

Signage

The Tourism Signage Program was developed to increase awareness for travelers and residents of tourism operations and attractions. It ensures that road signage for tourism attractions is consistent with road safety and other road and traffic objectives, and provides effective guidance in directing tourists and visitors to tourism facilities.

FAQ's

1) Are we eligible for signs?

All tourism attractions that cater to tourists are eligible to apply for tourism signage. The facility must fill out the application form and meet the criteria set for the various types of signs. [Application](#)

2) What are the differences between the signs?

Brown Supplemental Guide Signs are available along four-lane roadways with interchanges or intersections and two-lane roadways with interchanges if designated as a national/international attraction. Tourist Oriented Directional Signs (TODS) are available along two-lane and four-lane rural roadways with intersections for tourist oriented attractions, gas, food, lodging and camping services. Attraction Logo Signs are available along interchanges on interstates, freeways, expressway interchanges and bypass interchanges.

3) Who pays for the signs?

If your attraction has been approved as a brown supplemental guide sign, signing will be installed at the expense of KDOT at points on the State Highway System only if there are sufficient funds available in that district budget. If your attraction is approved as a TODS or Attraction Logo Sign, the applicant is responsible for the cost of the fabrication and the annual fee. Inside the city limits, the city may furnish, install, and maintain their own tourism signage.

The staff contact is Pete Szabo.

