an assessment to be made.

Tours available

Guided or self-guided tours should be available during opening hours. Visitors arriving without a pre-booking must be able to either join a tour or conduct a self-guided tour without having to wait for an unreasonably long time.

Produce sampling available

Visitors should have the opportunity (where appropriate) to sample the produce on site. If the establishment is a food-based production facility, it should provide visitors with opportunities to sample the produce, without the obligation to purchase the end product. For non-food-based production lines, visitors could be invited to touch or handle a raw material before or after it is processed or be invited to participate in the production process in some way.

Further information

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

Destination NSW

Ph: 02 9931 1483

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Email: visitorattractionsignposting@dsw.com.au

Further information is also available at:

destinationnsw.com.au/visitorattractionsignposting