

NEWSFRONT

New hotels must fit in, says boss of award-winning Woolstore

Stay true to Hobart

HOBART needs more accommodation but not new hotels that stick out “like sore thumbs”, says a local tourism accommodation veteran.

The Old Woolstore Apartment Hotel general manager Ben Targett said his company, which also owns Hadley’s Orient Hotel in the city, welcomed new hotel developments such as the recently announced Marriott in the central business district because of the “huge global following those brands bring with them”.

“Often Hobart is full and it stops people coming to Tassie,” Mr Targett said.

“If they can’t get Hobart in their Tassie experience they will put it off or they will choose somewhere else.”

His comments followed The Old Woolstore winning accolades at the national tourism awards in Darwin last week.

The business won Gold for Best Business Events Venue for the third year in a row. And its induction into the Australian Tourism Hall of Fame was because of its good, old-fashioned service, Mr Targett said.



JENNIFER CRAWLEY

“It’s not so flashy and exciting, we are just providing good old-fashioned hospitality day in day out.”

He said hotel development needed to be sensitive because that was what Hobart was all about.

“Clearly we need some development but it has to be appropriate, we don’t want any developer to nibble away at the essential sense of Hobart.”

Mr Targett said there were plenty of hoteliers, pub owners and experienced operators who had been around for the same length of time as The Old Woolstore and the state’s booming tourism and hospitality industry was built on the work of those people.

“They are the bedrock of the tourism industry that we now have and it’s nice to know that it’s still of value to do the basics well,” Mr Targett said.

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SUCCESS: Old Woolstore Apartment Hotel general manager Ben Targett. Picture: LUKE BOWDEN