



Scenic World's clever Chinese social media competition winners arrive for a unique Year of the Sheep celebration

The winners of a major social media campaign to showcase Scenic World and the Blue Mountains to millions of Chinese consumers, arrived at the family-owned attraction on February 19 to celebrate Chinese New Year.

Jie Yan (28) and Bingqin Xie (26), from Beijing, were in awe of the World Heritage views, the thrilling Scenic Railway experience - and the steaming dumplings on offer, on their first visit to Australia. They were so impressed with our fresh mountain they 'bottled' it to take back to China!

The couple stayed in the Blue Mountains for two nights and praised the lavish high tea at The Hydro Majestic Hotel.

Jie and Bingqin were flown from China after being one of the 10,924 Chinese contestants to download the fun Scenic World Blue Mountains Exploration game from campaign partner U-Tour's WeChat page. At the closing of the campaign, the app achieved 10,924 downloads, 86,874 page views and U-Tour's Chinese New Year tours to Scenic World sold out.

Jie, a commercial photographer for Getty Images in China, won the competition after securing 2000 friends to like the page after completing the app game, and also promoting the competition to his 18 million readers on his Blog.

After exploring Scenic World's ancient rainforest walkway, taking the Scenic Railway, Cableway and Skyway, Jie said it would be their most memorable Chinese New Year.

"The first thing I noticed were the plants. There are so many things I've never seen before like the ferns and the eucalyptus trees. The cliffs that you see from Scenic World look like they have been cut with a knife rather than formed by nature – amazing!"

After their day at the attraction celebrating its 70th birthday this year, Jie and Bingqin also experienced other natural locations in the Blue Mountains including The Valley of the Waters, The National Pass Trail, Wentworth Falls and the boutique Leura village.

Scenic World's Chinese New Year celebrations also included a traditional lion dance, themed retail space and a colourful pop-up dumpling stand. Chinese visitors also received a 20% discount storewide in the Scenic World retail store when using China Union Pay.

Scenic World achieved a 20% increase in visitation during the 2015 Chinese New Year and this financial year alone have seen a 90% increase in independent Chinese visitation.

Scenic World's next major event is Sculpture at Scenic World between 15 April and 10 May 2015.

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