

## **TOURIST ATTRACTION SIGNAGE**

### **Program:**

The Department of Tourism, Culture and Heritage and the Department of Transportation and Public Works have developed a program for the signing of tourist attractions along the Province's 100 Series Controlled Access Highway system. The program is intended to identify Nova Scotia's significant tourist attractions, encourage travelers to leave the 100 Series Controlled Access Highway system and direct visitors to attraction locations. Tourist Attraction Signage is intended to complement listings in the Doer's and Dreamer's Guide. In order to reflect changes in the tourism industry, regulations and policies of the Department of Transportation and Public Works, as well as in provincial strategic tourism objectives this program will be reviewed and revised as appropriate every three years.

### **Attraction Definition:**

For the purposes of this program, a tourist attraction is defined as:

“Natural sites, man-made facilities, businesses or destinations of provincial scope/ interest that generate visitation from outside the immediate/local area; by offering outdoor, educational, scientific, natural, cultural, heritage or entertainment experiences. An attraction's primary purpose is to provide visitors with an experiential product designed to satisfy the traveling needs of visitors but where the sale of goods is of a secondary nature.”

**(Visitors from outside the immediate/local area are defined as those traveling at least 80 kilometers from their place of residence.)**

**To be considered for major tourist attraction signage, attractions must fit with the strategic priorities of the Product Development Plan, the Vision and the Tourism Strategy.**

### **Eligible Attractions Include:**

- 1) **National Parks and Historic Sites;**
- 2) **Provincial Parks, Museums, and Historic Sites;**
- 3) **Cultural/Heritage Attractions:** Defined as facilities which are primarily oriented to the education or entertainment of visitors through the display and interpretation of culture and heritage. Eligible attractions may include: live performance theatre, public art galleries, cultural attractions, museums, and interpretive centres.
- 4) **Nature Based Attractions:** Defined as areas of significant natural, environmental or aesthetic interest to visitors, as well as facilities whose primary purpose is to exhibit and interpret natural habitats to visitors. Eligible attractions may include: hiking trails, birding

sites, fossil sites, or beaches.

- 5) **Themed Attractions:** Defined as sites which provide visitors educational or interactive experiences based on one central theme. Eligible attractions may include: aquariums, vineyards/wineries, historic and botanical gardens, Economuseums™, or wildlife parks.
- 6) **Outdoor Facilities:** Defined as facilities which are primarily oriented to offering outdoor recreational activities for visitors. Examples of such facilities include golf courses and ski areas. **Eligible Golf courses must be 9 or 18 hole and be a member in good standing of Golf Nova Scotia. Driving ranges, putting greens, mini-golf and pitch-n-put courses are not eligible.**

The following sites are not eligible for Tourist Attraction Signage; Race Tracks (car, horse, motorcycle, go-cart, etc.), Wharves and Marinas, Farmer's Markets, Craft and Antique Shops, and Art Galleries.

**NOTE: Facilities aimed primarily at the local/resident market are not eligible.** The local resident market is defined as people living within an 80km radius from the site/attraction and traveling no more than an hour in order to take part in the activities being offered at the site.

**Attractions must meet the following criteria:** After April 1, 2004, new attractions who are determined to be a "Star Generator" will be evaluated prior to being open one year on the basis that they have to potential to meet all of the eligibility criteria.

- ▶ Attractions must be open and have completed one full year of operation prior to being considered for tourist attraction signage. (for attractions open prior to April 1, 2004)
- ▶ Attractions must clearly demonstrate the potential to attract 5,000 visitors per year, with the majority of documented visitation coming from visitors living outside the local area (more than 80km away). Applicants will be required to provide attendance records for the previous three seasons (where applicable).
- ▶ Attractions must have adequate parking facilities to meet the normal demand of the attraction.
- ▶ Attractions must have adequate restroom facilities to meet the normal demand of the attraction.
- ▶ Attractions must have visitor orientation, either through the provision of staff, interpretive signage, or interpretive literature.
- ▶ Attractions must be open to the public a minimum of 6 hours per day, 7 days per week, during their operating season. The operating schedule must be clearly

posted and publicized. (Preference will be given to those attractions operating year round or with an extended season)

- ▶ Attractions must advertise and/or be listed in the Nova Scotia Doers and Dreamers Guide and have promotional literature distributed through the visitor information centres;
- ▶ Attractions must provide a copy of their current marketing plan, indicating other marketing and promotional initiatives beyond tourist attraction signage and the Doer's and Dreamer's Guide.

**NOTE: Not all applicants will be approved for signage. Meeting all of the established criteria does not guarantee approval. If a site is eligible for signage on the 100 series highway through the business logo, industrial and business park, or community identity programs, it will not be eligible for Tourist Attraction Signage.**

**If an applicant for attraction signage has advertising signage located on or near the 100 Series Controlled Access Highway system, it is the intent of the program that this signage would be removed. A tourist attraction signage application will not be approved until the advertising signage has been removed. Once the Tourist Attraction Signage has been installed, additional placement of advertising signage on or near the 100 Series Controlled Access Highway system will result in the removal of the attraction signage.**

Details on the signs, location and costs are available in Appendix "A". General application information is attached in appendix "C".