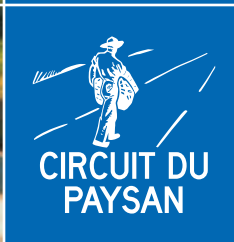


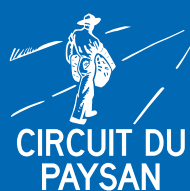


Tourist
Signing
Policy



**Tourist Route Sign
Program**

Tourist
Signing
Policy



**Tourist Route Sign
Program**

Preparation

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1. Background

In 1992, the Ministère du Tourisme (MTO) produced a guide for foreign travel organizations¹ that proposed five major interregional tourist routes. The planning and naming of these routes required close cooperation between the regions and the MTO. In 1995, the organization and marketing of tourism in the regions was based on tourist routes. Thirteen of the eighteen regional tourist guides that were published by the Regional Tourist Associations described more than 60 tourist routes. The proposed routes were deemed to be historical, thematic or scenic, and differed from one region to another. Some were linear, some were circular, and some consisted of a walking trail. None of these routes was indicated by any specific or distinctive signs that could draw the attention of tourists.

In 1996, the regional tourist community turned to the Ministère des Transports (MTQ) and the MTO for help in making tourist attractions in the various areas of the country better known to users of Québec roadways. The objective was to use appropriate tourist route signs to attract and retain travellers in order to create tourist activity throughout the year or at the very least over the greater part of it.

In order to meet the needs of communities, the MTQ and the MTO, in cooperation with ATR associées du Québec, proposed using a proven formula, namely the tourist signs used on Québec's roadways. The signing system had already gone through three phases: welcome signs were set up at the main gateways to the province and tourist regions in 1995; the private tourist facilities signing program for attractions, activities, and lodging was initiated in 1998; and the signing of fuel and food services on freeways was introduced in 1992. However, these various sign programs, although highly appreciated by tourists and stakeholders in the tourist community, did not seem to completely meet the new needs expressed by the community, which was to have distinctive signs for tourist routes.

As a result, the MTQ and the MTO experimented the new sign program in the context of two pilot projects carried out between 1996 and 1999: the Chemin du Roy in the Portneuf area; and the Route des Navigateurs in the Bas-Saint-Laurent region. The program was officially launched in 1999. A full description of the program follows.

This new edition contains some changes from the 2002 edition, notably with respect to the definition of a tourist route, the addition of the intrinsic qualities of a tourist route, the eligibility criteria, the information required in an application for signing, and the assessment process.

2. Definition of a Tourist Route

A tourist route is defined as an itinerary on a picturesque road that carries a distinctive theme and that connects a certain number of evocative tourist sites opened to visitors. It also provides a variety of complementary services, such as lodging, food services, gas stations, as well as tourist assistance and information services.

A tourist route may be linear (starting and ending at different points) or circular (starting and ending at the same point).

A tourist route may constitute a destination in itself, or it may be used as a tourist itinerary in order to reach another destination. On a tourist route, motorists may want to drive on secondary roads in order to enrich their travel experience, avoid monotony, and discover a region's attractions. A tourist route puts travellers in touch with a region's cultural, historical, or natural heritage, and serves as a link between the various distinctive sites on the route.

3. Objectives of the Sign Program

Signs are a way for route managers to communicate with route users. Intended primarily for motorists who are not familiar with the area, signs provide clear and necessary indications to help them to travel through unfamiliar territory. The tourist route sign program is part of an integrated tourist sign system in Québec. The objectives of the tourist route sign program are listed below.

3.1 IMPROVE THE TOURIST EXPERIENCE

- Provide tourist routes that enhance the distinctive character of an itinerary and a region.

3.2 CONTRIBUTE TO REGIONAL TOURIST DEVELOPMENT

- Facilitate access to a range of theme-based activities, attractions, and services on a specific route organized around a specific theme and itinerary;
- Enhance the regional tourism offer on the highway network;
- Give tourists an opportunity to avoid major highways in their travels;
- Harmonize the signs on a highway network with the information available through various tourist information tools such as regional tourist guides, Web sites, as well as tourist assistance and information services.

3.3 FOSTER INTERREGIONAL COOPERATION FOR THE DEVELOPMENT OF TOURISM

- Give priority to signs for major interregional tourist routes in Québec.

3.4 COMPLEMENT THE TOURIST SIGNING SYSTEM

- Foster consistency and continuity with existing tourist signs, by using the same colours and a similar sign design;
- Increase the safety of travellers by guiding them on secondary highways;
- Avoid overly permissive sign criteria that would trivialize less distinctive tourist routes, which would compromise the value and impact of signs.

4. Tourist Route Design

The establishment of a tourist route bases the tourism offer on a particular theme and itinerary, which makes tourist products and services more accessible to visitors, and provides economic benefits for the region. Certain actions are required before undertaking a tourist route signing process: selecting one or several intrinsic qualities, choosing a theme, and designing and managing the route.

4.1 STEPS IN DESIGNING AND MANAGING A TOURIST ROUTE

The idea of developing a tourist route may come from a small group of players (municipalities, tourism stakeholders, development officers, tourism offices, Regional Tourist Associations, local development councils, etc.) who would like to promote a tourist region, area, or zone using a primary theme supported by evocative sites. The establishment and management of a quality tourist route should follow several steps:

1. Carry out a diagnosis, and assess the relevance of developing a tourist route.
2. Take an inventory.
3. Look for partners to help implement the tourist route project.
4. Define the tourist route, and identify the main attractions, tourist sites, and complementary services that will enrich the tourism experience.
5. Prepare a development and management plan for the tourist route.

These steps are described in detail in Appendix 1.

4.2 INTRINSIC QUALITIES OF A TOURIST ROUTE

In order to qualify as a tourist route, a project must be based on a primary theme, and must have one or several intrinsic qualities that represent the basic identity of the tourist route or region.

The five intrinsic qualities are listed below:

Qualities	Definitions	Examples
Archeological and historical	Traces of the past spotlighted, interpreted, and made available to the public. This may consist of remains, buildings, or sites that attest to traditions, lifestyles, or events dating from prehistoric times to the modern era. This includes a wide variety of fields, including agricultural, architectural, religious, marine, or industrial heritage.	The remains of all ancient aboriginal campgrounds or fishing grounds, trading posts, military defence structures, canals, industrial sites, villages, wrecks, etc. Historical boroughs, heritage houses, manors, cemeteries, lighthouses, mills, factories, mines, museums, interpretation sites, etc.
Cultural	Expressions of artistic, scientific, and technological culture, as well as the know-how and traditions of a community or several communities that are still in existence.	Museums and interpretation sites (arts or sciences), including botanical gardens or zoos, performing arts shows, festivals, architecture, artists' or artisans' studios, etc.
Natural	The natural physical environment, including vegetation and wildlife habitats, as well as terrestrial phenomena that make up the typical ecosystems of a region, and that are relatively undisturbed by human activity.	Parks, ecological reserves, bird sanctuaries, protected areas, etc.
Scenic	The beauty of natural, humanized, urban, or rural landscapes that have a memorable, distinctive, continuous, and harmonious character; taking into account the geographic and cultural characteristics of the area.	Views overlooking the St Lawrence River and its tributaries, views of vineyards, villages, etc.
Recreatouristic	Elements, facilities, and installations on the route where outdoor activities can be practiced. Some activities may be seasonal, but the quality and diversity of the offer must be recognized.	Networks of bicycle trails, walking or cross-country ski trails, downhill ski or golf resorts, national parks, etc.

It is important to keep the intrinsic qualities of a tourist route in mind throughout the route development process.

4.3 THEME OF A TOURIST ROUTE

A good theme should meet the following conditions²:

1. It is sufficiently striking and rich, and includes one or more intrinsic qualities of the tourist route.
2. It has overall consistency from the beginning to the end of the itinerary.
The theme should give the project an identity and an image that distinguishes it from other tourist routes.
3. It provides a range of sub-elements (guided tours, animations, temporary thematic exhibitions, activities, etc.), settings, and animations related to the theme and to the area.
4. It is illustrated through marketing actions and information tools such as regional tourist guides, brochures, Web sites, etc.

In addition, there should be harmony between the name of the tourist route and the chosen theme. The name should be short, simple, evocative, identifying, and captivating.

² Pierre CHAUZAUD, "Et si les territoires se thématisaient...", ESPACES tourisme & loisirs, no 183, juin 2001.
Dossier La thématisation: une nécessité marketing.

5. Signing principles

Tourist route signs are part of an integrated sign system, and therefore, the principles that govern them are similar to existing programs.

- **Self-funding:** costs of signs are the responsibility of the applicants and beneficiaries of the signs;
- **Consistency** of signs in terms of shape, colour, size, and location;
- **Comprehensive directional** signing, from the beginning of the itinerary to the end, even if the route crosses several municipalities or regions;
- **Feeder service:** tourists should be guided from the main highway network to the secondary highway network identified as a tourist route (if applicable);
- **Quotas:** each tourist region must choose a maximum of three tourist routes on which to post signs. Regional Tourist Associations must participate in defining and recognizing the tourist routes that require signs. Among other considerations, choices can be based on the tourist routes identified in the development or marketing plans of Regional Tourist Associations or in the development plans of regional county municipalities (RCMs).

6. Eligibility criteria

In order to be eligible for signs, a tourist route must meet the criteria described below. Each criterion will be assessed by the Comité de signalisation des routes et circuits touristiques, using the assessment grid that appears in Appendix 2. This will determine whether the tourist route is sufficiently attractive and representative to warrant signs directing tourists to the route.

The tourist route must meet the following requirements:

- Is recognized by the Regional Tourist Association as one of the three tourist routes that should be signed in its region.
- Extends continuously over at least 50 km.
- Have one or more intrinsic qualities (see Section 4.2).
- Is based on a theme that is representative of the route and the tourist region.
- Includes a sufficient number of main attractions and tourist sites associated with the theme to maintain the interest of tourists throughout the itinerary.
- Is approved by the municipalities concerned with respect to the name, pictograph, and itinerary, and authorized to install the signs.
- Appears in various information tools (regional tourist guide, brochure, Web site, etc.) and at tourist assistance and information sites.

7. ^{Sign} standards

The tourist route sign standards set the rules for the manufacturing and installation of signs. These rules can be found in *Volume V – Traffic Control Devices* in the collection Normes – Ouvrages routiers, which is available from Publications du Québec.

7.1 CONDITIONS GOVERNING SIGNS

The tourist routes indicated by the signs must be those that meet the eligibility requirements determined by the Comité de signalisation des routes et circuits touristiques.

7.2 CONTENT OF SIGNS

Signs have two components: a message and a pictograph.

a) The message

The name of the tourist route must be written in uppercase and lowercase letters on the sign that indicates the beginning of the tourist route³, and in uppercase letters only on directional and route marking signs. The message must be written in white on a blue background.

b) The pictograph

The graphics of the pictograph must be as simple as possible, in order to make it easy to reproduce and recognizable to road users. The pictograph that represents the tourist route is chosen by the project's lead organization, and must be as representative as possible of the route's name or theme. It must be approved by the Comité de signalisation des routes et circuits touristiques. The Committee reserves the right to require corrections when a pictograph is used on signs. The pictograph must be white on a blue background.

7.3 SIZE OF SIGNS

The route signs must comply with the sizes indicated below:

Types of Signs	Size (mm)	Type of route
I-185-1 (Directional sign)	600 x 600	Freeway or other highway exit ramp
	900 x 900	Freeway
	1200 x 1200	Freeway
I-185-2 (Identifying the starting point of the tourist route)	2400 x 600	All highways, except for freeways
I-185-3 (Route confirmation marker)	600 x 450	All highways, except for freeways

³ The first letter of the route name is in uppercase. For example: Route des Navigateurs.

7.4 TYPES OF SIGNS

The signs inform travellers of the existence of a tourist route, and direct clients to the beginning of this route or to one of its access points on the itinerary. They also mark the route up to its end.

a) Directions to the Tourist Route

The I-185-1 Direction to Route sign indicates the existence of and direction to a tourist route. The I-185-1 sign contains a white pictograph, a border, and message on a blue background.



b) Route Marker

The I-185-2 Route Marker sign indicates the beginning of a tourist route. Sign I-185-2 contains a white pictograph, a border, and message on a blue background.



c) Route Confirmation Marker

The I-185-3 Route Confirmation Marker sign confirms or recalls the existence of the tourist route. Sign I-185-3 contains a white pictograph, a border, and message on a blue background.



7.5 DIRECTIONAL SIGNING PRINCIPLES AND INSTALLATION OF SIGNS

a) Directional Signing Principles

Tourist route signs must be installed in such a way as to provide continual information up to the tourist route, and must then continue throughout to the end of the route. Appendix 3 illustrates the set of directional signs.

The beginning and the end of the tourist route are signed.

Directions to the tourist route must be provided as follows:

- An I-185-1 sign, supplemented by the appropriate direction tab sign (I-240-P), is installed at the intersection of the access road and the major highway in either direction, up to 20 km from the beginning of the tourist route.



Trailblazing signs for the tourist route may be installed on a major highway that can lead to the tourist route or to a major tourist centre. The distance between two access roads leading to a tourist route must be at least 20 km. If necessary, these centres should be selected by the Regional Tourist Association and approved by the Comité des routes et circuits touristiques.

On freeways, the access **to the beginning** of the tourist route is signed. The directional signing is provided by including sign I-185-1 in the advance guide sign sequence, and by including another sign in the exit direction sign sequence. On freeways, these signs measure 900 x 900 mm or 1200 x 1200 mm. On exit ramps or on other highways, the dimensions of the signs are 600 x 600 mm.

On freeways, the directional signs are installed under the advance guide and exit direction signs when the latter are side-mounted. When the destination guide signs are installed overhead, the signs, supplemented by the appropriate I-240-P direction tab signs, are ground-mounted near the overhead structures for the advance guide and exit direction signs.

On freeways, other access roads to the tourist route may also be signed if they generate a substantial number of tourists or if they lead to a major tourist centre located on the tourist route. The distance between two access roads on a freeway must be at least 20 km. If necessary, the centres should be selected by the Regional Tourist Association and approved by the Comité de signalisation des routes et circuits touristiques.

- I-185-1 signs, supplemented by the appropriate I-240-P direction tab signs, are installed between the directional signs and the beginning of the route, if there is a major intersection or change in direction.
- An I-185-2 sign is installed at the beginning of the tourist route, and is repeated at the entrance to each of the tourist regions that re crossed.
- A tourist route is marked by installing I-185-3 signs approximately every 10 km. In an urban area, the maximum interval is 2 km.



- In the approach to a major intersection, an I-185-3 sign must always be installed upstream of the intersection, and must be supplemented by the appropriate I-240-P direction tab sign in order to indicate a change in direction.



- The end of the tourist route is indicated by installing an I-185-3 sign, supplemented by an I-230-P Route Ends tab sign.



b) Installation of Signs

In order to maintain the principle of comprehensive directions, and to avoid an interruption in directions, any signs that are to be installed on a public highway maintained by the MTQ and on a public highway maintained by a municipality must be installed on the public highway maintained by the municipality first.

c) Sign Stands

Sign stands must be of the breakaway-type, and must be strong enough to withstand vibrations, strong winds, and air movement caused by passing vehicles.

8. Contract management and sign costs

The MTQ is responsible for the management of sign contracts, including sign location plans, as well as the manufacturing, installation, and maintenance of signs.

The term of the contract is five years, and may be renewed after its term if all program requirements are met at the time of renewal and if the renewal has been approved by the Comité de signalisation des routes et circuits touristiques.

Sign costs include manufacturing, installation, maintenance, and administration fees. These costs are borne by the lead organization of the tourist route. The term of the contract is five years. The MTQ has prepared a budget grid that can be provided in order to help prepare a sign funding plan. The final cost is determined when the sign plan has been approved by the Comité de signalisation des routes et circuits touristiques. This grid may be obtained by contacting the director at the MTQ Centre de signalisation whose contact information appears in the following section.

9. Partners' role

9.1 MINISTÈRE DES TRANSPORTS (MTQ)

The Ministère des Transports acts as project manager of the sign system on Québec's highways. MTQ responsibilities include:

- defining tourist sign programs, in cooperation with the Ministère du Tourisme;
- designing and standardizing tourist route signs;
- coordinating the implementation and monitoring of the tourist route sign program, in cooperation with the MTO;
- managing the tourist route sign program;
- manufacturing, installing, and maintaining the signs;
- ensuring compliance with the sign standards that it has set;
- sitting on the Comité de signalisation des routes and circuits touristiques.

CENTRE DE SIGNALISATION ISO 9001: registration 2000

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9.2 MINISTÈRE DU TOURISME (MTO)

The Ministère du Tourisme is responsible for ensuring that tourists have access to the products, services, and attractions throughout the various regions in Quebec. MTO responsibilities include:

- defining tourist route sign standards, in cooperation with the MTQ;
- determining the eligibility criteria for the signing of tourist routes, in cooperation with Regional Tourist Associations;
- cooperating in the implementation and monitoring of the tourist route sign program;
- developing a procedure for the submission of applications to the Comité de signalisation des routes et circuits touristiques, in cooperation with the MTQ and Regional Tourist Associations;
- chairing and coordinating the activities of the Comité de signalisation des routes et circuits touristiques;

MINISTÈRE DU TOURISME

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9.3 REGIONAL TOURIST ASSOCIATIONS

Regional Tourist Associations⁴ are responsible for coordinating actions related to the creation, recognition, and promotion of tourist routes at the regional and inter-regional level.

In this capacity, they must:

- inform and advise the tourism community within their region on the development of a tourist route;
- seek regional and inter-regional cooperation in order to ensure compliance with quotas on signed tourist routes and to reach agreements with neighbouring Regional Tourist Associations when routes cross several regions. These agreements should include provisions respecting supporting documents and submission;
- formally recognize the tourist routes that will be signed, and promote them in the regional tourist guide, on the Internet site, and at tourist assistance and information sites;
- ensure the quality and accuracy of the information included in the regional tourist guide, on the Internet site and at tourist assistance and information sites in the region with respect to the indicated routes;
- reach agreements with various companies and organizations promoting a sign project in order to raise funds, if necessary;
- submit selected applications to the Comité de signalisation des routes et circuits touristiques;
- provide regional follow-up with respect to the decisions made by the Comité de signalisation des routes et circuits touristiques.

9.4 ASSOCIATIONS TOURISTIQUES RÉGIONALES ASSOCIÉES DU QUÉBEC (ATRAQ)

As a confederation of Regional Tourist Associations, the ATR associées du Québec is responsible for:

- informing and advising Regional Tourist Associations with respect to the development of tourist routes;
- seeking national cooperation in order to ensure compliance with quotas on signed tourist routes;
- sitting on the Comité de signalisation des routes des routes et circuits touristiques;
- ensuring that Regional Tourist Associations provide tourist route information in their regional tourist guide and in promotional and information documents.

4 See Appendix 4 for Regional Tourist Associations contact information.

ATR ASSOCIÉES DU QUÉBEC

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9.5 COMITÉ DE SIGNALISATION DES ROUTES DES ROUTES ET CIRCUITS TOURISTIQUES (COMMITTEE)

9.5.1 Committee members

Chaired by the MTO, this committee consists of two representatives from the MTO, two representatives from the MTQ and one representative from the ATR associées du Québec.

9.5.2 Mandate

The mandate of the Committee is to:

- assess tourist route sign applications⁵ submitted by Regional Tourist Associations and regional promoters in order to ensure compliance with the objectives and principles set forth in the sign program;
- ensure that projects meet the eligibility requirements that are in effect;
- evaluate the feasibility of projects;
- determine whether projects comply with sign standards;
- assess the financing and long-term viability of projects;
- rule on the approval or refusal of sign applications, and formally notify the Regional Tourist Association and promoters concerned.
- approve final sign plans for tourist routes to be signed;
- assess signed routes in the third year of the contract.

In order to carry out its mandate, the Committee meets twice per year, in the fall (October or November) and in spring (March or April), depending on the applications to be analyzed.

9.5.3 Authority

- The Committee has the power to reject any sign application for reasons other than non-compliance with program requirements and standards. The Committee has the right to consider other factors in its analysis. However, reasons for refusal must be provided.

⁵ See Tourist Route Assessment Grid in Appendix 2.

10. Applications

Tourist route applications must be submitted by a Regional Tourist Association, a regional county municipality (RCM), a tourism corporation, a tourism office, or a group of municipalities. In all cases, the Regional Tourist Association presents the file to the committee.

10.1 STEPS IN SUBMITTING A SIGN APPLICATION

1. Collect and deliver the following documents to the secretary of the Committee (see contact information in Section 9.4):
 - a. A completed registration form (see Appendix 5).
 - b. The proposed pictograph.
 - c. A map showing the complete itinerary of the tourist route.
 - d. A copy of the regional tourist guide that contains a complete description of the tourist route, or any other available publication.
2. Upon receipt of the documents, the Committee will ask the Regional Tourist Association, which may be accompanied by the promoters, to present the tourist route project at one of the two annual meetings that are held to assess tourist route sign applications.
3. The Regional Tourist Association, in cooperation with the promoter, will present the tourist route project to the Committee, according to the elements described in the following section.
4. The Committee will analyze the tourist route proposal, and convey the result of the analysis to the Regional Tourist Association and the promoters no later than one month after the presentation.
5. If the project is refused, the process ends. The promoters may revise their project and submit a new application to the Committee, if necessary.
6. If the project is accepted, the MTQ develops the final sign plan, which will be approved by the Committee, and assesses the total costs of signing.
7. The MTQ delivers the sign contract and the invoice to the promoters for their signature and payment of first instalment.
8. Upon receipt of the signed contract and the first payment, the MTQ will begin the process of manufacturing and installing the signs.

10.2 PROPOSAL SUBMITTED TO THE COMMITTEE

The following elements must be provided in the Proposal that is submitted to the Committee:

1. A description of the route, along with the main attractions and tourist sites that support the chosen theme.
2. A description of the roadside (scenery, magnificent views, exceptional landscapes, etc.) and of the measures taken to preserve the landscapes and the quality of the route's roadside, including visuals (photographs, video, slides, etc.)
3. A resolution from the municipalities affected by the route, confirming that the route, its name, and the chosen pictograph have their approval, and undertaking to authorize the installation of signs on their territory when the signs are ready to be installed on the highway network that they are responsible for maintaining.
4. A resolution from the Regional Tourist Association Board of Directors, requesting that the tourist route be included in the regional tourist guide and on its Internet site during the five years of the sign contract, and undertaking to promote the route at its tourist assistance sites.
5. A sign funding plan for the term of the contract.
6. A tourist route development plan, including:
 - a short- and medium-term vision for the tourist route;
 - a description of activities that will be organized in order to enrich the tourist experience on the route (festivals, events, competitions) during the term of the sign contract, which is five years;
 - a description of the information tools that will guide tourists on the route, identifying those that are bilingual;
 - a description of measures aimed at ensuring the quality of information provided concerning the tourist route in the various information tools and at tourist assistance sites;
 - a description of training actions required for staff at main attractions and tourist assistance offices in order to answer tourists' questions.

11. Assessment

of signed tourist routes

Before accepting a project, the Committee reserves the right to tour the route in order to validate any information given in the Regional Tourist Association presentation, and to assess the relevance of signing the proposed route.

At the end of the second year of the sign contract, the project implementation leader must deliver to the Committee a report on the activities undertaken in accordance with its tourist route development plan.

Three years after erection of the signs on the tourist route, the members of the Committee will tour the tourist route in order to verify whether all of the environmental, tourism, and signing criteria stipulated when the sign application was accepted are still upheld. Any irregularity will be forwarded to the Regional Tourist Association and the promoter concerned, and will be taken into account when consideration is given to renewing the contract when it expires.

Six months before the end of the sign contract, the president of the Committee shall deliver to the tourist route promoter a notice informing him of the imminent expiration of the sign contract. The promoter must then deliver to the Committee, through its Regional Tourist Association, an application for renewal, because no signing right is vested. This application for renewal may contain any proposed amendments to the signed itinerary. If applicable, it must indicate any corrective measures taken in connection with a tourist route as a result of requests made by the Committee after conducting the post-third-year assessment. The application for renewal will be analyzed by the Committee according to the criteria that are in effect.

Appendix 1

STEPS IN DESIGNING A TOURIST ROUTE

In order to develop a tourist route, the following steps should be taken before submitting a sign application:

1. Carry out a diagnosis, and assess the relevance of developing a tourist route

- a. Conduct research in order to determine which tourist routes are available in the region, in neighbouring regions, and throughout Québec.
- b. Try to determine whether the region has a specific and distinctive theme that is not being used in another region, that would be the most representative of the region, and that could attract and retain tourists in the region.

2. Take an inventory

- a. Tour the potential route, and take notes and pictures of the available sites, roadsides, developments, etc.
- b. List the various tourist sites, such as museums, interpretation sites, historic sites, attractions, etc., as well as lodging, gas stations, food services, and available activities.
- c. Check the tourist sites capacity, appearance, services provided (indicating which are bilingual), quality of services and facilities, and business period for each site.
- d. Identify corrective actions required for any item in a and in c.

3. Look for partners to help implement the tourist route project

- a. Invite the various stakeholders, such as tourism businesses, service providers, experts, development officers, and historical societies, to participate in the process, and to offer comments, critique, and support.
- b. Set up a working group.
- c. Organize consultations with potential partners and information sessions for the general public in order to build a feeling of belonging.
- d. Look for funding for development, implementation, and monitoring of the tourist route.

4. Define the tourist route, and identify the main attractions, tourist sites, and complementary services that will enrich the tourism experience

- a. Define a vision that clearly expresses the desired goal in implementing the tourist route. This vision should convey the tourist experience provided by the tourist route.
- b. Determine the objectives that would serve to fulfill the vision.
- c. Identify potential themes, and choose the most representative of the tourist route and region.
- d. Categorize the sites in order to identify those that evoke a theme (main attractions and tourist sites) and complementary services that enrich the tourist experience.
- e. Give a name to the tourist route that relates to the chosen theme.
- f. Prepare the itinerary and ensure it runs on a safe highway network accessible to any type of vehicle.

5. Prepare a development and management plan for the tourist route

- a. Define the objectives, tasks, and schedules, and select resource persons.
- b. Designate a resource person or project leader.
- c. Identify the actions required to develop and animate the tourist route, such as interpretation signs, commemorative plaques (preferably bilingual), events, etc.
- d. Establish links between the theme sites and the supporting sites that will enrich the tourist experience and make tourists want to stay in the region.
- e. Define a quality service policy: quality of sites, selection criteria, expected patronage, etc.
- f. Develop a training plan for staff at the main attractions and tourist sites, and at tourist assistance and information centers.
- g. Design information tools to be provided to tourists.
- h. Develop communication and marketing actions for the tourist route.
- i. Identify the measures required in order to maintain the intrinsic qualities of the tourist route, in particular during route maintenance and improvement operations.

Appendix 2

TOURIST ROUTE ASSESSMENT GRID

Criterion N° 1 – The tourist route must be recognized by the Regional Tourist Association as one of the three tourist routes that will be signed in its territory.

	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory Elements					
Resolution of the Regional Tourist Association Board of directors which stipulates that:					
• The Regional Tourist Association recognizes the tourist route as one of the three tourist routes that will be signed in its territory					
• The Regional Tourist Association has undertaken, during the five years of the contract, to:					
a. advertise the route on its Web site;					
b. promote the site at its tourist assistance and information sites;					
c. advertise the route in its regional tourist guide.					
Complementary elements					

Result:

The tourist route project: ☐ meets this criterion
☐ does not meet this criterion

Criterion N° 2 – The tourist route must be continuous over at least 50 kilometres	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements					
• The route is continuous.					
• The route is 50 kilometres long.					
• The route does not overlap any other tourist route.					
• The route does not separate into several branches or sub-routes.					
Complementary elements					
• The route must be accessible to any type of vehicle.					
• Roadsides are well maintained and offer high quality and harmonious landscapes (outdoor advertising, built environment, landscaping).					
• Measures have been taken to preserve the quality of the landscape.					

Result:

The tourist route project:

☐ meets this criterion
☐ does not meet this criterion

Criterion N° 3 – The tourist route must have one or more intrinsic qualities.	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements <ul style="list-style-type: none"> • Archaeological and historical: Definition: Traces of the past emphasized, interpreted and made available to the public. This may consist in remains, buildings and sites that attest to traditions, lifestyles or events dating from prehistoric times to the modern era. This includes a wide variety of fields, including the agricultural, architectural, religious, marine or industrial heritage. Examples: The remains of ancient aboriginal campgrounds or fishing grounds, trading posts, military defence structures, canals, industrial sites, villages, wrecks, etc. Historical boroughs, heritage houses, manors, cemeteries, lighthouses, mills, factories, mines, museums, interpretation sites, etc. • Cultural: Definition: Expressions of the artistic, scientific and technological culture, as well as the know-how and traditions of a community or several communities still in existence. Examples: Museums and interpretation sites (arts or sciences), including botanical gardens or zoos, performing arts shows, festivals, architecture, artists' or artisans' workshops, etc. • Natural Definition: The natural physical environment, including vegetation and wildlife habitats as well as the terrestrial phenomena that form the typical ecosystems of a region and that are relatively undisturbed by human activity. Examples: Parks, ecological reserves, bird sanctuaries, protected areas, etc. 					

Criterion N° 3 Continued	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
<ul style="list-style-type: none"> • Scenic Definition: The beauty of natural, humanized, urban or rural landscapes having a memorable, distinctive, continuous and harmonious character, taking into account the geographic and cultural specificities of the area. Examples: Views overlooking the St. Lawrence River and its tributaries, views of vineyards, villages, etc. 					
<ul style="list-style-type: none"> • Recreational Definition: Elements, facilities and installations on the route where outdoor activities can be practiced. Some activities may be seasonal, but the quality and diversity of supply must be recognized. Examples: Bike trail networks, walking or cross-country ski trails, downhill ski or golfing resorts, national parks, etc. 					
Complementary elements					
Quality total					

Result:

The tourist route project: ☐ meets this criterion
☐ does not meet this criterion

Criterion N° 4 – The tourist route must contain a theme that is representative of the itinerary and tourist region.	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements					
• The chosen theme must be specific to the route and the tourist region.					
• The name of the route must be:					
• short					
• simple					
• evocative					
• identifying					
• consistent with the chosen theme					
• The name must not include the name of a community.					
• The name must not use the name of a route that has already been signed.					
• The pictograph must be simple and representative of the chosen theme.					
• The pictograph must rally a consensus of all project participants.					
Complementary elements					

Result:

The tourist route project: ☐ meets this criterion
☐ does not meet this criterion

Criterion N° 5 – The tourist route must include a sufficient number of main attractions or tourist sites associated with the theme to maintain visitors' interest throughout the route.

	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements					
<ul style="list-style-type: none"> • Include a sufficient number of main attractions or tourist sites to support the theme. These may consist of: <ul style="list-style-type: none"> • natural, historic or cultural sites; • museums or interpretation sites; • company, shop or studio tours; • parks or gardens; • other. 					
<ul style="list-style-type: none"> • The establishments recognized as main attractions or tourist sites must: <ul style="list-style-type: none"> • be located on the route; • be open to travellers at least 5 days per week; • provide tourist assistance services from staff or interpretation signs (preferably bilingual); • provide parking for any type of vehicle. 					
Complementary elements					
<ul style="list-style-type: none"> • The route must provide a certain number of services: <ul style="list-style-type: none"> • Food services • Lodging • Fuel 					
<ul style="list-style-type: none"> • Tourist information and assistance sites undertake to promote the main attractions or tourist sites on the route. 					

Result:

The tourist route project:

☐ meets this criterion
☐ does not meet this criterion

Criterion N° 6 – The tourist route must be recognized by the municipalities it crosses.	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements					
A resolution from each municipality containing: <ul style="list-style-type: none"> • their acceptance of the route • their acceptance of the name of the tourist route • their acceptance of the pictograph • their agreement to the installation of signs in their network 					
Complementary elements					
The route promoter may list the urban planning measures taken by the municipalities and other stakeholders concerned to preserve the landscapes on the highway corridor (control of outdoor advertising and felling of trees, preservation of built heritage, etc.).					

Result:

The tourist route project: ☐ meets this criterion
☐ does not meet this criterion

Criterion N° 7 - The tourist route must be presented in various information tools and at tourist assistance and information sites.	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
Compulsory elements The route must be presented: • in the regional tourist guide • on the Regional Tourist Association's Web site In the tourist guide, the route must be mentioned: • in the summary and index; • the section "Portrait of the Region" should include a short description of the route and an explanation of the chosen theme; • the map of the region must illustrate the route with a pictograph and show the highway networks and municipalities; • unless a specific brochure for the tourist region is available, a section of the guide must provide an accurate description of the route and a detailed inventory of the establishments associated with the theme and located on the route. This section must provide accurate addresses for the sites, a description of services provided and their business period; • if a specific brochure for the route is available, the tourist guide must mention and indicate where it can be obtained.					

Result:

The tourist route project: ☐ meets this criterion ☐ does not meet this criterion

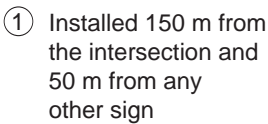
Criterion N° 7 - Continued	Project assessed		Response		
	Yes	No	Corrective measures required before signing	Improvements required in 1 st year of contract	Suggestions for improvement (not indispensable)
<p>The Regional Tourist Association's Web site must promote the tourist route and describe it in detail:</p> <ul style="list-style-type: none"> • by indicating the length of the route; • by defining the theme and by illustrating and explaining, if required, the pictograph used on the signs; • by listing the main attractions or tourist sites associated with the theme. <p>Tourist assistance and information services must be provided on the tourist route to answer clients' questions. These services may be provided by staff or information signs.</p>					
Complementary elements					
<ul style="list-style-type: none"> • The tourist route may be presented in a specific brochure or map (preferably bilingual). 					
<ul style="list-style-type: none"> • The tourist assistance sites on the route must provide, at least for consultation purposes, documentation on the tourist route. 					

Result:

The tourist route project: ☐ meets this criterion
☐ does not meet this criterion

SUMMARY OF ASSESSMENT		Yes	No	Required corrective measures	Suggested corrective measures
• The project meets all the stipulated eligibility criteria.					
• The application contains a completed registration form, with the identification of the designated project leader.					
• The application contains the resolutions of the municipalities concerned by the route.					
• The application contains the resolution of the Regional Tourist Association Board of directors.					
• The application contains the sign funding plan.					
• The application contains the tourist route development plan for the term of the sign contract					
• The application describes the training actions for staff at tourist assistance sites and main attractions to answer visitors' questions.					

**EXTRACT FROM STANDARDIZED DRAWING N° 23 OF
VOLUME V - TRAFFIC CONTROL DEVICES, CHAPTER 5,
“GUIDE AND INFORMATION SIGNS” (DECEMBER 2005)
DIRECTIONS TO A TOURIST ROUTE**



– All distances are in kilometres.

Appendix 4

LIST OF REGIONAL TOURIST ASSOCIATIONS

TOURISME ABITIBI-TÉMISCAMINGUE

155, avenue Dallaire, bureau 100
Rouyn-Noranda (Québec) J9X 4T3
Telephone: 819 762-8181
1 800 808-0706 (Canada, USA)
48nord@48nord.qc.ca
www.48nord.qc.ca

TOURISME BAIE-JAMES

1252, route 167 Sud
Case postale 134
Chibougamau (Québec) G8P 2K6
Telephone: 418 748-8140
1 888 748-8140
info@tourismebaiejames.com

TOURISME BAS-SAINT-LAURENT

148, rue Fraser
Rivière-du-Loup (Québec) G5R 1C8
Telephone: 418 867-1272
1 800 563-5268 (Canada, USA)
atrbsl@qc.aira.com
www.tourismebas-st-laurent.com

TOURISME CANTONS-DE-L'EST

20, rue Don-Bosco Sud
Sherbrooke (Québec) J1L 1W4
Telephone: 819 820-2020
1 866 963-2020 (Canada, USA)
tce@atrce.com
www.tourismecantons.qc.ca

TOURISME CENTRE-DU-QUÉBEC

20, boulevard Carignan Ouest
Princeville (Québec) G6L 4M4
Telephone: 819 364-7177
1 888 816-4007 (Canada, USA)
info@tourismecentreduquebec.com
www.tourismecentreduquebec.com

ASSOCIATION TOURISTIQUE RÉGIONALE DE CHARLEVOIX

495, boulevard De Comporté
La Malbaie (Québec) G5A 3G3
Telephone: 418 665-4454
1 800 667-2276 (Canada)
info@tourisme-charlevoix.com
www.tourisme-charlevoix.com

TOURISME CHAUDIÈRE-APPALACHES

800, autoroute Jean-Lesage
Saint-Nicolas (Québec) G7A 1E3
Telephone: 418 831-4411
1 888 831-4411
info@chaudapp.qc.ca
www.chaudapp.qc.ca

ASSOCIATION TOURISTIQUE RÉGIONALE DE DUPLESSIS

312, avenue Brochu
Sept-Îles (Québec) G4R 2W6
Telephone: 418 962-0808
1 800 463-0808
info@tourismeduplessis.com
www.tourismecote-nord.com

TOURISME GASPÉSIE

357, route de la Mer
Sainte-Flavie (Québec) G0J 2L0
Telephone: 418 775-2223
1 800 463-0323
info@tourisme-gaspesie.com
www.tourisme-gaspesie.com

TOURISME ÎLES-DE-LA-MADELEINE

128, chemin Principal, Cap-aux-Meules
Îles-de-la-Madeleine (Québec) G4T 1C5
Telephone: 418 986-2245
1 877 624-4437
info@tourismeilesdelamadeleine.com
www.tourismeilesdelamadeleine.com

TOURISME LANAUDIÈRE

3645, rue Queen
Rawdon (Québec) J0K 1S0
Telephone: 450 834-2535
1 800 363-2788
info@tourisme-lanaudiere.qc.ca
www.tourisme-lanaudiere.qc.ca

ASSOCIATION TOURISTIQUE DES LAURENTIDES (ATL)

14142, rue de la Chapelle
Mirabel (Québec) J7J 2C8
Telephone: 450 436-8532
1 800 561-6673
info-tourisme@laurentides.com
www.laurentides.com/

TOURISME LAVAL

2900, boulevard Saint-Martin Ouest
Laval (Québec) H7T 2J2
Telephone: 450 682-5522
1 800 465-2825
info@tourismelaval.com
www.tourismelaval.com

**ASSOCIATION TOURISTIQUE
RÉGIONALE DE MANICOUAGAN**

337, boulevard La Salle, bureau 304
Baie-Comeau (Québec) G4Z 2Z1
Telephone: 418 294-2876
1 888 463-5319
atrmanic@globetrotter.qc.ca
www.tourismecote-nord.com

TOURISME MAURICIE

795, 5^e Rue, porte 102
Shawinigan (Québec) G9N 1G2
Telephone: 819 536-3334
1 800 567-7603
info@tourismemauricie.com
www.tourismemauricie.com

TOURISME MONTÉRÉGIE

11, chemin de Marieville
Rougemont (Québec) J0L 1M0
Telephone: 450 466-4666
1 866 469-0069
info@tourisme-monteregie.qc.ca
www.tourisme-monteregie.qc.ca

TOURISME MONTRÉAL

1555, rue Peel, suite 600
Montréal (Québec) H3A 3L8
Telephone: 514 844-5400
www.tourisme-montreal.org

**ASSOCIATION TOURISTIQUE
DU NUNAVIK**

(Nunavik Tourism Association)
P.O. Box 779
Kuujuuaq (Québec) J0M 1C0
Telephone: 819 964-2876
1 888 594-3424
nta@nunavik-tourism.com
www.nunavik-tourism.com

TOURISME OUTAOUAIS

103, rue Laurier
Gatineau (Québec) J8X 3V8
Telephone: 819 778-2222
1 800 265-7822
ato@tourisme-outaouais.ca
www.tourisme-outaouais.ca/

OFFICE DU TOURISME DE QUÉBEC

399, rue Saint-Joseph Est, 2^e étage
Telephone: 418 641-6654
Québec (Québec) G1K 8E2
info@quebecregion.com
www.regiondequebec.com

**ASSOCIATION TOURISTIQUE RÉGIONALE
DU SAGUENAY-LAC-SAINT-JEAN**

455, rue Racine Est, suite 101
Chicoutimi (Québec) G7H 1T5
Telephone: 418 543-9778
1 800 463-9651
info@tourismesaglac.net
www.tourismesaguenaylacsaintjean.qc.ca

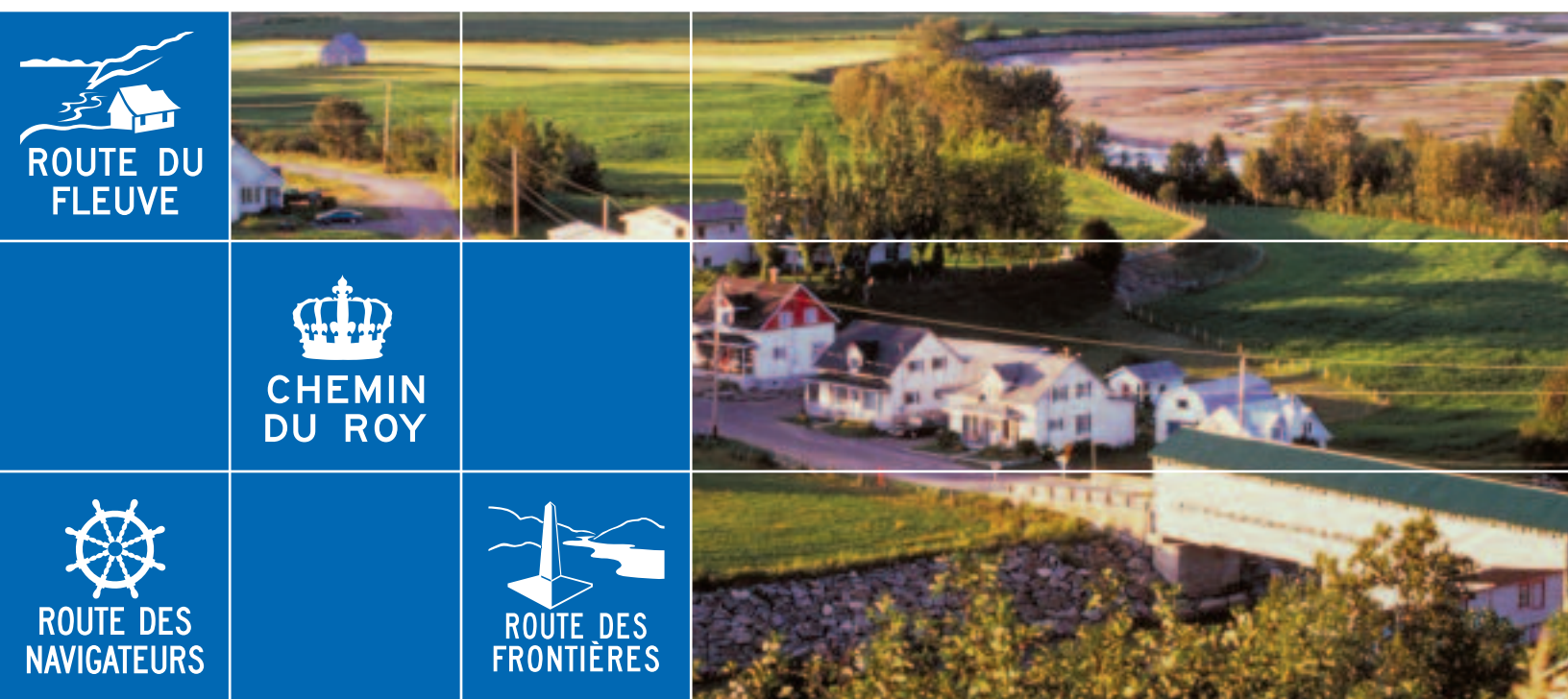
Appendix 5

Registration Form – Tourist Route Signing		
1. Tourist Route		
Name of tourist route		
Tourist region concerned (Regional Tourist Association)		
Name of existing interregional route that the project can connect to:		
2. Tourist Route Lead Organization		
Name of organization		
Name of project leader		
Address	City	Postal Code
Telephone	Fax	Date of Application
E-mail	Web site (if applicable)	
3. Description of the Tourist Route		
Point of departure and arrival (municipality or municipalities)		
Total length of the route (in km)	Number of municipalities involved	
Describe the intrinsic characteristic or characteristics of the tourist route:		
<input type="checkbox"/> Archeological or historical	<input type="checkbox"/> Natural	<input type="checkbox"/> Recreational
<input type="checkbox"/> Cultural	<input type="checkbox"/> Scenic	
Briefly describe the tourist route, its theme, its justification, and the tourist experience that it will provide:		
Objectives sought:		
4. Documents to be Included with Registration Form		
<input type="checkbox"/> The proposed pictograph for the tourist route, with a description that justifies the chosen model.		
<input type="checkbox"/> A map showing the complete itinerary of the tourist route, including a description of the highway networks and the names of the municipalities that the route crosses. The map must indicate the main attractions and tourist sites associated with the theme.		
<input type="checkbox"/> A copy of the regional tourist guide and any other available document that provides a complete description of the tourist route.		

NOTE : Other documents will have to be submitted during the presentation to the Comité de signalisation des routes et circuits touristiques, as described in the present document *Tourist Route Sign Program*, published in 2006 by the Ministère des Transports and the Ministère du Tourisme.

Notes

[illegible]



Québec 

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Ministère des Transports