

WFA Wine Industry Tourism Toolkit

External facilities checklist

Entrance and signage

- Entry easy to locate from main road
- Access lane if on main tourist route
- Entry statement and gates consistent with brand image
- Trading hours clearly displayed
- Road signage on access routes
- Conditions of entry displayed (ie. 'Coaches by appointment')
- Signage readable by passing traffic (day and night)

Driveway and parking

- Well drained and maintained all-weather surface
- Driveway wide enough for coaches and passing (if applicable)
- Surface well maintained (free of potholes, dust hazards)
- Edges landscaped and visually appealing
- Clearly designated parking for coaches and disabled visitors
- Parcel pick-up area/set-down area
- Sufficient turning space for range of vehicles
- Parking within close proximity to cellar door and areas clearly defined
- Well maintained and clearly defined access paths from car park to cellar door entrance
- Adequate lighting for navigation and safety
- Directional signage to cellar door and other facilities

Landscaping and grounds

- Consistent with brand image and environment
- Well maintained gardens and lawns
- Clearly defined and well maintained paths
- Provision of garbage cans and ash trays
- Directional signage to cellar door and other facilities
- Interpretive signage (plants, vineyards, views, architecture, features, etc)
- Well maintained picnic facilities (if applicable)
- Hazards clearly defined (dams, winery, machinery, etc)
- Viewing and relaxation areas, photo points, etc

Building exterior

- Well maintained and windows clean
- Consistent with brand image
- Signage readable and welcoming
- Entrances and exits clearly defined
- Boundaries clearly defined (if attached to winery, house or other facilities)
- Interpretive signage for heritage features, etc
- Adequate lighting for after hours access

Entrance to cellar door

- Easy to locate from car park and other facilities
- Welcoming statement consistent with brand image
- Access via covered walkway if possible
- Well maintained

- Safe access for disabled, seniors, children, groups
- Separate group entrance if applicable

Special features

- Barbecue and picnic facilities
- Nature walk
- Children's playground
- Sculpture/outdoor art
- Sensory or native garden