



Heading in the Right Direction

Poor maps and directions can spoil the best-planned getaway. There's nothing like an argument about navigation to get a holiday off on the wrong foot. The following is a simple guide to getting the best from your signage. After all, getting your customers to your accommodation, attraction or event, is all part of good customer service.

Tourist and services signs are there to help motorists and are the final directional link in a communication process between the tourism operator and the consumer. This process should also include motivational and other support marketing material such as brochures and advertising. Signs are a means of reinforcing precise locations and are directional, not promotional (ie. not for advertising purposes).



It is important that brochures and other collateral are not regarded purely as promotional tools, but also as aids to navigation. It is critical that regardless of the size of your business, the following information should be included in your most commonly used communication methods (for example brochure or website):

Location map/s

Indicate in a way that a stranger can quickly comprehend (ie a line drawn map).

Ensure that the location map clearly identifies your property within the township/area (including main streets and key facilities) and preferably in relation to Melbourne and Victoria. Key gateway roads should have reference to the Statewide Route Numbering Program, a new simple route numbering system for rural arterial roads. The letter assigned to each road reflects the quality and function of the route and allows drivers to anticipate the conditions they are likely to encounter.

Directions, distances and travel times

Include distances, travel times and possible alternative routes, especially from Melbourne.

These details must be clear so the reader can orientate your location and distances from/to key gateways, highways, railway stations, and other tourist highlights. Wherever possible make reference to the Statewide Route Numbering Program.

Do not rely on your individual tourist directional signs for customer navigation, as these should be the last link in the navigation process. Instead make reference to relevant street names (and if these are not prominent, speak to your local council).

Further Information

Further information about tourist and services signing in Victoria is available at www.vicroads.vic.gov.au or contact your nearest VicRoads or Council signing officer.