



# HAMMONS HOLDINGS      MEDIA RELEASE

## **HAMMONS HOLDINGS SAYS RETURNING SYDNEY HARBOUR BRIDGE TO THE PEOPLE WILL BE A PRIORITY FOLLOWING ITS APPOINTMENT AS NEW OPERATOR OF BRIDGE TOURISM**

**Sydney, Friday 15 June 2018** - Hammons Holdings - owner of Scenic World in the Blue Mountains - has welcomed its appointment as the new operator of Sydney Harbour Bridge tourism, saying that expanding access and affordability was a key priority in its 20-year vision for the Bridge.

NSW Roads and Maritime Services today announced that Hammons Holdings, a third-generation family-owned tourism business, will have the right to operate climbing and other tourism activities on the Bridge for the next 20 years.

The appointment followed a competitive tender process whose participants included national and international entities.

Hammons Holdings CEO, David Hammon, said Hammons would be drawing on more than 70 years of successful operations at Scenic World to inject new life into the Bridge experience for local, interstate and international visitors.

"It's a privilege to be entrusted with Bridge tourism operations and we are grateful to the State Government for the opportunity," Mr Hammon said.

"The Bridge is already an iconic structure, recognised around the world. We want to make it a must-see destination for Sydneysiders and visitors to Sydney, regardless of physical or financial restraints. Our experience building Scenic World into one of Australia's most popular destinations shows that we can drive visitor numbers and increase economic value while respecting unique heritage and environmental values.

"Our vision is to recreate the people's Bridge - we will be exploring ways to safely expand access to new areas of the Bridge, use innovative technology to bring the Bridge to life, and make its history and connectivity a more central part of the experience.

"We acknowledge the pioneering work of Paul Cave in developing the Bridge into a popular tourist destination and look forward to working in partnership with the Government to build on that work," he said.

Hammons Holdings has been operating Scenic World, set on a World-Heritage listed site in the Blue Mountains, for more than 73 years. With a strong safety record achieved in a challenging outdoor environment, Scenic World is now Australia's most-visited privately-owned attraction, hosting more than one million visitors annually, 60% of whom are international visitors.

Hammons Holdings is also an early-stage investor in Sydney Zoo in Western Sydney. The Sydney Harbour Bridge appointment positions the company to create a corridor of iconic visitor experiences spanning the Bridge, Sydney Zoo and Scenic World.

ENDS

**Media contact:** Kurt Graham, Sefiani Communications Group - ph: 0431 478 558 or email [kgraham@sefiani.com.au](mailto:kgraham@sefiani.com.au)