



# **MEDIA RELEASE**

**May 29, 2017**

## **Scenic World achieves new record with one million visitors**

Scenic World welcomed its one millionth visitor for the operating year over the weekend, marking an exciting milestone which highlights the family business is punching well above its weight as a key driver of regional tourism in NSW.

Celebrating the landmark occasion, the Parkinson family from Padstow was surprised with a celebratory gift hamper, five star VIP treatment, and a Scenic World Annual Pass as they boarded the Scenic Railway on Saturday morning.

Father of three, Alan Parkinson, said the experience made the weekend extra special for his wife and visiting relatives: "We've come here so many times as a family, and to be the millionth visitor when we're with our family visiting from Thailand is unbelievable."

The milestone – which was achieved during the Scenic World operating year from June 2016 to May 2017 – follows an incredible growth trajectory of over 25% in visitor numbers since the 2013-14 reporting period, led by strong growth in both domestic and international markets.

Domestic visitation has increased more than 40% over the past three years, while Chinese visitation jumped over 47%, and the groups market saw a 21% increase over the same period.

Scenic World Managing Director Anthea Hammon said the achievement highlighted Scenic World's appeal as an authentic visitor experience which showcases some of the most spectacular landscapes of the Blue Mountains.

"As a family owned business which has been operating for over 70 years, it's promising to see that the thrill of travelling to the heart of the Jamison Valley via the world's steepest passenger train continues to captivate travellers from near and far," she said.



Following a successful Sculpture at Scenic World 2017 exhibition which was seen by over 108,000 visitors from April 7 to May 7, Anthea attributed the growth in visitation to Scenic World's innovative marketing and events initiatives, exceptional service delivery, and a strategic push to attract visitors from China.

"We continue to push boundaries with innovative marketing campaigns that resonate with the domestic market, and we're breaking new ground with our Chinese sales and marketing strategies to attract more international visitors to regional NSW," Anthea said.

With further predicted growth out of the China market, the attraction has appointed a dedicated sales agent based in Shanghai and tapped into the potential of social media with innovative strategies that have positioned Scenic World as the most followed Australian attraction on China's flagship social site, Weibo.

Anthea also made a special mention of staff's unwavering commitment to customer service, which has delivered a consistently high TripAdvisor rating of 4.5 stars.

"Our success is a testament to our incredible staff who go above and beyond to foster real connections with our visitors, which creates life long memories," she said. "It's also a positive indication for the future of the tourism industry which continues to entice visitors who are looking for unforgettable adventures for all ages.

"We're proud of our evolution as a tourism business, and we look forward to forging ahead with our 10 year master plan which will help position the Blue Mountains as a world class tourism destination."

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