

Tourist signs

Tourist signs are to be used within the general vicinity of the establishment, usually at the point of access to the nearest state highway or main road.

Establishments located adjacent to a state highway or main road aren't normally signed with tourist signs because advertising signs within the property should be visible to passing road users.

For traffic sign purposes, tourist establishments are commercially operated enterprises catering mainly for tourists. They must be of genuine interest to tourists, and have some interpretive value such as guided tours or working demonstrations.

Examples of tourist establishments include museums, historic homes and gardens, tourist farms, fauna parks and zoos, wineries, craft centres, potteries and art galleries, theme parks and adventure sports facilities.

In order to justify permanent brown tourist signs, the establishment is expected to have information relating to its purpose, features, operating hours, etc. readily available through the internet, information centres, brochures or other media.

Further information about tourist signs and the full criteria can be found in NZ Transport Agency Waka Kotahi *Traffic control devices manual* part 2: direction, service and general guide signs, section 6.0: tourist signs.

www.nzta.govt.nz/resources/traffic-control-devices-manual

Completed application form

Please email your completed application form to info@nzta.govt.nz

Or post it to:

NZ Transport Agency Waka Kotahi
Private Bag 6995
Wellington
New Zealand

If you have further queries, call our contact centre on **0800 699 000**.

This document is available on the NZTA website at www.nzta.govt.nz

Tourist signs on state highways



Disclaimer

NZTA has endeavoured to ensure material in this document is technically accurate and reflects legal requirements. However, the document does not override governing legislation. NZTA does not accept liability for any consequences arising from the use of this document. If the user is unsure whether the material is correct, they should refer directly to the relevant legislation and contact NZTA.

This brochure should be read in conjunction with our *Traffic control devices manual* part 2: direction, service and general guide signs, section 6.0: tourist signs.

Use the form inside this brochure to apply for permission to install a sign.

October 2024 (24-EX-092)

Application form

Name	<input type="text"/>
Address	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
Name of establishment	<input type="text"/>
Address of establishment	<input type="text"/>
Web address	<input type="text"/>

In order to qualify for tourist signs, the establishment should meet these criteria:

Tick if applicable

- 1 Tourism is a core business activity?
- 2 Provide a tourism experience in addition to, or as part of, any commercial/retail activity. The experience must be for the purpose of education or demonstration of the manufacture of goods, or demonstration of crafts, as distinct from retail sales or other major use of the premises, and must be available on a regular basis at all times when the establishment is open.
- 3 All relevant government and council licences and approvals to operate as a tourist facility have been met.
- 4 Open to the public without prior booking during the facility's normal opening hours.

- 5 Open on weekends and at least 3 other days of the week, plus public and school holidays.
- 6 Open for a minimum of 7 hours per day on the days the attraction is open.
- 7 Display clearly at the entry point the days and hours of opening.
- 8 Provide clean and conveniently located toilets, including those suitable for disabled users.
- 9 Provide adequate all-weather off-street parking, including dedicated spaces for disabled visitors, also for coaches and other large vehicles if such vehicles are ever expected.
- 10 Have an entrance to the above parking which is in a safe location and designed to appropriate standards for the amount of traffic using it and the traffic volume along the road?
- 11 Have information about the facility available at nearby and regional visitor information centres; with opening hours, admission prices, location and directions?
- 12 Promote the location and clear directions to the facility for visitors from outside the local area, utilising electronic and print media?
- 13 Is appropriately signed within the property line, including clear indication about parking, so that it is easily identifiable to passing road users?
- 14 Have appropriately trained visitor contact staff providing high standards of customer service?
- 15 Does not, and cannot, have advertising signing visible from the state highway?

Please include the following with your application

- Government and council licences.
- Photographs and/or maps of existing and proposed signs.
- Any promotional material.

General conditions

- An approval is valid for 5 years.
- Signs will be installed at NZTA-approved locations and will comply with the *Traffic control devices manual* Part 2: Direction, service and general guide signs, section 6.0: Tourist signs.
- The applicant will pay all costs of manufacture, installation and replacement of the signs.
- If there are any existing signs in the location, then the applicant may be required to fund the cost of aggregating the existing signs.
- The applicant must not alter the approved signs.
- The signs may be removed by NZTA if the establishment ceases to operate, or no longer operates as an eligible tourist establishment.
- If the section of road where the sign is located is bypassed or upgraded to either motorway or expressway, then NZTA reserves the right to remove the signs at this time.

I agree to the general conditions listed above

Signature of applicant

Date

<input type="text"/>
<input type="text"/>