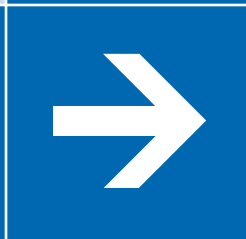




Tourist

Signing

Policy



Eligibility Criteria 2002

Tourist
Signing
Policy



Eligibility Criteria 2002

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The english version can also be consulted at Web Site www.bonjourquebec.com/signing

Cette publication est aussi disponible en français sous le titre Politique de signalisation touristique - Critères d'admissibilité 2002.

Peut aussi être consultée dans le Site Web www.bonjourquebec.com/signalisation

*Tourisme Québec
Ministère des Transports du Québec
November 2002*

*Legal Deposit
Bibliothèque nationale du Québec 2002
ISBN 2-550-38142-4*

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1. Introduction

This document is intended to accompany the Policy on Tourist Signage, published jointly by the Ministère des Transports du Québec (MTO) and Tourisme Québec. It provides a list of the types of tourist amenities eligible for signage and the eligibility criteria that tourist establishments must meet to qualify for a highway signage contract. This edition of the document came into effect on February 1, 2002.

For more information about the objectives, standards or other aspects of the tourist signage policy, contact your regional tourism association or Tourisme Québec. Contact information can be found at the end of this document.

2. Targeted products

Tourist signage applies to tourist attractions and activities as well as tourist accommodation and camping establishments.

The list of amenities deemed eligible for the program is drawn up by Tourisme Québec in collaboration with regional tourism associations (ATRs). Tourism businesses wishing to subscribe to the tourist signage program must offer a product or service included in the list of eligible amenities and must meet the eligibility criteria set forth in this document.

One of the aims of the eligibility criteria is to ascertain that the signed amenities have a reception structure for receiving tourism clients, and that they offer tourists a minimum level of service for creating a tourism experience that meets their needs and expectations. As such, the general criteria apply to all types of tourist amenities, and the specific criteria are added depending on the type of amenity. These criteria are outlined in the following pages.

A business interested in proposing a new facility or service for inclusion in the list of eligible amenities must contact its regional tourism association (p.29-30) and submit a file describing, among other features, the tourism product, period of operation, the profile of the clientele, and the reception structure. The application for inclusion is then studied by a committee composed of ATR and Tourisme Québec representatives at the annual program review meeting that takes place each autumn. The decision is released the following winter.

3. Exclusions

Certain types of amenities are not included in the tourist signage program for activities, attractions and accommodations.

- **Restaurants and gas stations**
Signage for restaurants and gas stations is governed by the highway signage program for gas stations and restaurants.
- **Municipal, cultural and sports amenities**
These amenities (for example, city halls, libraries and arenas) are excluded, since their activities and services are offered primarily to municipal residents and are governed by different signage standards (green signs).
- **Commercial and retail amenities**
This category includes shopping centres, flea markets, antique dealers, factory outlets and other specialized commercial ventures.
- **Other types of entertainment and leisure amenities, or those offered to a specialized clientele**
These types of amenities include mini-golf, drive-ins, tennis courts and diving centres.

4. Pictographs

To help tourists quickly recognize a signed tourist attraction, tourist information signs shall comprise the following elements:

- A pictograph, when available, representing the type of activity;
- A message to identify the signed amenity;
- The direction to follow;
- The distance to the amenity.

Only the standard pictographs of the Ministère des Transports shall be used. These pictographs are presented according to the type of amenity in section 7.2. When the amenity offers two kinds of activities at the same location, and both activities meet the eligibility criteria, the portion of the sign where the pictograph appears may be divided into two sections representing the two activities deemed eligible by Tourisme Québec.

When no pictograph is available for the category of amenity in question, the message in lettering shall take the place of the pictograph as well as the space normally reserved for the message.

5. New items

Changes were made in 2002 to the list of eligible amenities and to the eligibility criteria following an analysis of the needs expressed by applicants, as well as an analysis of the results of the summer 2000 surveys of tourists and owners of tourism businesses. These surveys informed Tourisme Québec and the Ministère des Transports about the level of satisfaction and the needs of these two clients with respect to tourism signage. The survey results are available from Tourisme Québec or the Ministère des Transports. Contact information is listed at the end of this document.

5.1 NEW TYPES OF ELIGIBLE AMENITIES

- Convention centre

This addition is indicated by the inscription

New!


5.2 CHANGES TO ELIGIBILITY CRITERIA

Following the coming into force of the *Act respecting tourist accommodation establishments*, changes have been made to the specific criteria governing establishments that offer accommodation and camping establishments. This applies to the following types of amenities:

- Youth hostel
- Holiday centre
- Health spa
- Country resort
- Nudist camp
- Camping establishment (campground)
- Hotel establishment and Tourist home
- Bed and breakfast
- Downhill ski resort

6. Amenities

Eligible for Tourist Signing

- Aquarium
- Art gallery, art centre or exhibit centre
- Astronomical observatory
- Bed and breakfast
- Bicycle rental (tourist)
- Boat excursion departure (sailboat, motorboat, canoe, kayak)
- Botanical garden
- Camping establishment (campground)
- Car racing track
- Casino
- **Convention centre** 
- Country resort
- Cross-country ski centre
- Cruise departure
- Cultural, heritage or historical site
- Dog sledding excursion
- Downhill ski centre
- Downhill ski resort
- Educational farm or farm visits
- Experimental farm
- Fish hatchery
- Fishing centre or fish pond
- Fruit, vegetable or blueberry picking (tourist)
- Geographical attraction (with promoter)
- Gliding or parachuting centre
- Go-karting centre
- Golf course
- Guided tours
- Handicraft centre
- Health spa
- Holiday centre (see vacation centre)
- Hotel establishment and Tourist residence (hotel, motel, inn, cottages, apartment or houses)
- Interpretation centre or economuseum
- Interpretation centre located in a business
- Marina
- Mountain biking
- Museum or ecomuseum
- Music camp
- Nudist camp
- Outdoor recreation centre
- Outfitter
- Park or inhabited forest
- Plant tour
- Power station or nuclear power plant
- Public beach
- Rafting excursion departure
- Riding centre
- Shrine or monastery
- Slide (water or snow)
- Snowshoeing
- Start of snowmobile or all-terrain vehicle (ATV) trail
- Start of hiking trail
- Sugar bush (tourist)
- Summer theatre
- Tourist homes (see Hotel establishment and Tourist homes)
- Thematic site or archaeological site
- Vacation centre (holiday centre)
- Vineyard, homemade cider, beer, berry wine or mead
- Wildlife management area (ZEC)
- Wildlife observation centre
- Windsurfing
- Youth hostel
- Zoo

7. Eligibility Criteria

To be eligible for tourist signage, an amenity must meet all general and specific criteria pertaining to the category to which it belongs while the contract remains in force for three years.

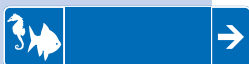
When the contract has expired, the owner of the business in question must file a new application for eligibility with his/her regional tourism association. The association verifies whether the amenity meets the prescribed criteria and forwards its recommendation to Tourisme Québec which, in turn, either confirms or refuses eligibility.

7.1 GENERAL CRITERIA

The amenity in question must:

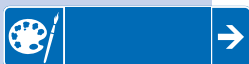
- Comply with all applicable government and/or municipal legislation.
- Be accessible by a rideable roadway.
- Be open at least 5 days a week, on set days and at set times.
- Provide reception services by having someone on site to welcome and inform tourists or by posting an interpretive panel.
- Be listed in one of the regional tourist guides produced by the regional tourism associations and recognized by Tourisme Québec (or be eligible for such mention).
- Provide parking facilities on site or nearby, with appropriate, accessible parking spaces visible from the amenity.
- Provide access to public washrooms.
- Accept transient visitors (clients without reservations) and offer services on an individual basis.

7.2 SPECIFIC CRITERIA BY TYPE OF AMENITY



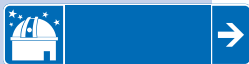
Aquarium

- must meet general criteria (p. 9);
- must have a variety of fish and/or marine mammals;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment. If fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



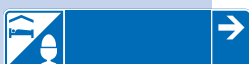
Art Gallery, Art Centre or Exhibit Centre

- must meet general criteria (p. 9);
- main activity must be presenting exhibitions of artwork to the public;
- must help tourists increase their knowledge through descriptive pamphlets, interpretive panels, etc.;
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



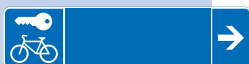
Astronomical Observatory

- must meet general criteria (p. 9);
- its main mission must be to educate the public or to familiarize clients with astronomy;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment. If fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



Bed and Breakfast

- must meet general criteria (p. 9);
- must be open 7 days a week during the period of operation;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the bed and breakfast category.



Bicycle Rental (Tourist)

- must meet general criteria (p. 9);
- must offer rental of at least 50 non-motorized vehicles;
- centre must be operated solely as a bicycle rental centre (bicycle sales are prohibited);
- must provide direct access to a bicycle route by means of a private or public road;
- must provide emergency service along the entire bicycle route in case the rental bicycles break down.

¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Boat Excursion Departure

(sailboat, motorboat, canoe, kayak)

- must meet general criteria (p. 9);
- must provide on-site rental of at least 10 sets of equipment for transient clients;
- must meet Transport Canada safety requirements;
- must provide direct access to the water body.

Botanical Garden

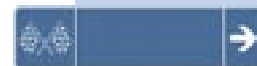
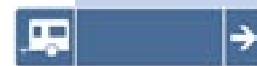
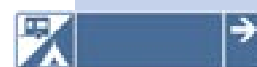
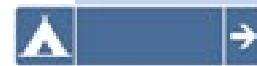
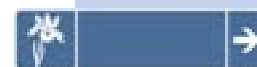
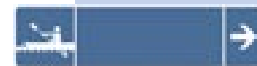
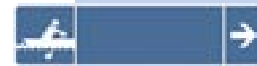
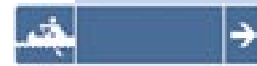
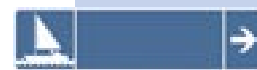
- must meet general criteria (p. 9);
- must have thematic exhibitions and/or thematic outdoor landscaping;
- must have a variety of plants, shrubs and flowers;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- its main purpose must not to sell plant products.

Camping Establishment (campground)

- must meet general criteria (p. 9);
- must be open 7 days a week during the period of operation;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the camping establishment category;
- must reserve at least 25 sites (minimum of 35%) for transient visitors;
- must reserve for the client's use, for the duration of their stay, any site made available to them;
- rates must be posted;
- to be entitled to use the RV pictograph, the establishment must provide transient clients with at least 10 sites having sewage, water, and electrical services.

Car Racing Track

- must meet general criteria (p. 9);
- must offer activities for transient visitors at least 5 days a week;
- must provide a scheduled car racing program.





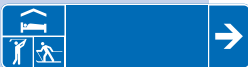
Casino

- must meet general criteria (p. 9);
- must be operated by the Société des casinos du Québec;
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.

Pictograph pending

Convention Centre

- must meet general criteria (p. 9), except the criteria to receive transient visitors (clients without reservations) and to remain open at least 5 days a week, on set days and at set times;
- must be a self-contained convention centre, i.e., must not operate in an accommodation establishment, a municipal establishment, a school institution, a recreational establishment, or as a component of any of the above;
- must offer a full range of services related to the holding of conventions, for example, appropriate room layout, a technical production team, multifunctional (audio-visual) equipment, cloakrooms, etc.



Country Resort

- must meet general criteria (p. 9);
- must be open 7 days a week during the period of operation;
- must provide at least 30 accommodation units and hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the hotel establishment category;
- must provide on-site food services and an array of sports and recreational activities that meet program criteria, e.g., cross-country skiing, boating, golf;
- must be located in a natural setting near lakes, mountains, beaches or other natural landscapes.

(pictographs according to eligible activities)



Cross-Country Ski Centre

- must meet general criteria (p. 9);
- must have at least 10 km of groomed trails;
- must offer trails with at least two levels of difficulty;
- must provide direct access to the trails;
- must provide on-site rental of at least 10 sets of ski equipment for transient visitors.

¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

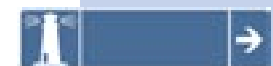
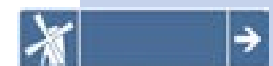
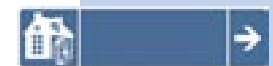
Cruise Departure

- must meet general criteria (p. 9);
- must meet Transport Canada safety requirements;
- must offer cruises at least 5 days a week on set days and at set times or based on the tides;
- must be licensed by the Commission des transports du Québec to transport passengers by water.



Cultural, Heritage or Historical Site

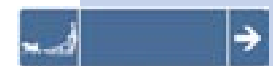
- must meet general criteria (p. 9);
- must be recognized by the Ministère de la Culture et des Communications;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



(or no pictograph)

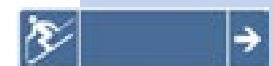
Dog Sledding Excursion

- must meet general criteria (p. 9);
- must offer outings that last at least one hour and the sled must be pulled by at least 3 dogs;
- must offer excursions in which sledders are accompanied by an experienced musher;
- must provide clients with instruction in dogsled harnessing and mushing before the start of the excursion;
- must provide the activity on site, that is, the site must provide direct access to the point of departure for the excursion.



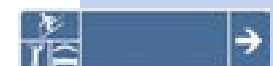
Downhill Ski Centre

- must meet general criteria (p. 9);
- must be in operation at least 5 days a week during the ski season for a minimum of 6 weeks, including Christmas holidays and school break periods;
- must have at least 3 groomed runs;
- must have a vertical drop of over 100 metres;
- must provide on-site rental of at least 10 sets of ski equipment for transient clients.



Downhill Ski Resort

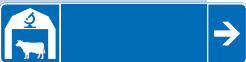
- must meet general criteria (p. 9);
- must offer a variety of year-round activities recognized under this policy;
- must offer on-site downhill skiing with a vertical drop of at least 335 metres or a vertical drop of at least 180 metres with an annual attendance rate of 150 000 ski days;
- must offer on-site accommodations that meet the applicable criteria in the hotel establishment and tourist residence category;
- must offer food services and be licensed by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec.





Educational Farm or Farm Visits

- must meet general criteria (p. 9);
- must offer reception services and assign staff specifically to conduct farm visits;
- must offer an educational and recreational program (to be submitted with the application);
- must have liability insurance;
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



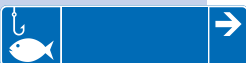
Experimental Farm

- must meet general criteria (p. 9);
- must be recognized by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec or by Agriculture Canada;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment. If fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



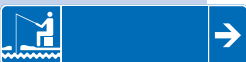
Fish Hatchery

- must meet general criteria (p. 9);
- must be an establishment in which fish, crustaceans and/or molluscs are commercially produced or raised for consumption or restocking;
- its main mission must be public information and education;
- must be licensed to operate a hatchery by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment. If fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



Fishing Centre or Fish Pond

- must meet general criteria (p. 9);
- must provide on-site rental of at least 10 sets of fishing equipment for transient visitors;
- must have at least 5 boats (if required) available to visitors;
- must be licensed by the Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec to operate a fishing pond (does not apply to ice-fishing).



¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Fruit, Vegetable or Blueberry Picking (Tourist)

- must meet general criteria (p. 9);
- must allow clients to harvest produce.

Geographical Attraction

(with promoter)

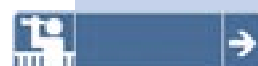
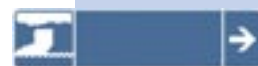
- must meet general criteria (p. 9);
- must have interpretive panels and/or provide pamphlets that enable visitors to understand the specific features of the site.

Gliding or Parachuting Centre

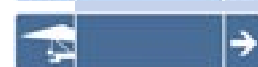
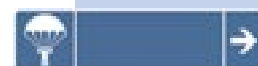
- must meet general criteria (p. 9);
- must provide on-site rental of at least 10 sets of equipment for transient visitors;
- must provide basic instruction in gliding, para-gliding, hang-gliding or parachuting;
- must be a member of the Association de vol libre du Québec or of the Canadian Sport Parachuting Association.

Go-Karting Centre

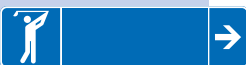
- must meet general criteria (p. 9);
- must comply with all regulations governing this activity, particularly and without limiting the following: Building Code (exhaust emissions), municipal regulations (noise) and must have liability insurance;
- must offer each year a go-karting program recognized by the Fédération Auto-Québec, taking part in at least one of the following events: Championnat du Québec, World Cup, Championnat de la Mauricie, Coupe de Montréal;
- must meet the requirements of the Fédération Auto-Québec, particularly with respect to technical (equipment, course, safety) and regulatory aspects;
- must provide go-karting activities to transient clients at least 5 days a week;
- must provide rental of equipment required for go-karting.



(or without pictograph)



Pictograph pending



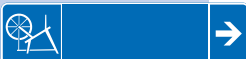
Golf Course

- must meet general criteria (p. 9), except the criteria to receive transient visitors, that is, clients without reservations, and to provide services on an individual basis;
- must be open at least 5 days a week, with no obligation for transient players to be accompanied by a member;
- must provide on-site rental at least 10 sets of equipment for transient clients;
- regular length:
 - 9 holes:** - par 34 to 36
- minimal length 2700 yards
 - 18 holes:** - par 68 to 72
- minimal length 5400 yards
- short courses:
 - 9 holes:** - par 27
 - 18 holes:** - par 54

Pictograph pending

Guided Tours (for example, tourist train)

- must meet general criteria (p. 9);
- must provide excursions accompanied and interpreted by a guide (self-guided tours using an audioguide or other technologies are not eligible);
- must offer at least one departure per day, 5 days per week, during the summer season;
- must post the schedule for guided tours at the entrance to the site or reception pavilion;
- departures must be made from a fixed place, with parking available for transient clients, and the excursion must return to the departure point (round trip).



Handicraft Centre

- must meet general criteria (p. 9);
- must be a workshop where Québec craftspeople produce handicrafts;
- any crafts sold must be made exclusively by the craftspeople;
- must enable visitors to increase their knowledge through on-site demonstrations by the craftspeople, at least 5 days a week, on set days and at set times (minimum 4 demonstrations per day), and the demonstration schedule must be posted at the entrance to the establishment; if fewer than 4 demonstrations are offered per day, the establishment shall provide interpretive panels, or pamphlets explaining the techniques used to produce the crafts;
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.

¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Health Spa

- must meet general criteria (p. 9);
- must offer three kinds of care:
 - massage therapy;
 - body care (i.e., hydrotherapy, fangoththerapy, algatherapy, sanding, wrapping, etc);
 - beauty care (i.e., facials, pedicures, manicures, etc.);
- must offer the services of specially trained beauty-care and body-care staff (200 to 400 hours of training);
- must have at least 3 treatment rooms, with at least one shower within proximity of the rooms;
- must have pamphlets, videos or panels explaining the services provided;
- must offer on-site accommodations and hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the accommodation establishment category;
- must offer reception services separate from accommodations; access to the health spa must be clearly indicated and a reception area with a cloakroom must be available for transient visitors;
- must have a descriptive pamphlet.

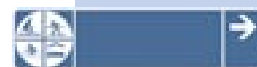
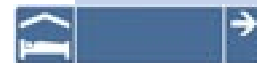
Holiday Centre

- must meet general criteria (p. 9), except the criteria to receive transient clients, that is, clients without reservations, and to provide services on an individual basis;
- must be open 7 days a week during the period of operation;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the holiday centre category

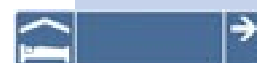
Hotel Establishment and Tourist Home

(Hotel, Motel, Inn, Cottage, Apartment or Houses)

- must meet general criteria (p. 9);
- must be open 7 days a week during the period of operation;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the hotel establishment or tourist home category.

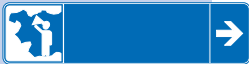
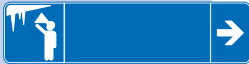


(pictographs depicting eligible activities)

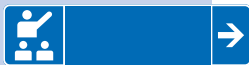




(fishway)



(tour of
underground
workings)

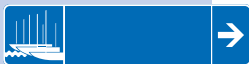


Interpretation Centre or Economuseum

- must meet general criteria (p. 9);
- main mission must be to educate visitors about or increase their awareness of animals, plants, minerals or history;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day) and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.

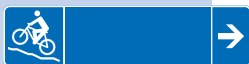
Interpretation Centre Located in a Business

- must meet general criteria (p. 9);
- main mission must be to educate visitors about or increase their awareness of the business' production activities;
- must assign staff specifically to welcoming visitors and running the interpretation centre;
- in order to clearly differentiate between the commercial section of the business and the interpretation centre, the latter must be located in a specific area, with the days and times of interpretation activities clearly indicated on a panel;
- the interpretation activities must be in the form of guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



Marina

- must meet general criteria (p. 9);
- must be open to transient visitors at least 5 days per week;
- must provide standard services (fuel, boat launch) to the general public;
- must have a number of berths reserved for visiting craft.



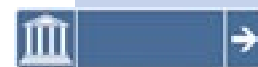
Mountain Biking

- must meet general criteria (p. 9);
- must offer on-site rental of at least 10 sets of equipment for transient visitors;
- must have groomed trails;
- must provide direct access to trails.

¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Museum and Ecomuseum

- must meet general criteria (p. 9);
- must have a collection of objects classified and arranged so as to educate and inform the public;
- must be recognized by the Ministère de la Culture et des Communications or must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet;
- must have interpretive panels and/or pamphlets that describe the objects on display, their features, etc.



Music Camp

- must meet general criteria (p. 9);
- must provide scheduled concerts;
- must be recognized by the Ministère de la Culture et des Communications, i.e., receive ministerial funding.



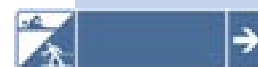
Nudist Camp

- must meet general criteria (p. 9);
- must provide camping facilities;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the camping establishment category.



Outdoor Recreation Centre

- must meet general criteria (p. 9);
- must offer outdoor activities, without accommodations or camping facilities;
- each activity offered must meet the specific criteria that applies to it under the program.



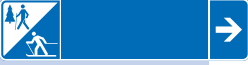
(pictographs according to eligible activities)

Outfitter

- must meet general criteria (p. 9), except the criteria to receive transient clients, that is, clients without reservations, and to provide services on an individual basis;
- must be licensed to run an outfitter operation in Québec (issued by the Fédération des pourvoyeurs du Québec);
- must provide the services of a guide upon request.



¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.



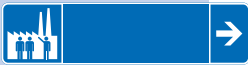
Park or Inhabited Forest

Inhabited forest is a forest area demonstrating an integrated management of resources and promoting multi-purpose use, especially tourist recreation activities.

- Must meet general criteria (p. 9);
- must provide at least one activity or accommodation recognized under this policy;
- each eligible activity or accommodation category must meet specific criteria established for its category.



(pictographs according to eligible activities)



Plant Tour

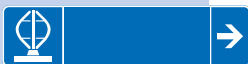
This category is reserved for businesses in one of the following sectors: mining, energy production, raw material processing (animal, vegetable or mineral).

- must meet general criteria (p. 9);
- must offer reception services separate from the industrial section and assign staff specifically to welcome visitors;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



Power Station or Nuclear Power Plant

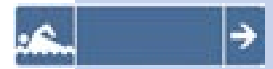
- must meet general criteria (p. 9);
- main purpose must be to provide visitors with information about electrical power generation;
- must be accessible to visitors;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment. If fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.).



¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Public Beach

- must meet general criteria (p. 9);
- must meet the minimum sanitary standards of the Ministère de l'Environnement;
- must provide washrooms and changing areas;
- must comply with the provisions of the *Regulation governing safety in public baths* (lifeguards, lifesaving equipment, signage).



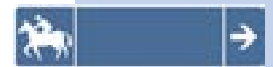
Rafting Excursion Departure

- must meet general criteria (p. 9), except the criteria to receive transient visitors, that is, clients without reservations, and to offer services on an individual basis;
- must offer on-site rental of at least 10 sets of equipment;
- must have a sufficient number of life vests, safety helmets and paddles;
- must have a rescue team on hand;
- must offer guided excursions 5 days a week on set days and at set times; in addition, the excursion schedule must be posted at the entrance to the establishment.



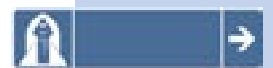
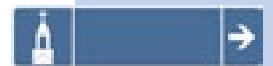
Riding Centre

- must meet general criteria (p. 9);
- must have at least 10 horses available for transient clients;
- must provide guide services 5 days a week on set days and at set times; in addition, the schedule must be posted at the entrance to the establishment.



Shrine or Monastery

- must meet general criteria (p. 9);
- must be of recognized historical significance or a place of pilgrimage;
- must conserve religious art or relics displayed for the public;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.



Slide (Water or Snow)

- must meet general criteria (p. 9);
- waterslides must provide a changing area;
- waterslides must provide full-time surveillance services by lifeguards certified by a recognized agency;
- snow slides must offer rental of at least 10 toboggans or inner tubes.



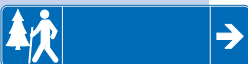
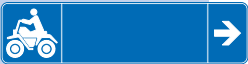
Snowshoeing

- must meet general criteria (p. 9);
- must provide direct access to trails;
- must offer on-site rental of at least 10 sets of equipment for transient clients.



Start of Snowmobile or All-Terrain Vehicle (ATV) Trail

- must meet general criteria (p. 9);
- the establishment must belong to one of the program's eligible categories or be a snowmobile club recognized by the Fédération des clubs de motoneigistes du Québec, or be a snowmobile or ATV rental centre with at least 10 sets of equipment available for rental;
- ATV and snowmobile rental centres must provide rental on site of safety equipment to allow participation in the activity according to the *Act respecting off-highway vehicles*;
- must provide direct access to groomed and marked trails (snowmobile or ATV);
- must provide, or have available for on-site consultation, a map of the snowmobile or ATV trails accessible at the site;
- for snowmobile riding, must provide on-site access cards to trails of the Fédération des clubs de motoneigistes du Québec;
- for ATV riding, must provide a pass or permit depending on the requirements for trail access.



Start of Hiking Trail

- must meet general criteria (p. 9);
- must have at least 5 km of groomed and marked trails that can be accessed directly from the site;
- must provide a map that hikers can consult indicating the level of difficulty of the trails.

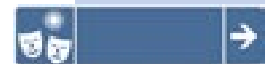
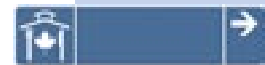
Sugar Bush (Tourist)

- must meet general criteria (p. 9);
- must offer samples and sell maple products on the premises;
- must offer visitors access to syrup-making facilities;
- must offer interpretation activities in the form of guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);

Interpretation activities shall focus on tree management, sap collection methods and sap processing techniques used to obtain maple syrup, taffy, maple sugar, etc.

Summer Theatre

- must meet general criteria (p. 9);
- must be a centre for the performing arts whose programming is mainly composed of summer theatre performances, and whose activities are held in a set location (playhouse or tent);
- In the summer:
 - must offer theatre performances for at least 6 weeks;
 - must offer programming for at least 4 days per week according to a fixed schedule (days and times);
 - must offer a weekly number of theatre performances that is at least equal to all other types of performing arts presentations offered (e.g., dance, comedy, song).





(no pictograph for thematic sites)

Thematic or Archeological Site

- must meet general criteria (p. 9);
- tours must focus on a specific theme;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must be listed in a regional or sector-based tourist guide along with detailed information¹ and have a descriptive pamphlet.



Vineyard, Homemade Cider, Homemade Beer, Berry Wine or Mead

- must meet general criteria (p. 9);
- must be licensed by the Régie des alcools, des courses et des jeux as a cottage-type production;
- must offer guided tours 5 days a week, on set days and at set times (minimum 4 guided tours per day), and the tour schedule must be posted at the entrance to the establishment; if fewer than 4 guided tours are offered per day, the establishment shall provide interpretative material (interpretive panels, audiovisual material, exhibitions, etc.);
- must offer samples on site.



Wildlife Management Area (ZEC)

- must meet general criteria (p. 9);
- must be accessible to transient visitors at least 5 days per week;
- must be decreed a ZEC by the Québec government;
- must meet predetermined criteria for accommodations if the ZEC offers on-site accommodation to the public.



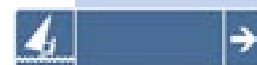
Wildlife Observation Centre

- must meet general criteria (p. 9);
- must keep indigenous wildlife in captivity and make it available for public viewing, for educational, recreational, scientific, or tourism purposes at least three months a year;
- must provide an educational program enabling visitors to acquire knowledge about the animals kept in captivity and about their habitat; the program must specify the educational goals of the site and the activities offered to visitors;
- must be licensed by the Société de la faune et des parcs du Québec.

¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

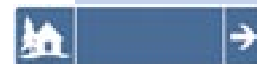
Windsurfing

- must meet general criteria (p. 9);
- must offer on-site rental of at least 10 sets of equipment for transient clients;
- must provide direct access to a water body.



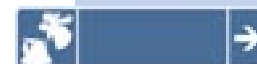
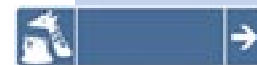
Youth Hostel

- must meet general criteria (p. 9);
- must be open 7 days a week during the period of operation;
- must hold a classification certificate as stipulated in the *Act respecting tourist accommodation establishments* in the youth hostel category.



Zoo

- must meet general criteria (p. 9);
- must keep indigenous and exotic animals in captivity and make them available for public viewing, for educational, recreational, scientific, or tourism purposes;
- must provide an educational program enabling visitors to acquire knowledge about the animals kept in captivity and about their habitat; the program must specify the educational goals of the zoo and describe the activities offered to visitors;
- must be licensed as a zoo by the Société de la faune et des parcs du Québec.



¹ This information must include the address of the business, the period of operation, and a description of the business and the tourism product it provides.

Tourist Signage For

8. Major Attractions

On certain major highways situated in urban centres, namely, in the Montréal, Québec City, Hull, Trois-Rivières and Sherbrooke areas¹, there is not sufficient space for all tourist signs. This is why only major attractions are eligible. Major attractions are defined as establishments offering a structuring tourism product and that are capable of attracting and holding clients from outside the region and from outside Québec.

To be deemed a major attraction, a tourist amenity must meet certain eligibility criteria. The tourism business must submit a file containing the following elements to Tourisme Québec through its regional tourism association:

A) For signage within the tourism region where the amenity is located:

- Demonstrate that the amenity in question is in keeping with the above-mentioned definition of major attraction in terms of the product as well as the clientele.
- Be located in the same tourism region as the reserved highway section.¹
- Meet the applicable eligibility criteria related to the tourism signage in force.
- Be listed in a regional tourist guide published by an ATR along with detailed information.
- Be listed and described in a tourism publication geared to markets outside Québec, such as the Canadian Automobile Association's Tourbook for Québec and the Atlantic Provinces or the Michelin Guide to Québec.
- Be included in the city tour, if such a service exists.
- Be open year-round if the activity can be carried out in every season.
- Have a yearly attendance rate of:
 - 750 000 visitors for the Montréal tourism region
 - 250 000 visitors for the Québec City tourism region
 - 200 000 visitors for the Outaouais tourism region
 - 100 000 visitors for the Laurentides, Montérégie and Laval tourism regions
 - 70 000 visitors for the Mauricie and the Cantons-de-l'Est tourism regions.

Eligibility of the amenity shall be analyzed and confirmed by Tourisme Québec on the basis of the documents submitted by the applicant.

¹ Reference: Transports Québec, *Normes - ouvrages routiers* - Tome V. Signalisation routière, volume 2, Annexes B à F. Les Publications du Québec.

B) For signage in a tourism region other than the region where the amenity is located:

- Demonstrate that the amenity in question meets the eligibility criteria indicated in Section A (except the second criterion).
- Demonstrate that the amenity has the required yearly attendance rate indicated in Section A and provide a breakdown of the provincial, national and international clientele.
- Describe any business development, canvassing and promotional initiatives undertaken by the business in markets outside Québec and Canada.

Note: *In order for a downhill ski centre to have signage outside the region where it is located, it must have a vertical drop of at least 335 metres.*

The file will be analyzed by Tourisme Québec in order to determine whether the amenity constitutes a "major attraction," in which case, the Ministère des Transports will prepare a signage plan that takes into account the best route for tourists and the space available for signage.

9. Management System

9.1 APPLICATION PROCEDURE FOR TOURIST SIGNING

1. The owner of a tourism business must file an application with the appropriate regional tourism association (ATR) (pages 29 and 30). The association verifies whether the business complies with the prescribed criteria and either agrees or refuses to recommend the signage of the amenity to Tourisme Québec. The associations are entitled to charge administration fees for studying the file (maximum \$200).
2. Tourisme Québec rules on the business' eligibility for signage and forwards its decision to the regional tourism association.
3. If Tourisme Québec grants eligibility, the tourism association adds a plan to the signage application showing the locations of all required signs. The ATR sends all these documents to the Associations touristiques régionales associées du Québec (ATRAQ) for a signage contract request.
4. The ATRAQ analyzes the signage application, obtains the required authorization (if space for signage is available) to install tourist information signs from the Ministère des Transports, draws up a contract and returns it to the applicant.
5. The applicant signs the contract and pays the required fees. The signed contract is returned to the ATRAQ, which sees to the construction and installation of the information signs.

Upon expiry of the signage contract, the applicant must apply to renew the contract by following all of the above steps.

9.2 PROGRAM MANAGERS

1. TOURISME QUÉBEC AND THE MINISTÈRE DES TRANSPORTS

The tourist signage policy is a policy of the Québec government. Tourisme Québec and the Ministère des Transports du Québec are responsible for its content, notably, the eligibility criteria and signage standards.

TOURISME QUÉBEC

Direction générale des services à la clientèle touristique

Bureau 400

1010, rue Sainte-Catherine Ouest

Montréal (Québec) H3B 1G2

www.bonjourquebec.com/signage

Danielle Lavoie

Jacinthe Dumoulin

Angèle Provost

MINISTÈRE DES TRANSPORTS

Service des technologies d'exploitation

700, boul. René-Lévesque, 25e étage

Québec (Québec) G1R 5H1

Michel Masse, P. Eng.

2. THE ATR ASSOCIÉES DU QUÉBEC

Management of tourist signage is handled by ATRAQ, which enters into signage contracts with the tourism businesses concerned, and then proceeds to construct, install and maintain the tourist information signs, in accordance with the signage standards established by the Ministère des Transports.

LES ASSOCIATIONS TOURISTIQUES RÉGIONALES ASSOCIÉES DU QUÉBEC

3333, boul. du Souvenir, bureau 300

Laval (Québec) H7V 1X1

Phone: (450) 686-8358

Isabelle McCann

3. REGIONAL TOURISM ASSOCIATIONS (ATR)

TOURISME ABITIBI-TÉMISCAMINQUE

170, avenue Principale, Office 103
Rouyn-Noranda (Québec) J9X 4P7
Tel: (819) 762-8181

TOURISME BAS-SAINT-LAURENT

148, rue Fraser
Rivière-du-Loup (Québec) G5R 1C8
Tel: (418) 867-1272

TOURISME CANTONS-DE-L'EST

20, rue Don-Bosco Sud
Sherbrooke (Québec) J1L 1W4
Tel: (819) 820-2020

TOURISME CENTRE-DU-QUÉBEC

20, boulevard Carignan Ouest
Princeville (Québec) G6L 4M4
Tel: (819) 364-7177

TOURISME CHARLEVOIX

495, boulevard de Comporté
P.O. Box 275
La Malbaie (Québec) G5A 1T8
Tel: (418) 665-4454

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage
Saint-Nicolas (Québec) G7A 1C9
Tel: (418) 831-4411

ASSOCIATION TOURISTIQUE DE DUPLESSIS

312, avenue Brochu
Sept-îles (Québec) G4R 2W6
Tel: (418) 962-0808

TOURISME GASPÉSIE

357, route de la Mer
Sainte-Flavie (Québec) G0J 2L0
Tel: (418) 775-2223

ASSOCIATION TOURISTIQUE DES ÎLES-DE-LA-MADELEINE

128, Chemin du Débarcadère
P.O. Box 1028
Cap-aux-Meules G0B 1B0
Tel: (418) 986-2245

TOURISME LANAUDIÈRE

3645, rue Queen, C.P. 1210
Rawdon (Québec) J0K 1S0
Tel: (450) 834-2535

ASSOCIATION TOURISTIQUE DES LAURENTIDES

14142, rue de la Chapelle
Mirabel (Québec) J7J 2C8
Tel: (450) 436-8532

TOURISME LAVAL

2900, boulevard Saint-Martin Ouest
Laval (Québec) H7T 2J2
Tel: (450) 682-5522

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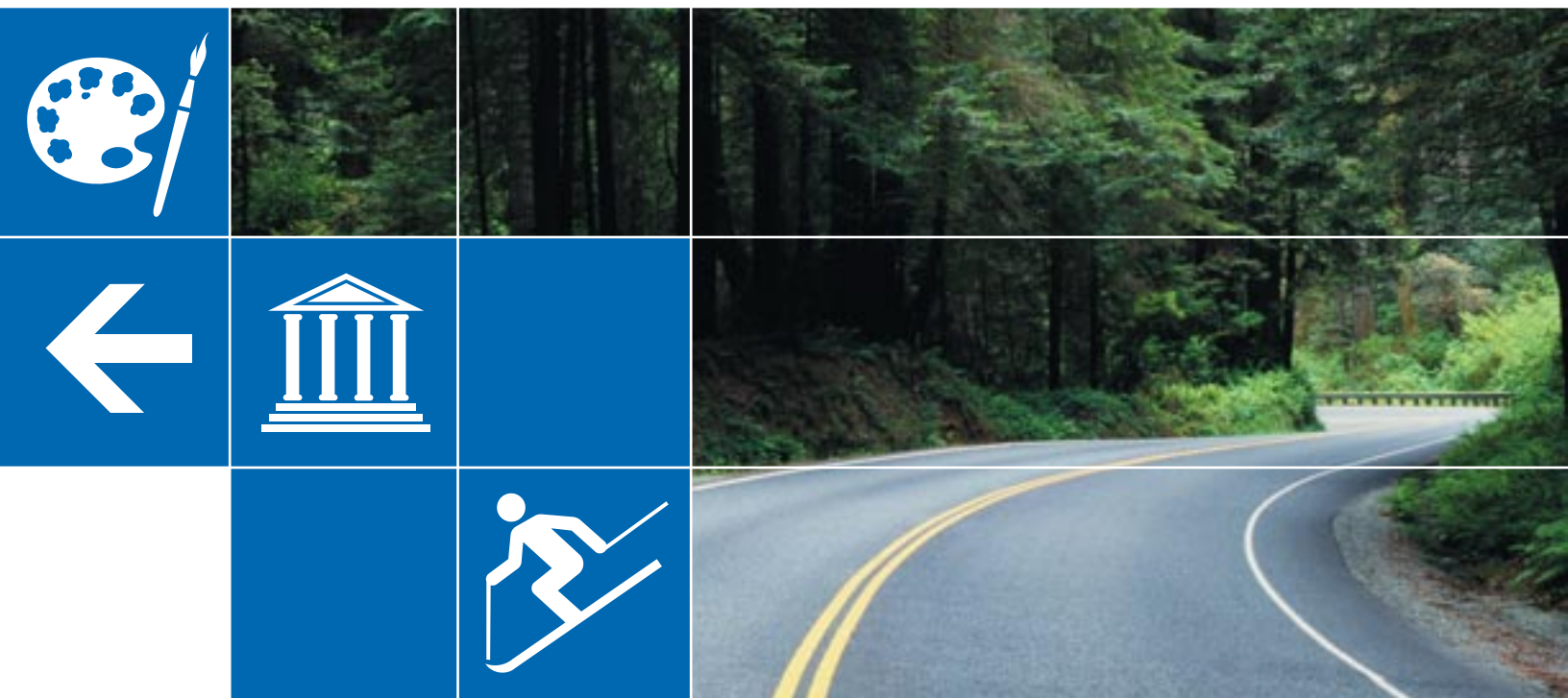
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