GULF TOURISM PLAN

A tourism plan has been launched for Borroloola and the Gulf area to turn it into a prominent Northern Territory destination in its own right.

At the launch in Borroloola, Chief Minister and Minister for Tourism Clare Martin said the Gulf Region Tourism Development Plan will help to attract more tourists.

“Borroloola and the Gulf area is a great place to visit and this will help to get the message out,” Ms Martin said.

We held four workshops with locals which were vital to the creation of a three-point action plan:

• To position the Gulf region as a premier destination along the Savannah Way tourism drive
• To develop new and existing tourism products in the region
• To maximise the economic benefit of the tourism dollar for all community sectors

The Gulf Region Tourism Development Plan targets five groups of travellers:

• Four wheel drive travellers who are exploring the regions along the Savannah Way;
• Serious fishing people, who stay from a week to three weeks;
• Long term visitors who come to the region, stay, enjoy the climate and lifestyle;
• People who go to the Region for business purposes;
• Fly-in, fly-out tourism, niche market visitors.

“Increasing the promotion of regional events and improving their facilities is one of a number of actions incorporated in the plan.

“We will also work with the local community and indigenous groups to establish more camping grounds, site tours and walking trails between Hell’s Gate and Roper Bar.

“We also need to improve access and develop facilities at many of the region’s spectacular natural attractions, including beaches, river scapes, and extraordinary rock formations.”

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