New look Devils Marbles Hotel to boost tourism in the Barkly

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A new look and a new name will help the Devils Marbles Hotel attract new customers and provide flow-on tourism benefits to the Barkly, Chief Minister Adam Giles said today.

Previously called the Wauchope Hotel, the hotel will be officially reopened tonight following extensive upgrades that have doubled its accommodation capacity.

Mr Giles said improving tourism infrastructure was vital to attract more visitors and unlock new job and development opportunities in regions like the Barkly.

“The Northern Territory Government is committed to lending a hand to our tourism businesses so they can deliver an event better world class experience for visitors to the NT,” he said.

“With the assistance of $100,000 in funding, the new look Devils Marbles Hotel will provide a great boost to one of the Territory’s key tourism assets – the Devils Marbles.

“The roadhouse is a vital stop for travellers along the Stuart Highway between Tennant Creek and Alice Springs, and this funding will help encourage more weary travellers to stop off here and spend more time in the region, benefiting other businesses and the local economy.

“The drive market is an important tourism segment for the Territory accounting for around 290,000 visitors a year.

“Research has shown many people like to travel less than 200km per day, so this strategic investment in the Devils Marbles Hotel will also support Tennant Creek operators by encouraging people to spend more time in the region.”

The $100,000 in funding was part of last year’s $1.3 million pool of NT and Federal funding for tourism development and infrastructure.

The hotel’s owners contributed $300,000 for the upgrades which have included new concreting, new signage on the highway, a new draught beer system, an extension of the Beer Garden, a new merchandise range, relocation of the single man cabins, and interior improvements to reflect the Devils Marbles theme.
The upgrades have also included exterior beautification works, kitchen upgrades and new equipment, and the installation of water softener for the site.

Co-owner of the Devils Marbles Hotel, Greg Target, said: “The $100,000 in funding has brought the realisation of the vision for the hotel significantly forward. We are proud to say that we used an NT supplier (NT Link) for our new cabins which look fantastic."

Mr Giles said the Country Liberals Government had expanded tourism infrastructure funding to a $4.75 million program this year – the largest Government investment in tourism infrastructure in the Territory’s history.

“A thriving tourism industry will help to develop our regions, boost local businesses, create more jobs and grow the Territory economy,” he said.

“It’s all part of the Country Liberals Government’s plan to drive the development of North Australia and build a $2.2 billion visitor economy by 2020.”

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