



MEDIA RELEASE

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New Scenic Cableway now welcoming visitors following \$4m upgrade

Scenic World will open the doors to the new Scenic Cableway tomorrow following a four million dollar upgrade as the third generation family owned business continues to evolve in line with the changing needs of its guests.

Built by world leading ropeway engineering company, Garaventa, the new Cableway features a more spacious cabin and larger windows to improve viewing of the World Heritage-listed Blue Mountains.

The re-configured cabin also allows for streamlined loading and features free wi-fi for the first time in response to continued demand from international guests wanting to share their experience in real time.

Scenic World's Managing Director Anthea Hammon said the upgrade followed a series of major investments to improve the visitor experience and consolidate Scenic World's position as a world class tourism attraction.

"It is a privilege to be part of a thriving NSW tourism economy but we recognise the need to innovate and evolve to meet the changing needs of our guests and retain our leading position in a competitive market," she said.

The Cableway upgrade follows a three million dollar upgrade of the Scenic Skyway last year, a \$30 million overhaul of the Scenic Railway in 2013, and a range of site improvements such as new ticketing systems, site-wide recycling and organic waste management systems.

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.

On the back of a 9.3% increase in overnight stays to the Blue Mountains within the past 12 months, Anthea said innovation was crucial to support continued tourism growth.

"Our visitors and our staff are at the heart of what we do and we take pride in delivering world class experiences and customer service that leaves a lasting impression and keeps the Blue Mountains front of mind for the future," she said, adding that staff were the key to Scenic World's success.

"The natural beauty of the Blue Mountains is a major drawcard for visitors and we are thrilled to have the opportunity to contribute to the future success of our stunning region which we're proud to call home," she said.

Anthea applauded the efforts of Scenic World staff for their ongoing commitment to customer service which has achieved an outstanding 4.5 star rating on TripAdvisor.

"Our staff are the lifeblood of our business and we owe our continued success to the passion and enthusiasm they bring to work each day. It's an honour to lead such a talented team and we look forward to what the future holds."

For more information on the new Scenic Cableway, visit www.scenicworld.com.au.

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