



A SHOWCASE OF NORTH COAST EXCELLENCE

Incentive Success in Byron Bay

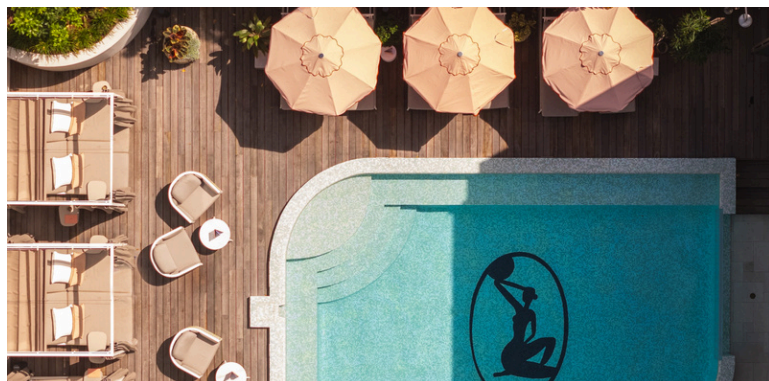
BYRON BAY SHINES: THE NORTH COAST INCENTIVE EXPERIENCE

Byron Bay welcomed a stand-out high yielding incentive group in September 2025, perfectly showcasing the strength of the North Coast and the Destination North Coast Business Events Program. Brought to us by Carlene Staines of OneNineFive, the New Zealand client invested **\$380K to host 95 incentive delegates** for four nights, booking out BASQ House and overflow at Hotel Marvell.

Their program was a model of regional dispersal and premium experiences: a BASQ House lobby welcome event, seamless group transport with Combi Vans and Magic Buses, Better By Bike adventures along the Tweed section of the Rail Trail, 70s inspired regional op shop trail and dolphin kayaking, and exceptional dining including a buy-out of Beach Byron Restaurant. Delegates also played a hit of Golf at Byron Bay Golf Club and enjoyed the newly opened Navia Bathhouse and Spa.

"This program was the result of long-standing relationships with trusted Byron Bay supplier connections built over many years through famils, industry events, and repeat collaboration, which enabled us to curate exceptional local experiences with partners such as Hotel BASQ, Byron Bay Kombis, Beach Byron, and Joe Chef."

Carlene Staines ~ Director, OneNineFive



DESTINATION NORTH COAST BUSINESS EVENTS PROGRAM

Carlene is one of many long-standing connections of the Destination North Coast Business Events Program. Carlene joined one of the program's early famils, which has since paid dividends for the North Coast. Her deep knowledge of Byron and surrounds enabled her to craft an itinerary that thrilled delegates and maximised local economic impact.

Destination North Coast are a free resource, to help you plan your next Business Event on the North Coast of NSW.

"This is incentive travel at its finest – a perfect example of the outstanding business events hosted in Byron Bay and across the North Coast."

Heath Batterham

Business Events Executive
Destination North Coast

