

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR SEASIDE TOWNS OR VILLAGES



Seaside Town or Village – Signposting Rationale

The purpose of signs in this category is to inform visitors about the services and experiences that are available at a destination.

These destinations are generally on the coast, located off the major traffic corridor and on a terminating road. These destinations are towns that do not have the scale of activities, experiences and services associated with major regional visitor destinations but are nonetheless of interest to visitors.

To be eligible for visitor attraction signposting in this category, the town or village should be able to demonstrate how they meet all the following criteria:

- **Located off the major traffic corridor**
- **Located on the coast, normally on a terminating road**
- **A range of services and experiences available for visitors**

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 towns or villages 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.

Located on the coast, normally on a terminating road

Terminating roads are often a feature of coastal destinations where towns or villages are commonly served by only one road in and out. However, where towns or villages are not located on the coast, they may still qualify

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for signs if they are located on a terminating road and otherwise meet these criteria. Examples include Old Bar, Hat Head and Tuross Heads.

Provides a range of services for visitors

At a minimum, eligible towns or villages are expected to provide a range of facilities and services that visitors can access, including accommodation, food and fuel.

It is desirable that applications in this category are submitted by or with the written support of the relevant local council.

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