



Media Release

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Scenic World rainforest even more accessible with a new annual pass

Scenic World has embraced visitor wishes for the iconic attraction to become their regular rainforest playground by introducing the Annual Pass+.

The exciting new ticketing option follows consumer demands from Blue Mountains locals and regular visitors from Sydney and beyond.

The Annual Pass+ entitles holders to visit Australia's most visited private tourist attraction 365 days of the year, and features great bonuses including 15% off additional tickets, food and beverage, and retail purchases.

Scenic World's Joint Managing Directors, Anthea and David Hammon, often meet visitors on their fourth or fifth visit for the year and wanted to create a great value package to reward their loyalty.

"Our key objective is to make our unique site within the Blue Mountains World Heritage Area accessible to all," they said.

"The Annual Pass+ means our visitors can enjoy accessing Scenic World as often as their own backyard and make it a great value experience every time."

"We are especially excited to have so many locals wanting this option to enjoy Scenic World more regularly with their families, friends and visiting relatives."

Passes cost \$99 for an adult, \$39 for children (4-13yrs), and \$239 for a family (2 adults and up to five children under 13). It entitles visitors to unlimited rides all day, every day on the Scenic Railway, the steepest railway incline in the world; the Scenic Skyway, the highest in Australia at 270m; and the biggest cable car in the country fitting 84 people.

Passholders will also enjoy exploring the Scenic Walkway; 2.4km of elevated boardwalk through ancient forest as their regular walking track.

The passes can also be used at Scenic World's new international food court that will replace the current restaurant, scheduled for opening in October 2012. Annual pass holders will also be informed about special offers, events and news throughout the year.

For a limited time, locals with a current Scenic World Residents Pass can come into Scenic World before October 29 and receive a free Annual Pass+, valid for the next 12 months.

Scenic World is also offering a school holiday special Unlimited Pass with unlimited rides all day between 22 September and 7 October 2012. Adults cost \$35, children (4-13yrs) is \$16 and a family pass is \$86. Early bird discounts are available for arrival before 11am.

For Annual Pass+ gift vouchers and purchases contact Scenic World on 02 4780 0200, or visit www.scenicworld.com.au

For media inquiries contact Australia PR Director Michelle Grima on 0416 114 911 or email mq@australiapr.com.au



Cnr Violet St & Cliff Dr Katoomba NSW 2780 Australia | PO Box 1042 Katoomba NSW 2780
T+61(0) 2 47 800 200 | F+61(0) 2 47 825 675 | www.scenicworld.com.au | info@scenicworld.com.au