



MEDIA RELEASE

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Scenic World improves visitor experience with new Cableway cabin

Scenic World is continuing to evolve its world class visitor experience with a four million dollar upgrade of the Scenic Cableway, in a move that will improve the visitor experience of the most visited privately owned tourism attraction in Australia.

Scheduled for completion in mid September, the new Scenic Cableway will enhance the visitor experience with a more spacious cabin, streamlined loading and larger windows to improve viewing of the iconic Three Sisters and beyond.

Built by world leading ropeway engineering company, Garaventa, the re-configured cabin will also feature free wi-fi in response to demand from international guests wanting to share the experience with their loved ones in real time.

The Cableway upgrade follows a number of major investments in recent years, including a three million dollar upgrade of the Scenic Skyway last year and a \$30 million overhaul of the Scenic Railway in 2013.

It also follows continued efforts to invest in the NSW tourism industry, led by parent company Hammons Holdings which is a cornerstone investor in the Sydney Zoo and was recently appointed to operate tourism activities on the Sydney Harbour Bridge following a rigorous tender process driven by the NSW State Government.

Scenic World's Managing Director Anthea Hammon said the Cableway upgrade was part of Scenic World's commitment to constantly evolve the visitor experience and create lifetime memories for guests from near and far.

"We pride ourselves on providing world class experiences that leave a lasting impression, but we recognise the importance of having technology and infrastructure that meets the ever-changing needs of our guests," she said.

"We've come a long way over the past 73 years because innovation is something we do well. We're constantly looking for new opportunities to evolve as a business, and the Cableway upgrade is well aligned with our mission to create the unforgettable for our valued guests."

First installed in 2001 to open up access to the Jamison Valley, the Scenic Cableway is the steepest and largest aerial cable car in the Southern Hemisphere, descending 510 metres to the valley floor. The Cableway features a fully enclosed cabin and provides a unique vantage point of the Three Sisters, Orphan Rock, Mt Solitary and Katoomba Falls.

The Scenic Cableway will be closed from Wednesday August 1 and is set to re-open in mid September*. Scenic World's other popular attractions – the Scenic Railway, Skyway and Walkway – will operate as usual and ticket prices will be reduced.

For more information on the Scenic Cableway closure including a list of frequently asked questions, visit www.scenicworld.com.au.

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* All dates are subject to change