



MEDIA RELEASE

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HAMMONS HOLDINGS EXECUTIVE APPOINTMENTS PAVE WAY FOR FUTURE SUCCESS

Hammons Holdings, owner of Scenic World, has announced a reshuffle amongst its leadership as the third generation family owned business looks to share talent and expertise throughout Hammons Holdings' expanding portfolio of tourism businesses.

Following Hammons Holdings' recent appointment as the concessionaire of tourism activities on the Sydney Harbour Bridge, and acquisition of BridgeClimb, Scenic World's Chief Operating Officer Chris Zumwalt has been appointed as Chief Executive Officer of BridgeClimb from 1 October.

Chris will lead the implementation of the Hammons Holdings strategic direction, breathing new life into BridgeClimb and continuing to grow the world renowned attraction.

During his 10 years as COO, Chris has overseen unprecedented growth in visitation and revenue. Chris's strengths in connecting strategy, experience and business outcomes have seen the retail, food and beverage business more than double during his tenure. Chris's ability to grow individuals through mentoring and coaching has resulted in the personal and professional growth of his team. This, in turn, has transformed the culture to one with a focus on people and their achievements.

Chris's leadership has been integral in developing Scenic World into a must do attraction for both local and international visitors.

Further to Chris's appointment, Scenic World's Chief Marketing Officer Amanda Byrne has been appointed as Chief Experience Officer, with the expanded role to cover all marketing and operations functions at Scenic World.

Amanda's proven marketing experience has been instrumental in Scenic World's success during her seven year tenure, resulting in a 25% increase in total visitation. A strong advocate for staff engagement and culture, Amanda has led a high performing marketing team through a period of sustained growth and implemented a range of innovative strategies including the targeted philanthropic program, [Scenic World Shared](#), and Scenic World's flagship event [Sculpture at Scenic World](#) which now welcomes over 100,000 visitors each year. Amanda also played an instrumental role in developing the successful bid for the Sydney Harbour Bridge tourism activities concession.

Hammons Holdings CEO David Hammon and Scenic World's Managing Director Anthea Hammon both congratulate Chris and Amanda on their new appointments and applaud their continued commitment to providing valued leadership.

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Anthea said, “It is a privilege to work alongside Chris and Amanda. They have both invested their passion and enthusiasm into evolving our customer experience, tapping into new markets, and supporting our staff to realise their potential”.

Hammons Holdings CEO David Hammon added, “Amanda and Chris have been a valued part of our extended Scenic World family for many years and with them, we look forward to continuing to deliver world class tourism experiences well into the future.”

Chris and Amanda will step into their new roles on 1 October 2018, when Hammons Holdings commences operations of BridgeClimb.

– ENDS –

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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.

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