



SCULPTURE at SCENIC WORLD

MEDIA RELEASE

MONDAY May 8, 2017

Sculpture at Scenic World boosts regional tourism visitation

Scenic World's iconic annual art exhibition, Sculpture at Scenic World, attracted more than 108,000 visitors to the Blue Mountains from April 7 to May 7, providing a welcome boost to regional visitation and the local economy.

Drawing to a close yesterday, the exhibition brought visitors from right across the globe to the Blue Mountains for day trips and overnight stays to experience artworks from world class artists in an ancient rainforest setting.

Representing a 16% increase on last year's visitation, the success of the 2017 exhibition marks another milestone for Sculpture at Scenic World which is recognised by Destination NSW as a flagship regional tourism event.

Scenic World's Managing Director, Anthea Hammon, said the exhibition provided a unique opportunity for visitors to experience the Blue Mountains and support regional tourism in NSW.

"The exhibition offers a compelling reason to visit our stunning region, and with 41% of our visitors staying overnight for one or more nights, we're incredibly proud of the event's contribution to the local economy," she said.

"For our visitors it offers a unique experience - it's the only place in the world where you can view world class artworks in a natural Jurassic rainforest via the world's steepest railway."

In line with previous years, visitors enjoyed interacting with the artworks, as showcased in the array of entries in this year's People's Choice Award where guests nominate their favourite artwork.

With more than 5,000 votes received for the \$1,000 award, local Blackheath artist Kayo Yokoyama was yesterday announced as the winner for her work, *Illusion*, featuring over 250 hand blown glass bubbles suspended in the rainforest by fishing wire.

Also announced at the closing function was the \$5,000 Artist Peer Award, which was awarded to Mark Surtees – also a local Blackheath artist – for his work, *Cut Here*.

"Sculpture at Scenic World has exceeded our expectations, and we look forward to creating an even more exciting exhibition for our visitors next year," Anthea said.

Information about the 2017 exhibition can be found at www.sculptureatscenicworld.com.au

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