

Accolades for Byron Bay resort

After three years of operation, The Byron at Byron Resort and Spa was rewarded recently with two Awards for Excellence from the Mayne Investments Northern Rivers Urban Design Awards.

The resort took two of the three Awards for Excellence allocated – one for urban design and one for sustainability. Another Byron development, Troppo Architects' commercial and residential development on the corner of Bay and Fletcher Streets in Byron took the third Award for Excellence.

'This is a blessing for us,' said Lyn Parche, the resort's general manager, pictured. 'We have received both national and international awards since opening, but to be recognised like this locally is particularly important and



very special to John and I.'

Chief Executive of Northern Rivers Tourism, Russell Mills, believes The Byron at Byron 'truly deserves' the accolades. 'They work tirelessly for the betterment of the tourism industry and they encourage their guests to get out and experience the beauty of the region.

Their focus on sustainability provides a great example for other Northern Rivers tourism operators.'

The Byron at Byron has been investing in researching international tourism to Byron and the Northern Rivers and during the last twelve months alone senior resort staff have visited the UK, Germany, New Zealand and the US.

'We have found that many internationals had never heard of Byron Bay before,' said Lyn Parche.

'But now with international travellers being very conscious of the impact they have on the environment many are seeking a unique and authentic Australian experience. People have loved learning about the Byron region.'