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MEDIA RELEASE

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NEW DIGITAL ONE-STOP-SHOP FOR VISITOR ATTRACTION SIGNPOSTING NOW LIVE

A new digital one-stop-shop has streamlined the process for tourism businesses and councils to apply for white on brown tourism attraction signs, creating more opportunities to showcase their destinations.

The Visitor Attraction Signposting Program, a partnership between Destination NSW and Transport for NSW, has been improved according to the guiding principles of the NSW Visitor Economy Strategy 2030 – putting the visitor first, leading with the State’s strengths, and accelerating digital innovation.

Deputy Premier and Minister for Regional Transport and Roads Paul Toole said visibility was key to creating a seamless visitor experience in regional NSW.

“Once visitors arrive in a regional town, or even on their way there, they are much more likely to enjoy their experience if landmarks and attractions are located easily and safely,” Mr Toole said.

“These signs are about encouraging people off the highway to explore some of the best the bush has to offer.”

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said the digitally enhanced and streamlined wayfinding program would enable the State’s tourism regions to offer a more enjoyable and hassle-free road trip experience.

“We know from our research just how valuable the white on brown signs on the State’s road system are for tourism businesses and councils, signposting the amazing landmarks, must-see attractions and visitor experiences that NSW has in abundance,” Mr Ayres said.

“The enhancements to the program are all about making it easier to do business with government - simplifying the process of applying for wayfinding signage and accelerating the decision-making process.”

A range of categories of attractions and tourism businesses are eligible for visitor signs including galleries, museums, national parks, Aboriginal cultural attractions, historic towns or properties, wineries and more.

For more information, go to www.destinationnsw.com.au/visitorattractionsignposting.

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