

Introduction

Tourism directional wayfinding signage drives visitation and economic impact by pointing people to the areas a municipality wants people to see, explore and experience and connecting existing visitors to discover more. A properly developed and executed Tourism Wayfinding Plan has a positive effect on the community, both financially and its reputation as being welcoming to visitors and locals alike.

Is your Municipality ready?

Central Counties considers municipalities that have completed a **Community Tourism Plan** as ready to move to the next step of tourism wayfinding planning.

Tourism Wayfinding Planning is expected to deliver the following key benefits:

- Increase visitors to key attractions and assets and connect multiple markets
- Boost the local economy and increase spending in community centres
- Coordinates and enhances the overall image of the municipality as a destination with a consistent and attractive design standard
- Increase confidence to walk, promote multi-modal transit and reduce auto use in the downtown area while maintaining safety for road users
- Improve sense of community, pedestrian safety, health and environment while mitigating interference with regulatory traffic signage
- Provides gateway signage from major corridors and links between outlying and rural assets
- Provides direction to but not advertising for businesses

Get Started

First step is to formulate a Wayfinding Working Group. This group brings together people with intimate knowledge of current traffic patterns, municipal/regional signage requirements and the Municipality's key trip motivators such as attractions, shopping districts, cultural and natural assets, and agri-culinary offerings. The Wayfinding Working Group will meet over four monthly sessions and cover the following topics

- 1) Purpose of working group
- 2) What is Tourism Wayfinding
- 3) Types of Wayfinding Signs
- 4) How can it help your municipality
- 5) Current municipal signage assets
- 6) What attracts visitors to your municipality
- 7) Current transient travel patterns
- 8) Current car parking lot trends
- 9) Top destinations
- 10) Preferred in-town traffic flow
- 11) Downtown Directional signage placement
- 12) In-town directional signage
- 13) Marque sign placement
- 14) Trail sign placement
- 15) Required signage inf

Partnership

Central Counties applauds and supports all efforts to drive more visitors to the region. CCT has a partnership fund that leverages tourism investment and tourism wayfinding signage 1) design, 2) fabrication and 3) installation can be eligible for support.

Information on how to apply for a partnership can be found at www.centralcounties.ca.