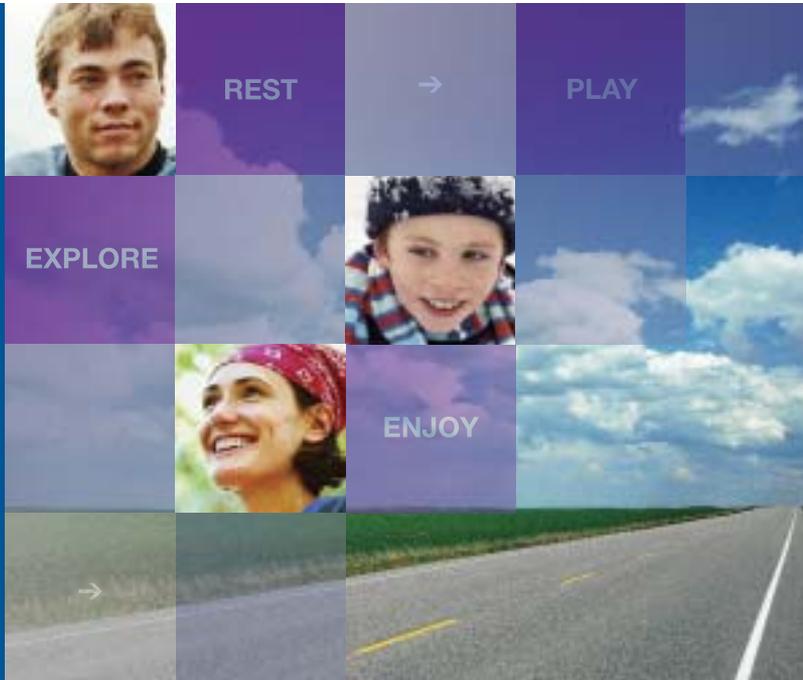*Sign up* **ALBERTA**

■ ■ ■ ■ Tourism Highway Signage Program

TODS
Tourist Oriented Directional Signs
Signs for tourist attractions and facilities

REST → PLAY

EXPLORE

ENJOY

Heading in the right direction…

As of May 2004, Sign Up Alberta replaces the former highway sign program with one that is more informative and efficient. The new tourism sign program provides easier to read messages and consistent guidelines, and meets standards common to North America. Sign Up Alberta will allow Albertans, and visitors from around the world, to easily find what they're looking for on the province's highways. The transition will take place over the next two to three years as the current brown signs are gradually replaced with new blue ones.

The former brown directional highway signs will be gradually replaced with TODS signs over the next two to three years.

SHADY GROVE CAMPGROUND 6 km →
Full Hookups   Showers
Laundry   Playground

Current: Facility Signs

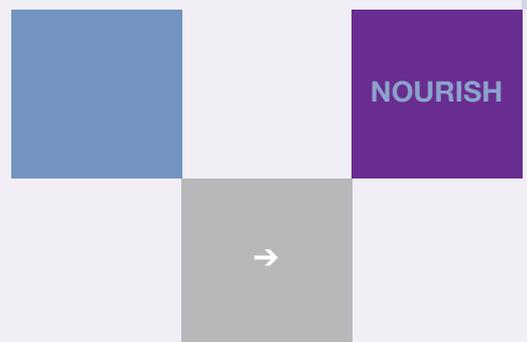**Shady Grove Campground 6 km →**

New: TODS

The Sign Up Alberta program

The program deals with two major components of tourism signs: Logo Signs and Tourist Oriented Directional Signs, or TODS.

Logo Signs direct motorists to essential services such as gas, food and lodging.

TODS provide directions to tourist attractions and facilities. Motorists will identify the new Logo Signs and TODS by their blue background colour.

NOURISH

→

REST

A new direction for Alberta tourism

TODS are designed to meet North American standards for tourism signs. The new signs are great news for the tourism industry because they make it easier for motorists to locate attractions and facilities near the highway. TODS also help reduce visual clutter on Alberta's highways, helping motorists find their way to Alberta's fabulous tourist attractions safely and easily.
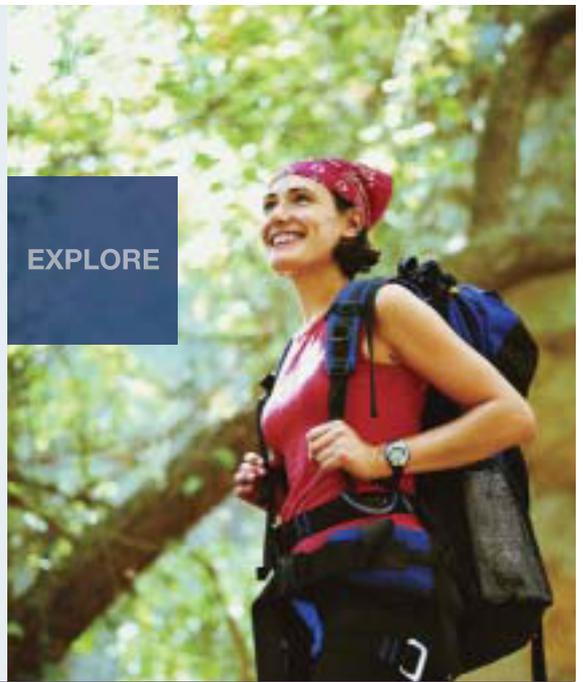
THE TODS ROUTE

TODS show motorists the way to tourist attractions, services and facilities. They indicate both the direction and the number of kilometres to the location of a wide variety of attractions. The TODS program includes:

- Tourism Region Signs, which provide recognition of Alberta's key tourism marketing regions
- Visitor Information Centre Signs
- Major Resort Signs, for significant designated resorts within the province
- Destination Attraction Signs, for significant attractions in the province
- Significant Parks and Recreation Area Signs
- Major Attractions Signs, for tourist operations that provide a 'tourist experience' to more than 15,000 visitors a year
- Regular Attractions Signs, for tourist operations that provide a 'tourist experience' to fewer than 15,000 visitors a year
- Community Signs, which provide the name of the community and provide information of the facilities, services and attractions available

EXPLORE

The TODS program uses easily recognized symbols to indicate the type of attraction or facility.
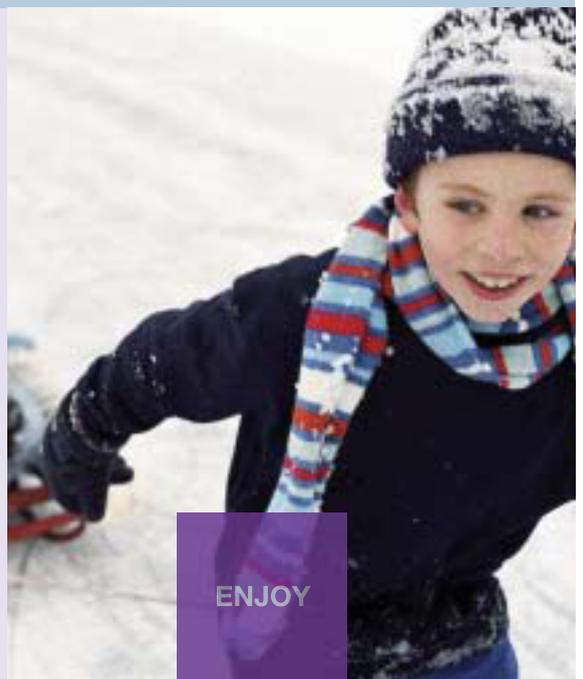
*Note: There are several other tourist highway signs that are not part of the new Sign Up Alberta program. The provisions for these remain the same.

Who can apply?

To be eligible for a TODS, tourism must be one of your core business activities. You must:

- Provide a substantive tourism experience in addition to, or as part of your business
- Have all relevant licences and approvals to operate as a tourist attraction or facility
- Have appropriate directional signs off the highway to lead tourists to the facility

ENJOY

It's simple to apply

A one-window approach provides a fair and equitable system for tourism operators across the province when applying for signs:

- Your application is evaluated using up-to-date operational criteria guidelines
- If you meet the criteria, your application is approved within 30 days
- If additional information is required, you will be notified within the 30-day timeframe
- In the event of a refusal, you have the right to appeal

Find more information on this program at www.SignUpAlberta.com

PLAY

For more information, please contact:

Alberta Traffic Supply

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Alberta Government