

TNO Wayfinding Strategy

September 24, 2014

Agenda

- High-level review of document
- Q&A

This project was completed with the support of:



“Our region is
only as good as the
**stories that are
told about it.**”

Introductory sections

- Purpose of the project
- Acknowledgements
- Glossary of terms
- How to use this document

Goals of the Program

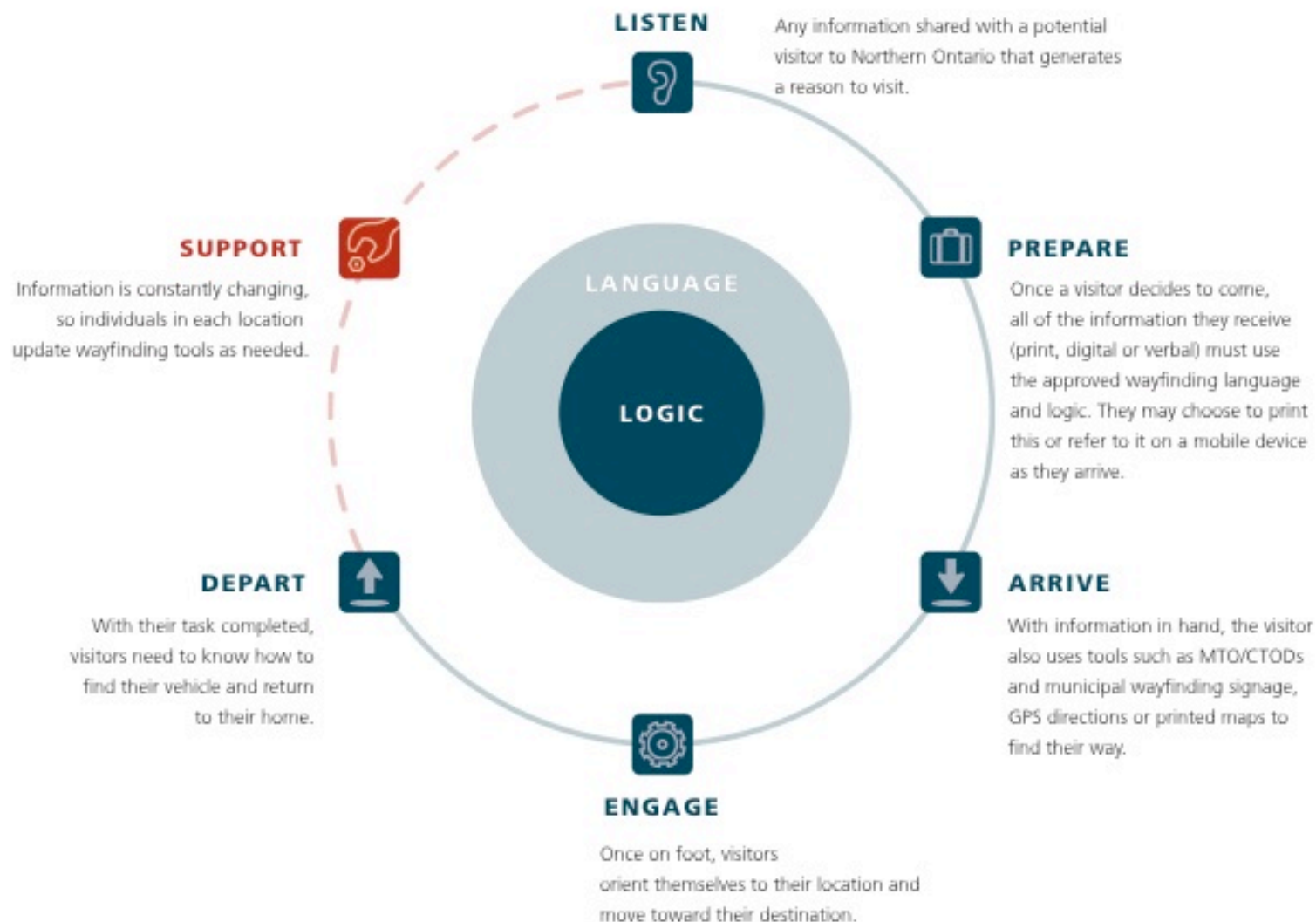
- Increase visitors' length of stay
- Increase visitor receipts
- Increase visitor satisfaction
- Assure consistency across all communication channels

What is wayfinding? **Direction for people in motion**

Wayfinding **is not**
tourism marketing,
promotion or advertising

How do people
find their way?

How do people find their way?



What **tools** do they use?



Web
Mobile



Print



Signs



Verbal
(Training)

What tools do they use?

	When Northern Ontario invests in:	... tourism operators can access:	... and visitors experience:
	Standards: Consistent language Simplified logic Mapping: graphic standards, applied to all wayfinding channels	Correct language Easy to use logic Electronic map files, available for editing as needed	Better, more simplified and more consistent information
	Digital Tools: RTO managed or endorsed Websites: - Mobile enabled - Reservation engine - Itinerary planner - Free & enhanced listings	Correct informational hierarchy: - Available on multiple platforms - Built-in functionality - Benefits of product packaging - Choice of investment level	Access to information on any device Consistent functionality Awareness, cost savings Complete information
	Printed Materials: Free & enhanced listings Advertising opportunities/QR code Visitor Centre Kiosk Materials distribution plan	Choice of investment level Single advertising investment Fewer, better resources for visitors Order/stock RTO-approved materials	Complete information Awareness of opportunities/more info Most current, relevant information
	Wayfinding Signage: Advocacy with MTO, CTODS Municipal signage standards Guidance for planning, design Pricing, implementation guidelines Success stories, examples	Understand rules, regulations Signage "toolkit" Understand, plan, design program Raise funds, implement Advice from peers	Consistent information on highways Complete information in municipalities Less getting lost
	Staff Training Programs: Cheat Sheet info summary Programs for Visitor Centre staff Summer intern support	Simplified information Educational resources Access to seasonal helpers	Better information Consistent Visitor Centre experience Friendly guidance by trained staff

Sample statement

When Northern Ontario invests in
municipal signage standards

Tourism operators can access
a signage “toolkit”

and visitors experience
complete information in municipalities.

To **whom** are
we speaking?

Northern Ontario visitors

- Who are they?
- Why do they come?
- Where do they go?
- What problems do they experience?

*A summary of Tourism Opportunities
for RTO 13, July 2014*

Visitor problems

- Passport requirement, border restrictions
- Difficulty anticipating distances
- Weather inhibits visibility of information
- Aging municipal wayfinding systems
- Overwhelming information in print, online
- Lack of clarity among tourism operators regarding RTO 13 divisions
- Lack of coordination between RTOs and operators regarding wayfinding information.

What do they
need to know?

Wayfinding Information Hierarchy

1. Tourism Region: RTO 13
2. Tourism Sub-region: RTO 13c
3. Tourism Association: Sunset Country
4. Municipality/Rural: Thunder Bay
5. Attraction: Centennial Park

Tourism Association

Created to promote “signature landscapes”

While they represent physical divisions of space, the boundaries are difficult for the traveller to define.

Use levels 1, 2, 4 and 5 as anchor points for primary wayfinding information.

Observations & **recommendations**

RTO 13 Culture

Observation

Hierarchy has been in place for a relatively short period of time

Recommendation

Complete the transition to the correct information hierarchy, using this strategy to build tools for awareness & education.

Visitor Centres

Observations







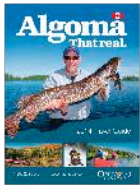

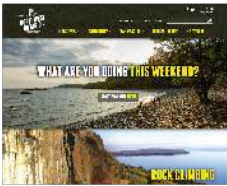
1. 122 active in RTO 13
2. Large range in size, resources, capability
3. Does not change visitor expectations
4. The most important wayfinding channel is a friendly face at the Visitor's Centre

Visitor Centres

Recommendations

1. Reopen and support OTIC Visitor Centres that have been closed at borders
2. Support Centres with summer students where possible
3. Build training tools, resources for all
 1. Material distribution
 2. "Point of purchase" display
 3. RTO 13 wall-mounted map
 4. Self-serve information booth as needed

Use **fewer, better tools**
to communicate
wayfinding information
to visitors

Level	Print	Web	Mobile
Province	Best of Ontario guide 	ontariotravel.net 	Discover ON Mobile App 
RTO 13	Does not exist	northernontario.travel 	Does not exist
RTO 13A	"Legendary" Guides (3 total) 	northeasternontario.com 	Does not exist
RTO 13B	Algoma 2014 Travel Guide 	algomacountry.com 	Does not exist
RTO 13C	Does not exist	visitsouthwestontario.com 	Does not exist

Border Crossing

Observations

1. Critical information is available across channels; dispersed and inconsistent
2. Visitors are at times unaware of requirements prior to arrival
3. Regularly updated materials are no longer available at border crossings

Border Crossing

Recommendations

1. Choose a single, concise border crossing summary for Canadian, US citizens.
2. Place it prominently and consistently in printed materials and in Canadian, U.S. Visitor Centres
3. Consistently link to online resources
 1. <http://www.cbsa-asfc.gc.ca/>
 2. www.dhs.gov



Canada Border Services Agency

Canada



[Travellers](#) | [Import and Export](#) | [Securing the Border](#) | [Publications](#)

Current wait times at the border

Go



CHECK BORDER WAIT TIMES

Check border wait times

- Apply for a NEXUS card
- View personal exemption limits
- Find out about identification requirements
- Bring goods across the border
- Import and export commercial goods
- Import goods for personal use

What's New

[News Release] North Dakota man faces jail time for attempting to evade reporting in [2014-09-18 11:00]

[News Release] Minister Blaney signals discussion with Israel on customs Mutual Recognition Arrangement [2014-09-17 11:00]

[News Release] Cornwall restaurateur and illegal worker convicted of immigration violations
[2014-09-16 14:30]

Agency Priorities



« » || Pause

Wayfinding Signage

Observations

1. Signage is the most visible, most extensive embodiment of wayfinding
2. Most frustrating aspect due to bureaucratic and regulatory restrictions
3. Signage Hierarchy
 1. Ministry of Transportation (MTO)
 2. Canadian Tourist Oriented Directional Signs (CTODS)
 3. Municipal
 4. Trails

MTO Standards

Observation

Bypass routes divert potential visitors from downtowns

Recommendation

Petition MTO to change language



MTO + OBIAA



Observation

Creates a consistent, branded indicator for a downtown business/shopping district

Recommendations

1. Work with MTO to add icons to highway signage
2. Build awareness by promoting across channels

CTODS

Observations

1. Stakeholders view it as designed for Southern Ontario
2. Research survey revealed 3 primary issues:
 1. Becoming a qualified destination
 2. Cost/time investment for operators
 3. Long lead times for installation/replacement
3. Fewer staff in the North; limited understanding of program details

CTODS

Recommendations

1. TNO & sub-regions participate fully in development of new guidelines
2. Advocate for needs of Northern Ontario
 1. Reduce restrictions for participation
 2. **Include natural features**
 3. Account for seasonal operations
 4. Add customizable community sign panel
 5. Add OBIAA sign panel
3. Update operators of progress via digital tools



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TOURISM-ORIENTED DIRECTIONAL SIGNING

This ministry is responsible for the delivery and maintenance of well-placed and well-designed signs on Ontario's roadways: we supervise the Tourism-Oriented Directional Signing (TODS) program with the Ministry of Transportation; the Ministry of Transportation also supervises the Logo program. Both of these initiatives are province-wide roadway directional signage programs for tourism-oriented and other businesses that provide tourism activities or essential services to motorists.

These signs make it easier for tourists to find local attractions, operations and services. They help travellers feel welcome, safe and comfortable.

Canadian TODS Limited — a private, third-party company, operates, manages, maintains and finances this program on behalf of the ministry to:

- Increase awareness of Ontario's tourism attractions, operations and services located off provincial highways
- Enhance traffic control through "advanced warning of turns" signs
- Promote and strengthen tourism province-wide.

Canadian TODS Limited works with specific businesses interested in placing a sign on the highway to direct motorists to their attraction or service.

Logo program

This program places signs on Ontario's 400-series highways to help motorists find essential services like food, fuel and accommodations (with over 15 units). Canadian TODS Limited installs and maintains these signs for the Ministry of Transportation.

Eligibility

Accommodation properties, tourist attractions, area profile themes and approved permanent tourist routes such as (but not limited to):

- Accommodations
- Boat cruises
- Campgrounds
- Conservation areas
- Golf courses
- Historical sites
- Museums
- Natural sites and trails
- Public beaches
- Rural downtowns
- Spas

CTODS Restrictions

Observation

Staff at TODS are restricted in level of change that can be expected from CTODS:

- Federal level contractual agreement
- Meetings ongoing to amend standards

Final decisions expected Q4 2014

CTODS + Municipal Signage

Observation

Municipalities “pirate” aspects of CTODS

Recommendation

Create standards for municipalities that pick up where CTODS leaves off.



CTODS

Observation

Signs are empty where businesses have closed, creating a negative impression

Recommendation

Create default sign panel for more information, such as ontariotravel.net, or an appropriate DMO or TNO Web address



CTODS + Billboards

Observation

Billboards are a substitute for CTODS participation; MTO enforcement is lax

Recommendation

Create guidelines for including wayfinding information on billboards in future signage standards program



CTODS + Tourism Routes

Observation

Used to comply with CTODS in order to attract visitors to destinations, downtowns and through rural areas

Recommendations

1. Promote in multiple channels so visitors can use them to find attractions
2. Where routes are no longer supported, remove signage as a last resort



Trail Signage

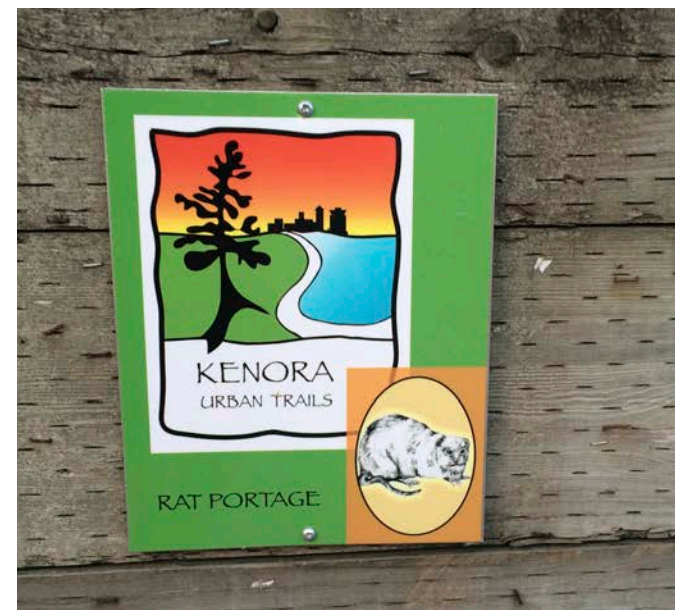
Observation

Municipalities vary greatly in the way they welcome, orient and inform trail visitors

Recommendation

Develop consistent trail signage standards in an RTO 13 wayfinding signage program

Wayfinding Signage > Trails



Technology access

Observations

1. Remote geography = limited access
2. International visitors may not activate data plans for use in Canada
3. Canadian visitors incur roaming charges as they cycle between Rogers and Bell
4. Mobile applications rely on data service
5. Some Websites are not optimized for viewing on mobile devices
6. Many rely on GPS technology to navigate

Technology access

Recommendations

1. Develop one consistent standard for digital communications: Web-based, mobile
2. Incorporate functionality to “cache” information in mobile applications
3. Optimize Websites to work efficiently on multiple platforms
4. Consider developing GPS modules to support specific experiences, such as snowmobile trails or touring routes

Websites

Observations

1. Limitless information available online
2. Most of it is legitimate, some not
3. Visitors need a way to cut through clutter



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The NEAR NORTH and the SURROUNDING AREAS

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RESOURCES EXCHANGE LINKS



Websites by the [Ministry of Natural Resources](#) of the Government of Ontario



The Ontario Fishing Directory

Welcome to **FISHinONTARIO** a Website dedicated to inspiring enthusiasm for fishing Ontario, its abundant lakes, rivers and streams and committed to providing a one-stop source for information about fishing in Ontario.

The word "Ontario" is Iroquoian for "beautiful or shining waters" and, with approximately 250,000 lakes, it's no wonder that Ontario is the number one fishing destination in North America.

Globally, Ontario contains one quarter of all the available freshwater in the world! Ontario is also renowned for having the world's largest freshwater island (Manitoulin Island) and the world's largest lake within a lake (Manitou Lake on Manitoulin Island)!

The Great Lakes, that define much of Ontario, include Lake Superior (in Northwestern Ontario) which is the world's largest freshwater lake by surface area and there is enough water in all five of the Great Lakes to cover all of the land in Canada twelve feet deep!

The Iroquois, who so wisely named Ontario for its "shining waters" also intrinsically knew that this area was a fishing paradise. In fact, of the 180 native fish species found in Canada, 144 can be found in the "shining waters" of Ontario.

We, at **FISHinONTARIO**, recognize Ontario for the fishing paradise that it is and we invite you to visit our pages and discover for yourself why Ontario should be your premier destination if you love fishing as we do.



Wawa Ice Fishing Derby



Temagami Stewardship Council

Dawson's Resort



Manitoulin Island

Fishing Lake Kagawong on Manitoulin Island in Ontario at Dawson Resort

We have fantastic ice fishing opportunities at West Nipissing Resort

Websites

Recommendation

Focus efforts on primary RTO sites

- Content updated consistently
- Search engine optimization
- Promoted across channels
- Maintained with annual budgets
- Develop a branded “seal of approval,” indicating that a Website has met content and functional standards



CREATE YOUR PACKAGE

16 Hotels match your selections

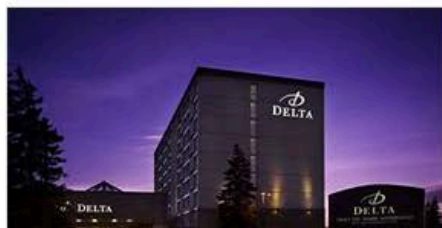
Lodges & Packages


[VIEW HOTELS ON A MAP >>](#)

Search Results 1 - 16 of 16

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Delta Sault Ste. Marie Waterfront

208 St. Mary's River Drive, Sault Ste. Marie, ON P6A 5V4
 1-705-949-0611 Toll-Free: 1-888-713-8482

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STARTING AT
\$129⁰⁰

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Mobile Apps

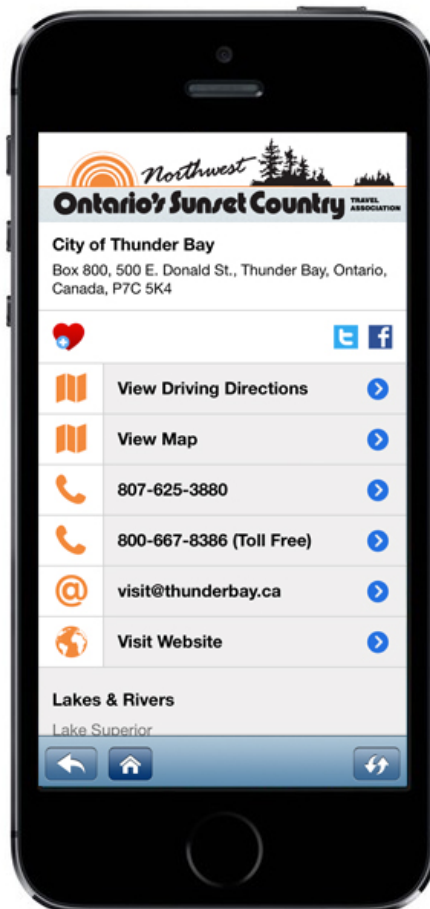
Observations

1. Most operators have determined that expense and maintenance are barriers
2. Connectivity is problematic
3. Some existing apps are pay-to-play, featuring members of organizations only, which limit their effectiveness for visitors

Mobile Apps

Recommendations

1. Create mobile standard for RTO 13
 1. Single digital template
 2. Customized for a given destination
 3. Include complete regional business listings
2. Assure placement on the Discover ON app
3. Carefully consider before starting:
 1. Audience needs
 2. Development & promotion budget
 3. Implications for DMO funding sources
 4. Ongoing maintenance



Stakeholder Investment







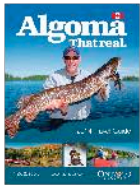

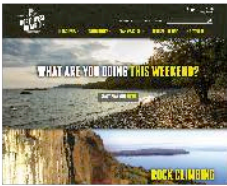
Observations

1. For operators, there are multiple printed, digital tools soliciting investment
2. May have limited dollars
3. How to achieve maximum impact?

Stakeholder Investment

Recommendations

1. Bundle packages for operators to include placement in print, digital applications
2. Provide an online “broker page” for tourism operators to consider participation across channels

Level	Print	Web	Mobile
Province	Best of Ontario guide 	ontariotravel.net 	Discover ON Mobile App 
RTO 13	Does not exist	northernontario.travel 	Does not exist
RTO 13A	"Legendary" Guides (3 total) 	northeasternontario.com 	Does not exist
RTO 13B	Algoma 2014 Travel Guide 	algomacountry.com 	Does not exist
RTO 13C	Does not exist	visitsouthwestontario.com 	Does not exist

Printed Materials

Observations

1. Almost all visitors carry printed information
2. Non-OTIC visitor centres are loosely organized, present overwhelming information
3. Much of printed info is available electronically
4. Pay to play listings do not benefit visitors



Printed Materials

Recommendations

1. Support development of printed guides to supplement other channels
2. Develop a TNO “Point of Purchase” display for approved RTO 13 resources
3. Include links to downloadable PDFs
4. RTO 13 materials should include complete listings of local businesses in each category

Floor Displays



Counter Displays



High Impact Displays



Mapping Standards

Observations

1. Tremendous variety of maps created for each publication
2. Variety of scales, levels of detail, information categories
3. Increased costs for operators
4. Inconsistency for visitors

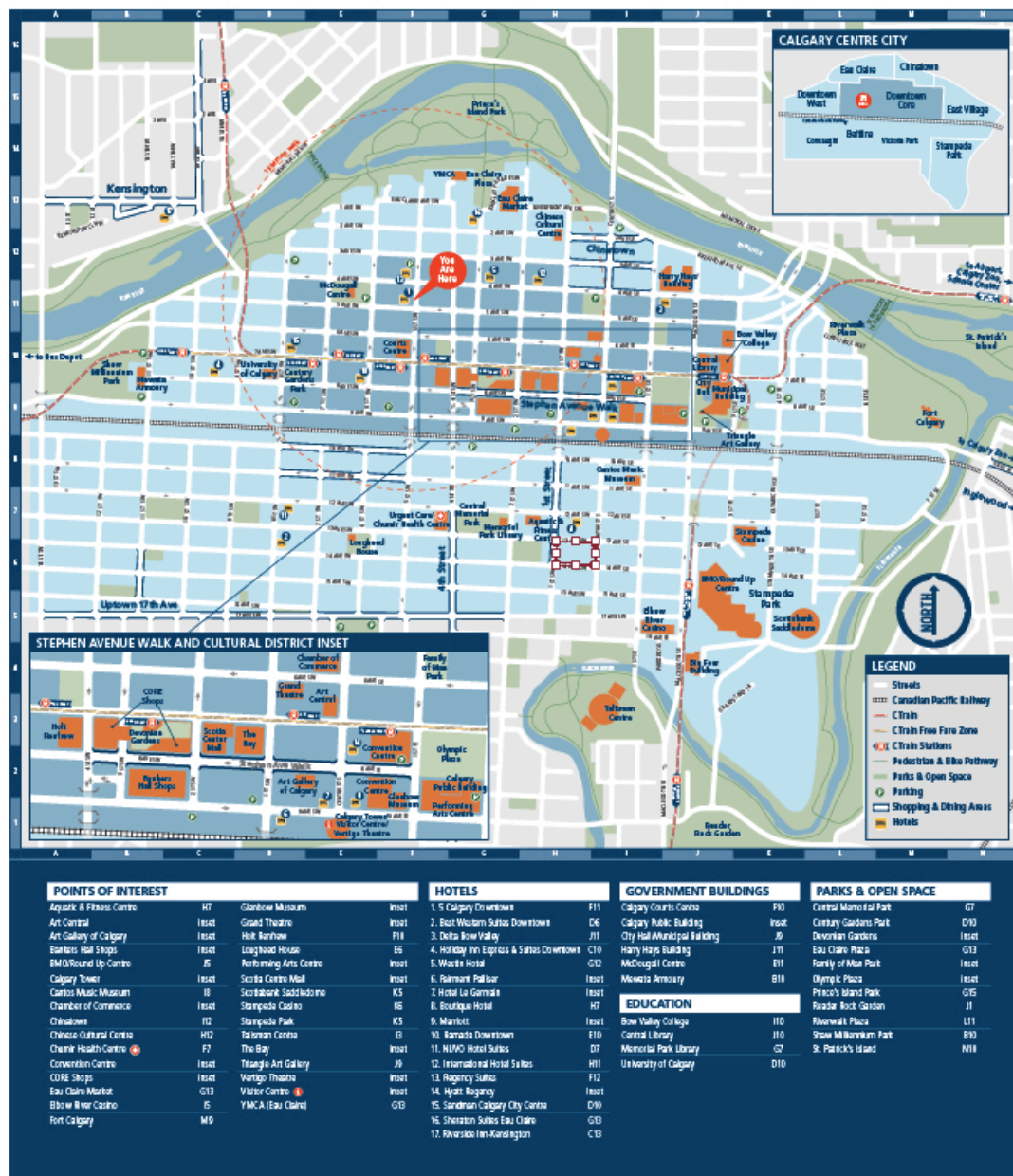
Mapping Standards

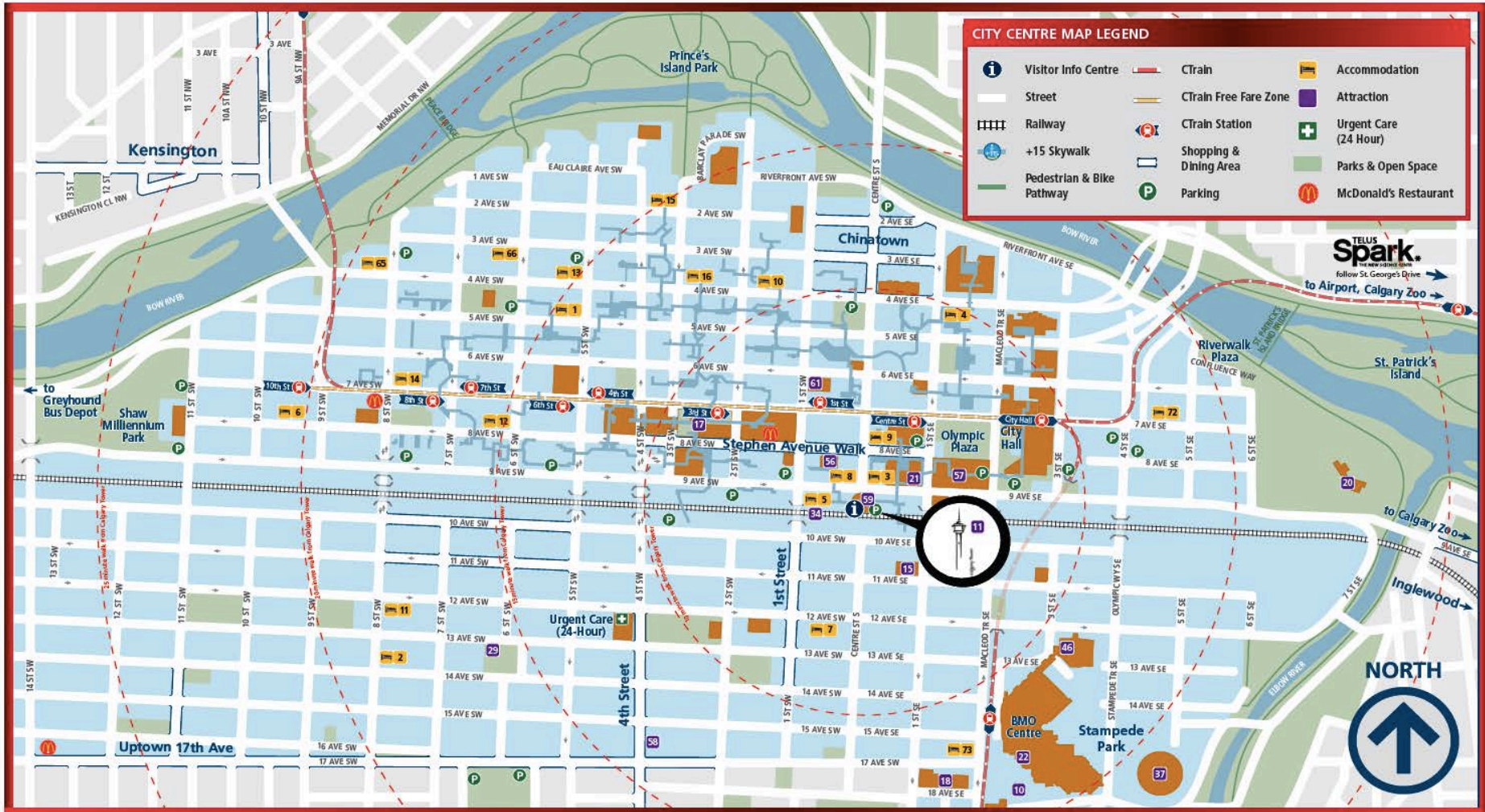
Recommendations

1. Create a single wayfinding map standard for all TNO and sub-region communications
2. Assure that graphic standards apply to all media: print, digital and signage
3. Target for tourism: not the same level of detail as street mapping

[UP FRONT]







Wayfinding sign type **hierarchy**

Sign Type Hierarchy









- MTO
- CTODs
- Regional
- Municipal
- Destination Naming Recommendations

Sign Type Hierarchy > MTO | CTODS





Regional Wayfinding Signage






Sign type	Sign type diagram	Budget cost	Sign type description
Gateway		\$5,000 – \$50,000	Placed on the highway at entrance points to a region or sub-region, gateway signs provide a welcoming landmark for regions and set the tone for other wayfinding signage through their shape, color and typography.
Primary Vehicular Guide		\$3,500 – \$5,000	This sign is designed for high-speed roadways and directs to other regions, municipalities, natural areas and not-for-profit regional destinations. This sign would have an emblem or panel with the regional identity.
Exit Ramp Guide		\$3,000 – \$4,000	Located at highway exit ramps, these guide signs provide directions to regions and municipalities, natural areas and not-for-profit regional destinations.
Secondary Vehicular Guide		\$3,000 – \$4,500	This sign is similar to the Primary Vehicular Guide, but is used on lower-speed roadways. Because of the decreased speed, this sign uses a smaller cap-height.
Vehicular Trailblazer		\$2,000 – \$3,500	Use this sign when directing to a district area or downtown, or to direct to a major destination that is outside of the region. This sign type typically directs to one destination and are located before key decision points.
Driving Tour Guide		\$1,750 – \$2,500	Tour guide signs act like Trailblazers. They provide confirmation for the visitor that they are still on the tour route, or they provide direction when at a decision point.
Pedestrian Map Kiosk		\$3,500 – \$5,500	Used in pedestrian areas, such as trail heads, parks, and boat launches, this sign uses colors, fonts and graphics that match the rest of the regional wayfinding system. The purpose of the sign is to orient the visitor relative to other destinations, typically through the use of a map or a combination of map and destination directions.
Regional Information Centres		\$5 – \$55	Regional information centers are a key place for visitors to gain insight for their visit. Identification for these buildings/locations should consistently use the international symbol for information and either be visible from the primary roadways, or provide trailblazing signage to the Centre.

Tourism **stories**

Tourism Stories

- Three families, three trips
 - Winnipeg to Dryden: fishing, camping
 - Bay City, MI to Hearst: Algoma Central Railway
 - Markham to Lake Superior Circle Tour: motorcycle
- Illustrate realistic visitor experiences
- Demonstrate use of multiple channels

Recommended **implementation plan**

Northern Ontario invests in:	Relative Costs	Tourism Operators can access:
<p>Graphic standards for visitor mapping with RTO 13 regional map as overall guideline, and a booklet of design standards, which include recommended information for mapping at all levels of the information hierarchy.</p>	\$	Map standards to build local maps to include in various channels.
<p> Training programs for Visitor Centre staff, built on best practices from OTIC Centres. Include a "point of purchase" display to present fewer, better printed tools to visitors. Include standard RTO 13 map for display as well.</p>	\$\$	Simple guidelines for sharing information with Visitor Centre guests.
<p> Wayfinding signage design standards and guidelines would include a family of sign types for each part of the information hierarchy, developed into a bid-ready design intent package. To be used in conjunction with standards for CTODS and OBIAA signage, billboards and other tools.</p>	\$\$	Complete information for approved wayfinding signage, including design/informational intent for each sign type, potential costs and guidelines for application.
<p> Wayfinding signage documentation & implementation for rural or urban areas. Could include regional touring routes as well. Begins with an analysis to determine circulation and destinations, application of sign standards, documentation of all sign messaging and locations, a phasing plan and implementation services.</p>	\$-\$\$\$	Assistance with implementing signage standards in a defined geographic area. Cost based on scope and scale of wayfinding system.
<p> Printed guides for RTO 13 as a whole, and RTO 13c as one large Sub-Regional entity (see page 13 for more details).</p>	\$\$-\$\$\$	More complete, comprehensive resources for sharing information.
<p> Mobile tools for wayfinding, including apps, GPS modules, and mobile-enabled Websites.</p>	\$\$-\$\$\$	App development at a regional or municipal level to share costs and encourage partnerships.

Funding & planning **assistance**

Funding & planning assistance

- FedNor
- Ontario Trillium Foundation (OTF)
- Northern Ontario Heritage Fund Corporation (NOHFC)

Appendix A:

SWOT

INTERNAL**STRENGTHS**

Pan-provincial cooperation
 Available funding resources
 Tourism focus, initiatives
 Extensive research
 Outreach
 Directory: free + enhanced listings
 Local initiatives coupled with product dvlpt.
 Strong identities at a community level

WEAKNESSES

Lack of unified plan for wayfinding
 Introspective point of view
 Conflict between advertiser-driven
 and free listing publications
 Fragmented identities
 Destination “orphans”
 Overlapping/overwhelming information
 Pay to play: incomplete visitor information
 Insufficient stakeholder education

OPPORTUNITIES

Funding resources
 CTODS restructuring
 Standardization = consistency
 Other RTO existing standards
 Touring and trails
 Uniform functionality
 Pan-provincial packages
 Social media outreach

THREATS

Tourism as “last resort”
 MTO/CTODS restrictions
 Geography
 Technical interconnectivity
 Uncontrolled information
 Misconceptions of what wayfinding
 is and is not

EXTERNAL

Appendix B:

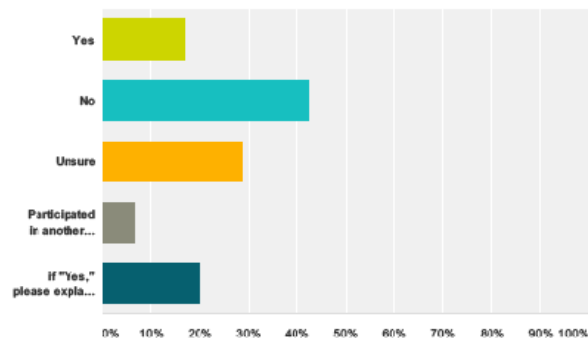
Research Survey Results

Appendix B: Research Survey Results

Tourism Northern Ontario Wayfinding Strategy Appendix B

Q7 Are there efforts underway to develop a mobile app for reference or information?

Answered: 59 Skipped: 10



Answer Choices	Responses
Yes	16.95% 10
No	42.37% 25
Unsure	28.81% 17
Participated in another organization's app	6.78% 4
If "Yes," please explain the intent behind the project:	20.34% 12
Total Respondents: 59	

#	If "Yes," please explain the intent behind the project:	Date
1	Thunder Bay is transitioning to responsive design templates and all new web apps are designed to be mobile friendly	4/28/2014 10:09 AM
2	"proximity" alert for camping	4/27/2014 6:57 PM
3	Park Canada is currently working on an app to promote its places, which would include key information on "how to get there".	4/27/2014 6:37 PM
4	Ontario Private Campground Association developed one	4/28/2014 3:04 PM
5	City of Elliot Lake is working on a number of projects	4/21/2014 4:17 PM
6	Looking at an app for our website. Camping in Ontario has an app and we are listed with them.	4/21/2014 3:05 PM
7	The project lists point of interest for tours	4/21/2014 2:22 PM
8	Not at this time, but various options have been researched	4/21/2014 1:59 PM
9	Preliminary discussion only.	4/21/2014 1:55 PM
10	Brand application	4/21/2014 1:53 PM

Appendix C:

Asset Database

Signage

13A | Sudbury

CTODS



13A | Sudbury

Vehicular Guide/Trailblazer



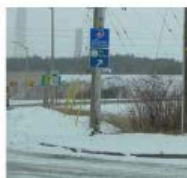
13A | Sudbury

Vehicular Guide/Trailblazer



13A | Sudbury

Vehicular Guide/Trailblazer



13A | Sudbury

Destination ID




Q&A

Strengths: Internal

- Pan-provincial cooperation
- Available funding resources
- Tourism focus, initiatives
- Extensive research
- Outreach: Thunder Bay
- Directory: free + enhanced listings
- Local initiatives coupled with product development (trails)
- Strong identities at community level

Text Size: [A](#) [A](#) [A](#)



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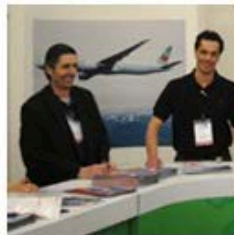
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Partnership Opportunities

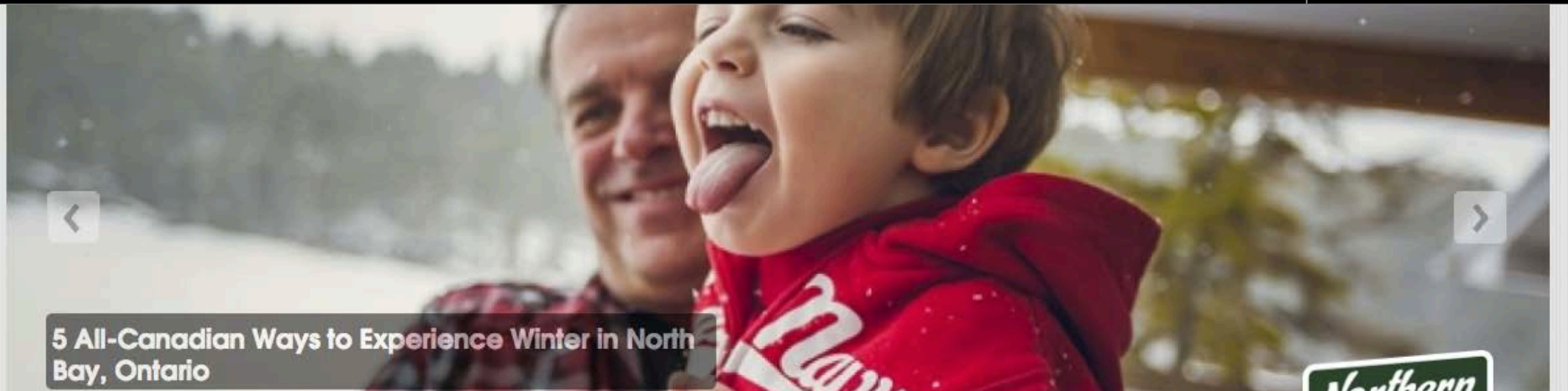


The Ontario Tourism Marketing Partnership is interested in partnering with you, as a unique and distinct Ontario tourism operator. At OTMPC, we know that cooperative marketing works for both of us. By marketing your product or service under the Ontario brand, you reach key tourism markets that you might not otherwise have access to, or that might be too expensive to pursue independently. Ultimately, you bring "top-of-mind" awareness to your product or service while positioning Ontario as a premier four-season travel destination.

Package Listing Opportunity

Travel packages offer consumers convenience, travel options and interesting trip activity ideas. Travel packages are any value-added offer to consumers with an end date - a weekend getaway, free tickets, a special rate or a restaurant voucher. They do not have to be exclusive to ontariotravel.net but they must be an offer for an experience within Ontario.

Between May and August, 2014, 45 online packages will support the Best Of campaign theme being promoted in the mini-magazine, tablet and on the consumer web site. These packages will be criteria-based and available free of charge to industry partners. 15 packages will be selected for promotion in



5 All-Canadian Ways to Experience Winter in North Bay, Ontario

NORTHWEST **ALGOMA** **NORTHEAST** **EXPERIENCES**

SUNSET COUNTRY

THUNDER BAY

Northeastern Ontario CANADA

English Français

We invite you to visit a land where there are as many myths and legends as there are things to do. A vast playground of pristine lakes and rivers, ancient pine forest, and gleaming crimson skies. **Northeastern Ontario** has the power to connect you to the things that really matter.

Paddle or cruise the tranquil waters, drop a line to reel in the big one, camp under an infinite blanket of stars, or take to the road on a motorcycle journey to discover some of the Canada's most spectacular scenic vistas. Explore the region's bustling cities and towns for unique festivals, world-class museums and attractions, fine dining and first-rate accommodations. Read on to learn more about experiences in Northeastern Ontario from professional writers and seasoned travellers. To begin planning your vacation, visit www.northeasternontario.com – A Legendary Adventure is Calling!

SEARCH

All categories

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EVENTS CALENDAR


April 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

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Map **Sat** **Ter**



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BOOK HOTELS & EXPERIENCES

☐ Hotels Only ☐ Experiences ☐ Packages

 Arrival Date Departure Date Rooms 1

 Adults (Over 18) 1 Children (Specify ages below) 0

SEARCH ▶

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Thunder Bay hoteliers support United Way. You can too when you book a guestroom March 18 – April 17th. [MORE](#)



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Mark April 5-7 on your calendar and visit the CLE grounds for this year's annual Spring Home and Garden Show. [MORE](#)



TBSO PRESENTS THE PIANO MEN

Apr 12 at TBCA. The Piano Men, starring Jim Witter, takes you on a musical journey through the 1970's – year by year, hit by hit. [MORE](#)



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Bellevue Valley Lodge

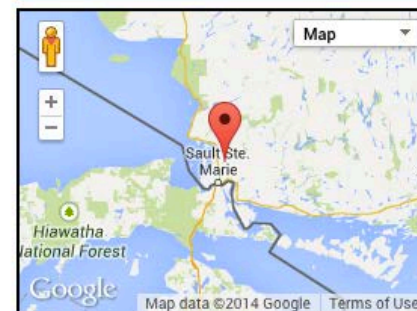


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Location

[VIEW LARGER MAP](#)

Contact

Address: 326 Kirby Rd RR 1
Goulais River, Ontario
P0S 1E0

Phone: 705 649-2880

Toll Free:

Fax:

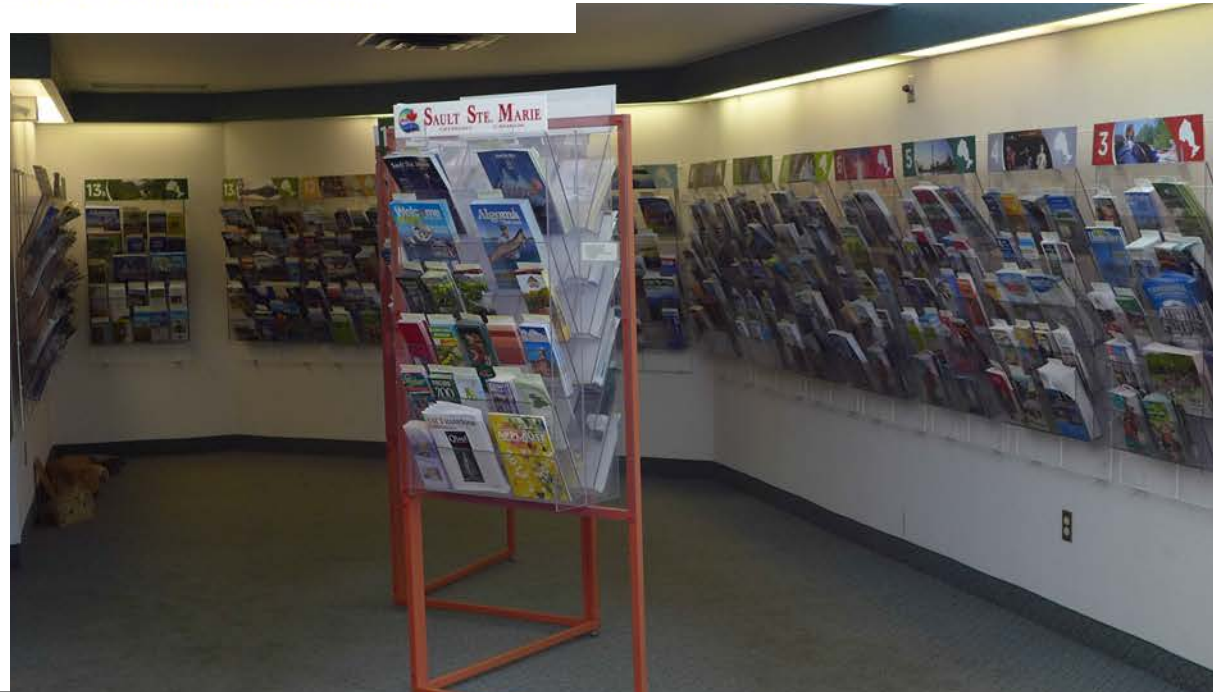
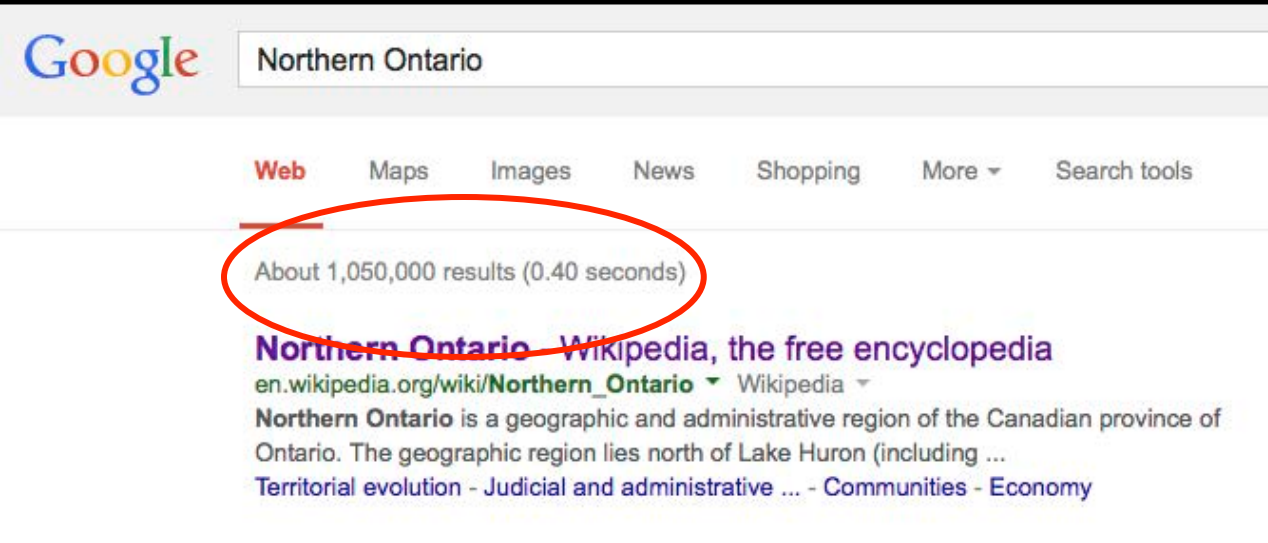
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Activities

- Downhill Skiing
- Snowshoeing
- Bed & Breakfast
- Resorts & Lodges

Weaknesses: Internal

- Lack of unified plan for wayfinding
- Introspective point of view
- Conflict between advertiser-driven and free listing publications
- Fragmented identities
- Destination “orphans”: not on major routes
- Competitive culture
- Overlapping/overwhelming information
- Pay to play: incomplete visitor information
- Insufficient stakeholder education



Opportunities: External

- FEDNOR, RED, NOHFC, Northern Investment Readiness Strategy
- CTODS Restructuring
- Standardization = consistency
- Other RTO existing standards
- Touring and trails
- Uniform functionality (Web reservations)
- Pan-provincial packages
- Social Media outreach

Opportunities

Vehicular - Highway

● Vh-1
Sign Type: Rural Directional

Purpose:
Vehicular-level sign designed to provide directional information to Region 7 communities. This sign should be placed at junction points where the traveller has a decision of which way to turn.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. For legibility sign units should have no more than 4 text lines.
3. All destinations should be town names or specific rural public destinations deemed significant to tourism by the county. (e.g. waterfronts, historical sites, fair grounds, etc.)
4. Sign units should be installed a maximum 300 meters before required turn.
5. Destinations should be listed the following order
-First: All left turn destinations in descending order from nearest to farthest
-Second: All right turn destinations in descending order from nearest to farthest
-Third: All straight ahead destinations in descending order from nearest to farthest.



Vh-1
Directional

● Vh-2
Sign Type: Assurance

Purpose:
Vehicular-level sign designed to provide travel assurance and travel distance information to Region 7 communities. This is NOT a directional sign. It should be installed at interims between junction points to notify traveller of distances to junctions ahead.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. For legibility sign units should have no more than 2 text lines.
3. Installation locations and frequency are site specific. Installations are to be determined by the level and type of existing MTO-level directional signage, i.e. the distance between the existing sign elements and the respective signage information.
4. Destinations should be listed in descending order - from nearest to farthest.



Vh-2
Assurance

● Vh-3
Sign Type: Information - Community Amenities

Purpose:
Vehicular sign designed to provide generic tourism-based destinations available in specific Region 7 communities.

Notes:

1. Sign text and tab size have been developed for optimal viewing at posted speeds of 80 km/hr - maximum.
2. Installation locations and type of amenity tabs are community specific. The sign unit is designed to accept a maximum of five amenity tabs.
3. Signage locations are to be determined by available installation area and distance from an indicated community.



Vh-3
Community
Amenities

Vehicular - Urban

● Vu-1
Sign Type: Urban Directional

Purpose:
Vehicular-level sign designed to provide directional information to amenities within Region 7 communities.

Notes:

1. Sign text has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
2. Install within a community at traffic intersections or decision points where multiple directions are required.
3. For legibility sign units should have no more than 4 text lines.
4. All destinations should be public tourism-based.
5. Installation space permitting, sign units should be installed a maximum 50 meters before required turn.
6. Destinations should be listed the following order
-First: All left turn destinations in descending order from nearest to farthest
-Second: All right turn destinations in descending order from nearest to farthest
-Third: All straight ahead destinations in descending order from nearest to farthest.



Vu-1
Urban
Directional



Vu-2
Core
Directional

● Vu-2
Sign Type: Urban Core Directional

Purpose:
Combination vehicular/pedestrian-level directional sign unit designed to provide directional information to amenities within Region 7 communities.

Notes:

1. Designed for speeds posted speeds of 50 km/hr - maximum.
2. Install within a community at traffic intersections or decision points where multiple directions are required.
3. For legibility sign units should have no more than 5 text lines.
4. All destinations should be public destinations deemed significant to tourism by the county, e.g. beach access, parks, museums, recreational facilities, community amenities, etc.
5. Installation space permitting, sign units should be installed a maximum 25 meters before required turn.
6. Destinations should be listed the following order
-First: All left turn destinations in descending order from nearest to farthest
-Second: All right turn destinations in descending order from nearest to farthest
-Third: All straight ahead destinations in descending order from nearest to farthest.



Vu-3
Parking
Lot ID

● Vu-3
Sign Type: Parking Lot Identification/Directional

Purpose:
Vehicular-level sign used to identify downtown public parking lots.

Notes:

1. Sign unit has been developed for optimal viewing at posted speeds of 50 km/hr - maximum.
2. Install immediately before, or adjacent to a public parking lot.

Opportunities

Pedestrian - Urban and Rural Wayfinding

- **Pw-1a and Pw-1b**
Sign Types: Urban Walking Tour Guide
Rural Walking Tour Guide

Purpose:

Pedestrian-level sign designed to provide directional and assurance for a specified special interest route within walkable community areas.

Notes:

- Signs may be used in both rural and urban locations.
Note: Specific details have been developed for rural and urban installation sites.
- Installation should be determined by:
 - required directional arrows, the occurrence of decision points,
 - the need for user assurance.

Pedestrian - Urban and Rural Directories

- **Pd-1a**
Sign Type: Urban Pedestrian RTO7 Map Directory

Purpose:

Pedestrian-level information/orientation panel for downtown community areas for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community information.

Notes:

- Sign unit should be installed at areas that conform with the following:
 - Confirmed tourist stopping areas, e.g., Visitor Information Centres, urban gathering areas, RTO7 identified parking areas, gas stations at primary RTO7 entry points or with extended hours.
 - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.
 - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
- The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
 - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
 - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
 - This level of information should only be included on the community panel.

- **Pd-1b**
Sign Type: Rural Pedestrian RTO7 Map Directory

Purpose:

Pedestrian-level information / orientation sign for use at trail heads for the display of overall RTO7 regional information. Opposite side should be formatted to provide specific community or amenity, e.g., trail, information.

Notes:

- Sign unit should be installed at areas that conform with the following:
 - Locate in rural areas confirmed to be frequented by tourists, e.g., trail heads, look-offs or primary points of interest, Visitor Information Centres, etc.
 - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
 - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source. Note: this requirement may not be available in many rural locations; Orient signs without access to power source for optimum daylighting from sun.
- The inclusion of private tourism-oriented destinations will be at the discretion of the individual community. If this level of information is to be included, the following is strongly recommended:
 - To ensure conformity and avoid conflict, strict guidelines for the display of private businesses must be developed by the respective community.
 - If private business are included, the community must review the panel annually to ensure accuracy. If businesses are no longer in operation, the panel should be updated and replaced immediately.
 - This level of information should only be included on the community panel.

- **Pd-1c**
Sign Type: Wall-Mounted Pedestrian RTO 7 Map Directory

Purpose:

Pedestrian-level information / orientation sign of overall RTO7 regional information.

Notes:

- This unit should be located in commercial areas confirmed to be frequented by tourists in which it may be mounted to an existing wall or structure, e.g., shopping areas, gas stations at primary Region 7 entry points or with extended hours, Visitor Information Centres.
- This unit should be considered:
 - Where independent installation space is not available.
 - Where there is sufficient interior or exterior wall space on an existing structure.
 - Installation should not affect the structural or visual integrity of a building.
- Private businesses are not recommended to be included on this panel. At the discretion of the installing community, generically described private business groups may be included (e.g., Boat Tours rather than naming all companies that may run this type of business).

- **Pd-2**
Sign Type: Urban Pedestrian Community Map Directory

Purpose:

Pedestrian-level information and orientation sign for display of immediate community information. Opposite side should provide general RTO7 orientation information relative to the specific community.

Notes:

- Installation requirements should conform to Pd-1a unit guidelines.
- The inclusion of private tourism-oriented destinations should conform to Pd-1a, note 2.

Pedestrian - Interpretive/Information

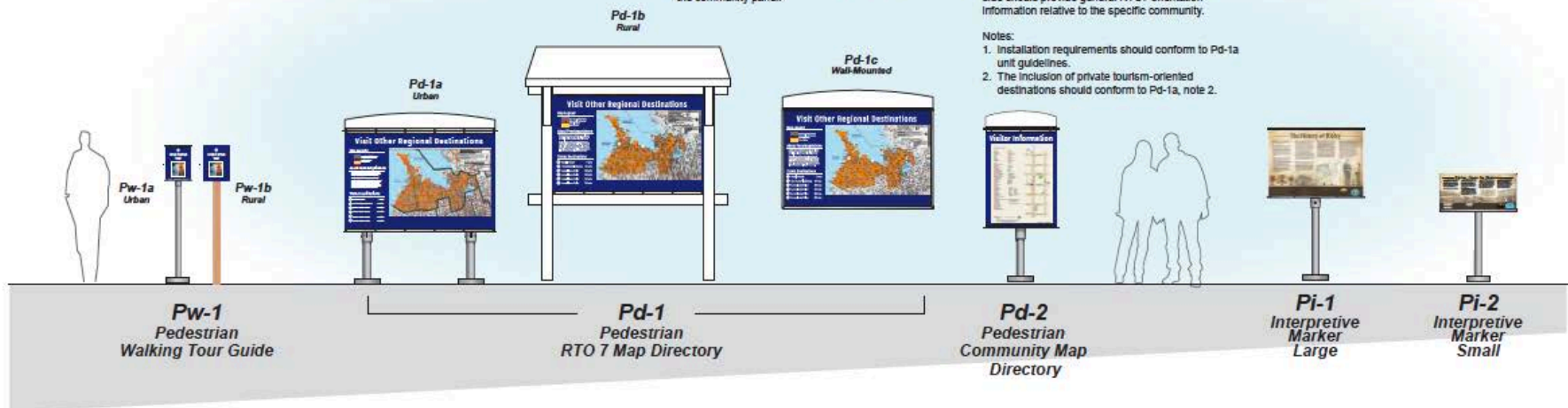
- **PI-1 and PI-2**
Sign Types: Interpretive Marker - Large
Interpretive Marker - Small

Purpose:

Pedestrian-level element designed to provide interpretive information.

Notes:

- Size of panel should be determined by the level of interpretive assets, i.e., text, maps and imagery.
- Sign unit should be installed at areas that conform to the following:
 - Installation site is relevant to the respective panel's content.
 - Parking should be adjacent to the panel and not require visitors to cross thoroughfares.
 - Sufficient ambient light (min 10 fc) to provide illumination for legibility and safety. Panel should be oriented towards light source.



Opportunities



(Various sizes less than or equal to 4' 6" wide) - scale whole graphic proportionally



(Various sizes greater than 4' 6" wide) - stretch background horizontally, do not stretch text



Do not stretch center emblems

NOTE: Intricate Edge Details:
Each community should be aware when designing headers that jagged or intricately detailed edges of panels will be more difficult to produce, resulting in a higher cost. Costs may be reduced by adding a background with a simpler shape to the graphic.



Each community shall be responsible for creating their own header identity within the guidelines provided in Section 2.

The shapes shown are for reference only. Each community may vary the header within the given dimensional constraints to suit their needs.







Signage Symbols

All symbols should be reproduced from original electronic artwork. Production files for required symbols shall be provided by the client.

Shown is a list of icons recommended for use in Region 7 signage.








For additional symbols for destinations/accommodations not shown here, refer to the Ontario provincial standard icons used by TODS* and/or the (1990) "Kings Highway Guide Signing Policy Manual". Note some of the standard icons used by the Province may be subject to copyright (including but not limited to Farmer's Market, Winery, and organization logos such as Provincial Parks).











*As referenced on Page 13 of Book 1 of the Ontario Traffic Manual for Book 9 "Tourism and Commercial Signs."

	S-001 Airport
	S-002 All-terrain vehicles
	S-003 Arrow
	S-004 Turn ahead arrow* *This symbol is not recommended
	S-005 Beach
	S-006 Boat launch

	S-007 Boat tour
	S-008 Bicycle trail
	S-009 Campground
	S-010 Canoe access or rentals
	S-011 Cross-country ski trail
	S-012 Downhill skiing
	S-013 Fishing
	S-014 Food service
	S-015 Gas station
	S-016 Golfing
	S-017 Horseback riding (rental, guided tour)

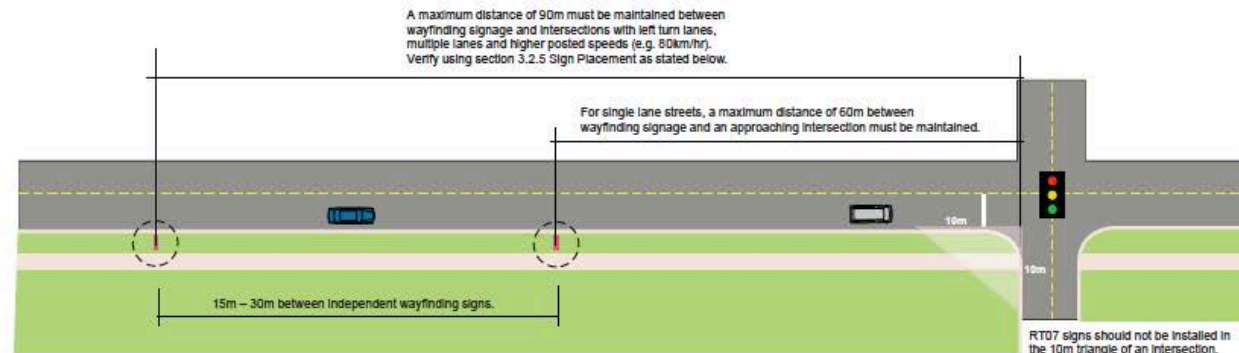
	S-018 Hospital
	S-019 Ice skating
	S-020 Information
	S-021 Litter receptacle
	S-022 Lodging
	S-023 Marina
	S-024 Motorbike trail
	S-025 Parking
	S-026 Pets on leash
	S-027 Picnic area
	S-028 Post office

	S-029 Lighthouse
	S-030 Library
	S-031 Museum
	S-032 Pick up pet litter
	S-033 RV campground
	S-034 Restrooms
	S-035 Restroom – Wheelchair-accessible
	S-036 Restroom – Mens
	S-037 Restroom – Womens
	S-038 Restroom – Family
	S-039 Restroom – Mens (WA)

	S-040 Restroom – Womens (WA)
	S-041 Baby Changing Station
	S-042 In-line Skating
	S-043 Sailing
	S-044 Skateboarding
	S-045 Snowmobile trail
	S-046 Snowshoeing
	S-047 Swimming
	S-048 Trailhead
	S-049 Wheelchair-accessible

General Installation Requirements and Considerations

1. Signage should not block sightlines to regulatory and safety signage.
2. When traffic safety and regulatory signage is present, do not install wayfinding signs within 15m either direction of traffic safety sign locations.
3. Signage should not impede traffic safety sightlines at intersections.
4. Underground clearance should be received in writing from the various utilities, prior to installation.
5. As per the attached specifications, specified directory panels may be affixed to existing ornamental light standards within urban areas. Permission to proceed with this installation approach must be received from the respective municipality prior to installation.
6. Unless forced by site conditions, signs should always be located on the passenger side of the road.
7. Signs should be positioned with care given to avoid visual obstructions such as tree canopies, awnings, and existing signs and banners.




3.2.5 Sign Placement

In order for a sign to be effective, it must be legible at a distance that allows a driver to read it and safely carry out any required actions (e.g., a lane change) before reaching the decision point. A key placement issue for directional and guidance signs is to ensure enough time is available for the driver to check for a gap and change lanes comfortably before reaching a gore or turnoff. In low volume conditions, to encompass the majority of drivers, a distance equivalent to 8 seconds at the assumed operating speed is required, and in high volume conditions, this time should be increased to 10 seconds. If advance signs are used, this increases the distance between where the information becomes available to the driver and the gore.

Highway Signing for Drivers' Needs

Paper Prepared for presentation at the Road Safety Engineering – New Developments and Initiatives Session of the 2004 Annual Conference of the Transportation Association of Canada, Quebec City, Quebec, September 19 – 22, 2004

Profile summary





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A few highlights of #Sudbury's charming downtown. bit.ly/1iyNo9b
pic.twitter.com/0cVGhnwVXc
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Threats: External

- Tourism as “last resort”
- MTO/CTODS Restrictions
- Geography
- Technical interconnectivity
- Uncontrolled information
- Misconceptions of what wayfinding is and is not



Sign Type	Customer Sign Size	General Information	Annual Fee
<p>- Freeway - Major Attractions</p> 	<p>Urban 480cm x 120cm (16' x 4')</p> <p>Logo/Icon 120cm x 120cm (4' x 4')</p> <p>Rural 420cm x 90cm (14' x 3')</p> <p>Logo/Icon 90cm x 90cm (3' x 3')</p>	<p>This sign is located on the mainline of the freeway just prior to the exit.</p> <p>You may use your logo or a generally recognized icon along with your operation's name.</p> <p>You must have an annual attendance of 30,000 or more.</p>	<p>Mainline/Ramp Urban: \$4,500</p> <p>Mainline/Ramp Rural: \$3,900</p>
<p>- Freeway - Regular Attractions</p> 	<p>Urban 600cm x 60cm (20' x 2')</p> <p>Icon 60cm x 60cm (2' x 2')</p> <p>Rural 540cm x 45cm (18' x 1.5')</p> <p>Icon 45cm x 45cm (1.5' x 1.5')</p>	<p>This sign is located on the mainline of the freeway just prior to the exit.</p> <p>A generally recognized icon, along with the operation's name, is used.</p>	<p>Mainline/Ramp Urban: \$600</p> <p>Mainline/Ramp Rural: \$300</p>
<p>- Freeway - Composite</p> 	<p>360cm x 240cm (12' x 8')</p> <p>Icon 60cm x 60cm (2' x 2')</p>	<p>This sign is located on the freeway just prior to the exit.</p> <p>A generally recognized icon for each available type of operation is used.</p>	<p>Mainline/Ramp: \$180</p>
<p>- Freeway - Ramp</p> 	<p>240cm x 60cm (8' x 2')</p> <p>Icon 60cm x 60cm (2' x 2')</p>	<p>The Ramp sign is used in conjunction with Freeway signs and is located along the ramp and/or at the end of the ramp.</p> <p>A generally recognized icon, along with the operation's name, is used. The sign indicates direction and distance to the operation.</p>	<p>Ramp Freeway Major/Regular: Fee included in Mainline</p>

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Hotel Review – Sault Ste. Marie, Ontario

★★★★★ by Marg B April 09, 2014

We recently rented a hospitality room here. We had a celebration of our mother's life rather than a funeral. The staff was very...

[Show Prices](#)["Northern Ontario Jewel" – Caribou Restaurant + Wine Bar](#)

Restaurant Review – Thunder Bay, Ontario

★★★★★ by skibumal May 24, 2012

... and excellent food. Both the drinks and food menu had a diverse selection to choose from. Nice atmosphere and down to earth patrons...

["Northern Ontario's Science Centre" – Science North](#)

Attraction Review – Sudbury, Ontario

★★★★★ by Kim51960 February 13, 2012

Great displays, most of them interactive. Has an IMAX theatre on sight as well. Lots of things for the kids to do!

["Northern Ontario Gem" – Hollinger Golf Club](#)[Ontario Getaway Packages](#)

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