



Tourism Division Signage Programs

NOVA SCOTIA

Today's Discussion:

- Scenic Travelways Signage Program
- Major Tourist Attraction Signage program

Scenic Travelway Signage

- Sunrise trail – Existing signage on the 100 series highways and secondary roads
- Department still maintains the program as signs need to be replaced and/or resurfaced
- In 2008, shifted to promoting travel regions in the Doer's and Dreamer's and NovaScotia.com
- Travelways are still referenced

Major Tourist Attraction Signage



Major Tourist Attraction Signage

- Program developed and administered in partnership with TIR
- Signage for controlled access portions of the 100 series highways
- Signs are a directional companion to listings in the Doer's and Dreamer's guide and NovaScotia.com

Major Tourist Attractions Signage Con't

- Definition of a Major Tourist Attraction:
“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.**”

Major Tourist Attractions Signage Con't

- Eligible Attractions:
 - National Parks and Historic Sites
 - Provincial Parks, Museums, and Historic Sites
 - Cultural/Heritage Attractions
 - Nature Based Attractions
 - Themed Attractions
 - Outdoor Facilities

Major Tourist Attractions Signage Con't

- Eligibility Criteria
 - Open for one full year
 - Demonstrate the potential to attract 5000 visitors annually
 - Listed in the Doer's and Dreamer's and/or on NovaScotia.com
 - Have promotional literature distributed through the Visitor Information Centres

Major Tourist Attractions Signage Con't

- Open to the public 6 hours per day, 7 days per week during the operating season
- Adequate parking facilities
- Adequate washroom facilities
- Visitor orientation

Major Tourist Attractions Signage Con't

- Maximum of 4 attractions per post set
- Can have more than one post set per exit
- Can have posts on each approach to an exit
- Sign placed at the exit providing the most direct access (determined by TIR)

Major Tourist Attractions Signage Con't

- Sign includes one on the 100 series highway and trailblazer on the exit ramp
- Sign wording matches the attraction listing
- Symbol/Logo on sign
 - Use accepted symbol if there is one
 - Attraction Logo if there is not
- ERDT approves the attraction, TIR approves the location



Major Tourist Attractions Signage Con't

- Cost of the signs:
 - \$2,400 for a set of two signs and two trailblazers
- All costs are the responsibility of the applicant
- Non-profit organizations are eligible for assistance through the Tourism Destination Development Program
 - Department can assist with up to 50% of the cost of fabrication and installation

Major Tourist Attractions Signage Con't

- If there is no post already installed
 - Cost of the post is \$14, 600
- Recommend where possible working with local tourism operators/businesses to apply as a group
- Tourist attraction is responsible for maintaining and/or replacing the signs when needed

Major Tourist Attractions Signage Con't

- Arisag Lighthouse
- Ballantyne's Cove Tune Interpretive Centre
- Cape George Heritage School
- Cape George Point Lighthouse
- Antigonish Heritage Museum
- St. Ninian's Cathedral
- Harbour Quilt Company (Economuseum)

Questions ?

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