

## Best Practice Touring Routes

Fact Sheet 10  
June 2008

Tourism Alliance Victoria has developed Best Practice Recommendations for Self Drive Touring Routes. Information set out below is a summary from a report undertaken by Tourism Alliance Victoria with support from the Commonwealth through the Regional Tourism Development Program.

### Criteria

Routes should offer significant scenic or natural landscape features over the greater part of the route which would generally be of greater interest than general topography or sights seen on a regular through route.

Routes should not rely on attractions which are strictly seasonal or not a permanent feature.

### Research

Pre-establishment research should be undertaken to determine:

### Demand

- Does it meet the needs of the consumer?
- Is the target market compatible with Regional and State marketing strategies?

### Road networks

- Access from other major destinations is adequate

- Capacity to carry predicted levels of patronage now and in the future
- Are there any safety issues?
- Who will provide ongoing maintenance?
- Is there road authority support for the project?
- Are there transport links?

### Partnerships

Develop partnerships through a clearly documented formal commitment which provides a clear and concise understanding of the roles and responsibilities of each stakeholder.

Partnerships may include:

- Tourism industry
- Peak tourism development/ marketing organisations
- Regional tourism marketers
- Cross regional marketers
- Visitor Information Centres
- Federal government
- State government
- Local government
- Community/businesses
- Road authorities

Endorsement of the route must be sought from each stakeholder.

### Product

- Is there an inventory audit?
- Is there sufficient product to meet initial mass requirements?
- Attractions need to be evenly spread and not too far apart
- Are there sufficient services and accommodation providers to service anticipated demand?

### Post-Establishment Planning

Create a clear and concise business/ marketing plan which addresses the areas of responsibility and actions required. Plans should embrace as a minimum:

- Vision
- The Challenge – SWOT Analysis
- Target Markets
- Action Plan and strategies to include:
  - Advertising campaigns
  - Research
  - Communications
  - Public Relations and Media – Familiarisations
  - Cooperative opportunities
  - Product development

- Visitor Information Centre and operator training/education
- Sales and exhibition materials
- Funding
- Performance evaluation

### Signage

- Create distinctive branding
- Develop an integrated route plan
- Easy to read, high quality signs
- Signs to be directional not promotional
- Link to statewide signage
- Have total support from road and other appropriate authorities
- Have a commitment to replacement and maintenance of signs

### Visitor Services

- Have an integrated network of Visitor Information Centres (VICs) throughout the region
- Ensure VICs are highly visible and identified in road signage
- VICs to be included in all collateral pieces
- Provide for adequate rest bays
- Provide information bays and interpretive points
- Ensure adequate access to full supplies
- Ensure even spread of adequate accommodation

### Marketing and Promotion

- Prepare business and marketing plan (refer earlier in this section under planning) which are measurable and accountable
- Ensure adequate supplies of supporting collateral which include:
  - Easily readable maps (avoid too much detail)
  - Detail of proximity in relation to capital cities, airports etc.
  - Highlight entry and access points (if not continuous)
  - Highlight Visitor Information Centres
  - Provide distances and times
  - Include bookable and commissionable product
  - Provide options for variable lengths of stay and distances travelled
  - Ensure effective distribution through Visitor Information Centre, operators, cross regional partnerships, State and national marketing agencies and established international outlets
  - Seek to include details/collateral in other collateral pieces promoting the region etc.
  - Establish partnerships

### Research

- Seek to influence National and State tourism data collection agencies to include your need (at a cost or otherwise)
- Procure operator and local business support for comprehensive annual surveys at the local level (if possible make compulsory for inclusion in program)

As a minimum the surveys should include:

- Visitor origin
- Length of stay
- Information source
- Collateral pieces to be used
- Pull factors (climate, activities etc.)
- Accommodation to be used
- Spending patterns
- Customer Service satisfaction
- Suggestions for improvements

### Customer Service

- Introduce program to create consistent level of customer service delivery
- Include an element of product knowledge of the route
- Make training a compulsory requirement for inclusion on the route
- Monitor through credible independent surveys