

Tourism Signing Workshop

Background

The image that is portrayed along Saskatchewan's highways is critical to the success of Saskatchewan's growing tourism industry. A number of tourism signing programs and initiatives are currently in place or under development at the Ministry of Highways and Infrastructure (MHI), Tourism Saskatchewan (TS) and the Ministry of Tourism, Parks, Culture and Sport (TPCS).

Objectives

On December 4th and 5th of 2008, these three organizations held a workshop with tourism industry members. The workshop provided new opportunities for ongoing collaboration between all parties interested in tourism signing issues. The objectives of the workshop were to:

- Bring stakeholders together to provide an opportunity to discuss topics related to tourism signing;
- Develop an action plan for improving tourism related highway signing, including but not limited to signing for tourism businesses, visitor reception centres and rest stops.

Attendance

An invitation list was developed by the working committee to include a broad representation from tourism businesses, agencies, and government. A letter of invitation was sent to each invitee, from Terry Schmidt, Assistant Deputy Minister, MHI. The letter indicated the purpose of the workshop and confirmed the commitment of MHI and the provincial government to improving tourism signing. Thirty-five people attended and participated in the workshop.

Action Items

The highest ranking action items were:

- Develop and implement criteria for tourism signing;
- Improve first impressions;
- Install new (non-sloganed) border crossing signs;
- Engage and educate stakeholders;
- Develop communication strategies for stakeholders;
- Develop & implement a consistent colour signage scheme by 2010;
- Address delivery issues;
- Develop funding program.

Attendee Comments

“Appreciated the opportunity to gain insight into signage as it relates to tourism and municipal affairs”

“It gave everyone a chance to share their thoughts and their challenges from all aspects of signage. From this we will be able to prioritize what steps to take next.”

“I am excited about the changes being made and that we are moving into the next decade and a plan is in place for the next 20 years”

“Thank you to Highways for the opportunity for bringing all together and share ideas, concerns and possible solutions”

“Found value in interacting with a variety of people involved in various areas of tourism and highways”

Contact Information

For more information regarding highway signing opportunities, please contact your Regional Tourism Office:

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