

Tourist Attractions

These are generally attractions to include theme parks, historic houses, museums, zoos and leisure complexes.

To qualify for consideration of signs the following criteria must be satisfied.

Criteria

1. Applicants must provide written confirmation that the destination has been signed up to the VisitBritain Visitor Charter (a Code of Practice for visitor attractions throughout the UK) or VAQAS. *Details available from www.qualityintourism.com*
2. Attractions must meet standards required by professional or regulatory organisations appropriate to the attraction and its conduct of business and operation.
3. Applicants must provide evidence of appropriate steps having been taken to publicise the attraction and to inform tourists how to get there.
4. No off-site advertisement signs relating to the attraction to exist or be proposed at or near the location of the proposed tourism sign.
5. For vehicular signing, adequate on-site parking must normally be available. Where off-site parking is provided it must normally be within a reasonable distance of the attraction otherwise only pedestrian signs will be considered.
6. Attraction must be open for at least 4 hours per day and for a minimum of 100 days per year