PLAN TO PUT BATCHelor ON TOURISM MAP

A new tourism plan for Batchelor aims to make the town a must stop destination for tourists visiting the Litchfield National Park.

Speaking at the launch of Batchelor Tourism Development Plan the Chief Minister Clare Martin said the new direction will allow the region to reach its potential.

“For too long Batchelor has been a hidden gem – we want to promote it as a true treasure of the Territory,” Ms Martin said.

“Batchelor is so much more than just a gateway to Litchfield National Park so we’re opening the door to its many unique attractions including its history, natural and cultural attractions.

“Last financial year over 250,000 visitors came to Litchfield National Park, three quarters of whom entered via Batchelor,” Ms Martin said.

The six key aims include:

- marketing the region
- improving signage
- product development
- improving visitor amenities
- and developing and promoting local events.

“Future initiatives for the region include linking some projects between Batchelor and Adelaide River including a 4WD track, heritage trails, monthly markets and joint sporting events,” Ms Martin said.

“The government will provide $15,000 in seed funding to help with the engagement of a part time facilitator to assist the Batchelor Tourism Action Group to implement the projects outlined in the plan.

“Batchelor, Adelaide River, Pine Creek and Tennant Creek now all have regional development plans with a focus on tourism.

The Batchelor plan is the culmination of over 10 months work by the Batchelor Tourism Action Group, the Northern Territory Tourism Commission, Top End Tourism and a range of NT government agencies.

Media Contact: Richard O’Leary 040111 9586