



# MEDIA RELEASE

For immediate release | February 9, 2018

## Celebrate the Year of the Dog at Scenic World in the Blue Mountains

Scenic World is inviting visitors from near and far to celebrate Lunar New Year in the spectacular Blue Mountains, with a range of exciting activities on the agenda to usher in the Year of the Dog.

Scenic World's front plaza will be a hive of activity from February 16 – March 4 as the main forecourt is transformed into a vibrant table tennis arena for the annual Scenic World Ping Pong Pro tournament.

Visitors can test their reflexes daily from 11am to 2pm as staff and visitors of all ages hone their ping pong skills before venturing into the rainforest via the world's steepest railway.

Traditional lion dancing artists will return to Scenic World on February 24 to showcase their talents in an acrobatic performance that will leave a lasting impression with choreographed stunts, drums, cymbals and more.

Guests can also treat their tastebuds to sticky char siu beef ribs in the EATS270 restaurant, and the kids can take home their very own balloon dog animal, crafted by talented Scenic World staff.

Scenic World Chief Marketing Officer Amanda Byrne said the action packed line-up was a vibrant way to join the celebrations with many countries across the globe which recognise Lunar New Year as a tribute to good fortune, health and happiness.

"We're excited to welcome in the Year of the Dog with festivities that give our valued guests of all ages a chance to have some fun and gain an insight into the rich traditional culture of the many Asian cultures which celebrate Lunar New Year," she said.

A range of activities and specials are available, including:

- Scenic World Ping Pong Pro tournaments held daily from 11am-2pm
- Traditional lion dance on February 24 from 11am
- Sticky char siu beef ribs available at EATS270
- Free balloon dog animals for kids of all ages at the Scenic Railway platform

Asia remains a key market for Scenic World, led by China which has seen a 50% increase in visitor numbers since 2013-14. Visitation from Korea has also increased more than 50% over the past three years, while Indonesia and Malaysia have both seen strong growth with 71% and 63% respectively over the same period.

The increases follow a targeted marketing push to attract visitors from Asia, including the appointment of a dedicated sales agent in Shanghai, alongside an extensive visiting media program and a continued focus on building Scenic World's social media reach in key markets.



Scenic World is also continuing to work closely with International Tour Operators in Asia to grow its groups business in a sustainable way, and its hosted Key Opinion Leaders program continues to captivate aspiring travellers from afar.

“The pristine beauty of the Blue Mountains continues to appeal to visitors from near and far, and we’re lucky to have the opportunity to share it with our friends from Asia and beyond this Lunar New Year,” Ms Byrne said.

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***Scenic World is the most visited privately owned tourism attraction in Australia, welcoming over one million visitors each year. Overlooking the Jamison Valley, the Three Sisters and Katoomba Falls in the Blue Mountains, Scenic World is home to the world’s steepest passenger train, the highest and largest cable cars in Australia, and the longest boardwalk in Australia.***