

---

## ▶ **VISITOR INFORMATION FACILITIES**

Visitor (tourist) information is generally provided through:

- Attended facilities, or
- Unattended facilities

### ▶▶ **ATTENDED FACILITIES**

**Attended facilities** are places where visitors can:

- freely obtain tourist information over the counter
- peruse and obtain brochures and maps
- make bookings for local tours and accommodation

**Attended facilities** include:

- Accredited **Visitor Centres**
- Non-accredited **Visitor Centres**
- **Visitor Information Points** located within existing tourist and non-tourist establishments

### ▶▶ **UNATTENDED FACILITIES**

**Unattended facilities** comprise:

- roadside information bays
- electronic kiosks
- notice boards etc.

## ▶ **ATTENDED VISITOR INFORMATION FACILITIES**

### ▶▶ **ROLE & FUNCTION OF VISITOR CENTRES**

The primary **role** of any **Visitor Centre** is to provide visitors with information, advice and services to enhance their stay in an area

The primary **function** of any **Visitor Centre** is to provide a wide and diverse range of services that can include:

- accommodation options
- information on attractions and tours
- information on local services
- town, local and regional maps
- interpretation displays
- local warnings and safety information (road conditions, bushfires, flooding)
- booking or referral services
- souvenirs
- samples of local produce
- toilets

## ►► ACCREDITED VISITOR CENTRES

### ►►► Recognition Criteria

Western Australia has adopted the national Visitor Centre accreditation scheme used by all Australian states and territories. The Accreditation Scheme is designed to enhance the quality of visitor servicing in WA by accrediting Visitor Centres that have reached a particular standard in their business and operational practices.

Accredited Visitor Centres must be fully accredited by Tourism Council Western Australia in line with the national accreditation scheme which designates the business and operational standards which the Visitor Centre must meet.

Tourism Western Australia will primarily promote accredited Visitor Centres as the key sources of quality visitor information for visitors to Western Australia.

## ►► NON-ACCREDITED VISITOR CENTRES

### ►►► Recognition Criteria

Any establishment wishing to be recognised as a non-accredited **Visitor Centre** must meet the following minimum **essential criteria**:

A non-accredited **Visitor Centre** must:

- be a member of a recognised regional tourism organisation
- be in close proximity to the town centre or main road
- be in close proximity to significant tourist attractions
- be attended by staff with a good knowledge of local attractions, accommodation and visitor facilities
- be open on weekends and three other days of the week including public holidays
- clearly display opening times (if not open 7 days):
  - at the entrance to the property or establishment, and
  - in brochures and all promotional collateral (advertisements, web sites, etc)
- be open at least between 10am and 4pm
- provide a full range of information and brochures on all tour operators, attractions and activities in the area
- have its premises clearly identifiable as a Visitor Centre from the street
- produce a suitable map and information brochure on the local area for free distribution
- have a minimum of \$5 million Public Liability insurance cover
- have designated parking facilities for cars and caravans
- have clean and conveniently located toilet facilities
- keep a record of visitor numbers

In addition to the above essential criteria, it would be **desirable** for the non-accredited Visitor Centre to also:

- provide disabled access
- be open every day
- provide a booking service for local tours and accommodation

- is Quality Assured by the Tourism Council Western Australia

Tourism Western Australia will encourage non-accredited Visitor Centres to take the additional step and become accredited for their business and operational standards if they meet a certain quality standard.

## ►► VISITOR INFORMATION POINTS

### ►►► Role & Function

**Visitor Information Points** generally provide a limited information facility for tours, activities, attractions and accommodation in their local area.

**Visitor Information Points** can be located within any establishment that is convenient and easy to find, and frequently used by the travelling public. They can include:

- road houses
- service stations
- private and public tourist attractions
- accommodation establishments
- convenience stores and shops

There is no limit to the number of recognised **Visitor Information Points** that can be established in a town or area providing they meet the minimum recognition and service provision criteria. The more such locations there are, the better it is for the Visitor.

### ►►► Recognition Criteria

**Visitor Information Points** must meet the following minimum standards criteria:

A **Visitor Information Point** must:

- be a member of a recognised Visitor Centre or regional tourism organisation
- be attended by staff who are knowledgeable about tourist attractions, services and facilities in their general area
- be open on weekends and three other days of the week including public holidays
- clearly display opening times (if not open 7 days):
  - at the entrance to the property or establishment, and
  - in brochures and all promotional collateral (advertisements, web sites, etc)
- be open at least between 10am and 4pm
- have a minimum of \$5 million Public Liability insurance cover
- have its premises clearly identifiable from the street as a provider of visitor information

## ► SIGNAGE

### ►► APPROVED SYMBOLS

#### ►►► Italic “i”



The yellow on blue italic “i” symbol is recognised throughout Australia as the symbol for accredited Visitor Centres. The accreditation is a national scheme set up to recognise establishments that provide quality visitor servicing. These Visitor Centres are accredited by Tourism Council Western Australia and are strictly monitored to ensure that they comply with the high standard of service expected. The symbol is trademarked to Tourism Victoria who has established a licence agreement with every State Tourism Authority in Australia.

#### ►►► Roman “i”



The recognised Australian Standard and international symbol for tourist or visitor information is represented by a white on blue lower case serif Roman “i”.

Non-accredited Visitor Centres will continue to be recognised by the Roman “i” symbol for tourist or visitor information.

### ►► SYMBOL VARIATIONS

There are a growing number of variations to both of these symbols appearing not only around Western Australia but around Australia as well. This has caused and will continue to cause confusion amongst tourists and visitors who rely not only on its recognition value but also on the reliability, credibility and quality of information and service available wherever the “i” symbol is displayed.

Confusion is generally brought about by:

- “i” symbol being displayed in differing colours and combinations
- the “i” symbol being displayed in other stylised fonts and formats

Poor quality or poor reliability of information is often brought about by:

- establishments which purport to provide general visitor information by displaying the “i” symbol but only represent a select number of operators
- establishments which display the “i” symbol that do not provide a comprehensive range of information about all operators, attractions and activities in the area

Tourism WA supports the use of the italic “*i*” accreditation symbol for accredited Visitor Centres and the internationally recognised Roman “i” symbol to designate a non-accredited visitor information facility.

## ►► TYPES OF SIGNAGE

The main purpose of visitor information signage is to identify and direct motorists to the nearest **Accredited Visitor Centre, non-accredited Visitor Centre or Visitor Information Point**. There are three levels of visitor information signage:

### ►►► External Building Signage

There are many good reasons why the use of the “i” symbol should be regulated or controlled. The “i” symbol should only be used to:

- ensure that visitors can easily find a recognised visitor information facility which will provide friendly quality information on all tourist attractions and facilities in the surrounding area
- ensure that the signage is acceptable from a road safety aspect
- ensure that credibility or value of the “i” symbol is not diminished through its use by establishments which only provide limited information on selected commercial tourist operations or at limited times of the day or days of the week

Tourism WA encourages Local Government Authorities to adopt Tourism WA and MRWA policies on the use of “i” symbols on building facades only allowing their use on recognised visitor information facilities.

### ►►► Road Signage

Advance road signs indicate to motorists that they are approaching a visitor information facility.

Position signs indicate the location of a visitor information facility when not clearly visible from the road.

## ►► VISITOR CENTRES

### ►►► External Building Signage

The appropriate “i” symbol should be prominently located on the external building facade of the premises with the following symbol and words prominently featured.



Signs must contain the words  
**“VISITOR CENTRE”**



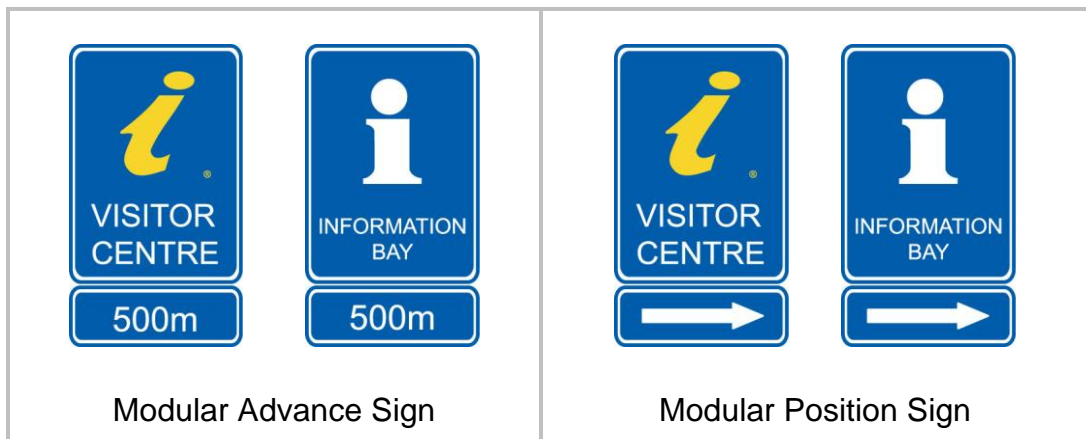
Signs must contain the words  
**“VISITOR CENTRE”**  
*or*  
**“VISITOR INFORMATION CENTRE”**

►►► **Road Signs**

All road signage on state roads is controlled by Main Roads Western Australia (MRWA) and the relevant Local Government Authority on all other roads.

A **Visitor Centre** may apply to MRWA to have road signs installed if required or necessary to assist the motorist. When MRWA receives an application for **Visitor Centre** road signage they will check that the applicant meets all the relevant criteria.

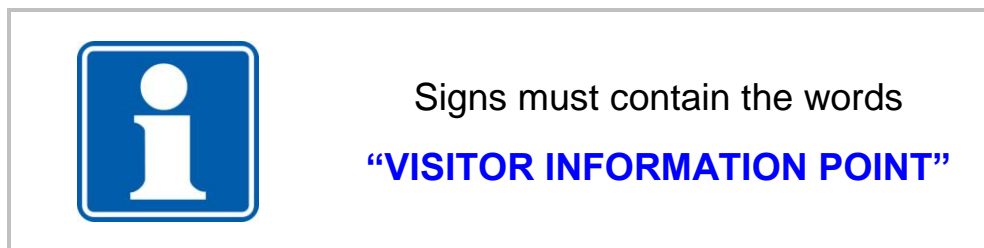
Only **Visitor Centres** can be signposted on roads as a separate entity. Once approved by MRWA accredited and non-accredited **Visitor Centres** will be signposted on approaching roads as follows:



►► **VISITOR INFORMATION POINTS**

►►► **External Building Signage**

The Roman “i” symbol should be located in a prominent position on the external building façade with wording shown below.



►►► **Road Signs**

All road signage on state roads is controlled by Main Roads Western Australia (MRWA) and the relevant Local Government Authority on all other roads.

A **Visitor Information Point** may apply to MRWA to have existing road signs to their establishment modified or new signs installed to include a reduced form (25%) of the Roman “i” symbol added to existing service or attraction road signs indicating that the provision of visitor information is secondary to their core business.

When MRWA receives an application for **Visitor Information Point** road signage they will verify that the applicant meets all the relevant criteria.

**Visitor Information Points** cannot be signed as a separate entity on roads - the Roman "i" symbol can only be added to existing tourist attraction or service signs. Once approved by MRWA, recognised **Visitor Information Points** will be signposted on approaching roads at the expense of the applicant as follows:



## ► UNATTENDED VISITOR INFORMATION FACILITIES

### ►► ROADSIDE INFORMATION BAYS

**Roadside Information Bays** are unattended stopping places provided on the approaches to towns featuring large display boards with information on services, facilities and attractions of interest to visitors to the town or area.

Tourism WA does not generally support the establishment of Roadside Information Bays. Please refer to **Position Statement: Roadside Information Bays**.