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**New look for World Heritage signs**

Many new road signs in the Wet Tropics will now feature the UNESCO World Heritage emblem.



In collaboration with the Wet Tropics Management Authority, the Department of Main Roads will erect new signs with the emblem over the next two years.

WTMA executive director Andrew Maclean said the UNESCO emblem is well known internationally.

“The Wet Tropics is one of 851 World Heritage sites around the world that all use the same branding.

“Adoption of the international World Heritage emblem is intended to strengthen recognition of the Area by international tourists,” he said.

“We hope the emblem on road signs will remind visitors and residents they are in a special Area and to look after it.”

The emblem will feature on major highways in the World Heritage Area and signs to visitor attractions. It will also be used to highlight Wet Tropics visitor Centres throughout the region.

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