

VISITOR ATTRACTION SIGNPOSTING

FACTSHEET FOR WINE TOURISM REGIONS



Wine Tourism Regions – Signposting Rationale

Some tourism products that are of major interest to visitors exist at a much broader level than individual major visitor attractions. In this case, clusters of attractions can be fit into a shared theme, e.g., wine regions.

Where wineries are concentrated within a district, this is referred to as a 'Wine Tourism Region' and wine industry associations or local councils may apply for signposting for the region as a whole.

These wineries will not be signposted from state roads but may be signposted on the local road network at the discretion of local council.

All the following criteria must be met to secure signposting:

- **Recognised by the NSW Wine Industry Association**
- **Critical mass of wineries open on any given day**
- **Promoted as a Wine Tourism Region**

Recognised by the NSW Wine Industry Association

The area must be recognised by the NSW Wine Industry Association (NSW WIA) and be identified with a regional name.

Critical mass of wineries open on any given day

There should be a critical mass of wineries eligible for signposting within the region. At least six wineries should be open on any given day of the week for six hours a day, including both days of the weekend.

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Promoted as a Wine Tourism Region

The area should be promoted holistically as a wine tourism region. It is essential that the region be marketed collectively and that information regarding the region is available at all participating wineries and Accredited Visitor Information Centres.

While individual wineries must be eligible as visitor attractions to qualify for signs on state roads, wineries on local roads within recognised wine tourism regions do not have to meet all the criteria for signposting.

However, they must provide:

- A tasting facility for wines made by or for the winery
- Offer cellar door sales
- Public toilets on the premises

Further information

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

Destination NSW

Ph: 02 9931 1483

Email: visitorattractionssignposting@dnsw.com.au

Further information is also available at

destinationnsw.com.au/visitorattractionssignposting