

MEDIA RELEASE

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NORTH STAR WINS AWARD FOR EXCELLENCE AT NSW BUSINESS CHAMBER AWARDS

North Star Holiday Resort shone brightly in the business spotlight on Saturday night when it took out the 'Award for Excellence in Tourism and Visitor Experience' at the NSW Business Chamber Regional Awards held at Ballina.

Marketing Manager, Lisa Collier, who accepted the award on behalf of owners Ian and Diana Beadel, said the Award has given the entire North Star team cause for celebration.

"When it comes to holiday destinations, our amazing location at Hastings Point speaks for itself, but it's been the business acumen of owners, Ian and Diana, that have really made North Star such a success story.

"When you look back, it's hard to believe just how far North Star has come over the past 40 years.

"When Ian and Diana purchased the site in 1980, it was a swampy paddock, with a basic amenities block, no infrastructure or sewage connections, and just a handful of staff. They've been at the helm ever since, continually reinvesting profits back into the property, creating new facilities and experiences for guests.

"From its very humble beginnings, Ian and Diana have steered its evolution into an industry leading 5-star holiday park, employing almost 90 local staff."

Lisa also praised the dedicated and enthusiastic staff behind North Star, who go above and beyond to make their resort the best possible experience for every guest that drives through the gates.

In the past 12 months, North Star has added two new 60m high 'Super Slides' to its waterpark, extended the restaurant to include a covered outdoor deck for dining, drinks and live music, and built new Hamptons-style coastal cottages.

They also introduced their own Customer Loyalty Program, Star Rewards, which has become a huge hit with an army of repeat visitors, which represents 32 percent of total bookings at North Star each year.

Lisa thanked the NSW Business Chamber, their sponsors and staff, for providing a platform where the many business owners across the Northern Rivers could be recognised and rewarded for their hard work and commitment.

"Local businesses, including those involved in tourism, contribute to the local economy, local communities, and make our region one of the best places in Australia to live, work, and most importantly, enjoy a holiday."

Next month, the North Star team hopes to bring home more Awards, after being named a finalist in the NSW Tourism Awards and a national finalist in the Caravan & Camping Industry Awards (CCIA). Winners of these Awards will be announced in November.

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