



MEDIA RELEASE

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Celebrate the Year of the Pig at Scenic World in the Blue Mountains

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

Scenic World's front plaza will be a hive of activity from February 1 - 17 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 10 to showcase their talents in an acrobatic performance that will leave a lasting impression with choreographed stunts, drums, cymbals and more.

Scenic World's Chief Experience Officer Amanda Byrne invited visitors to come and embrace the good fortune of Lunar New Year which is recognised as a tribute to health, happiness and prosperity in many Asian countries.

"We're excited to welcome in the Year of the Pig with festivities that give visitors 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 10 from 11am
- Sticky char siu pork ribs available at EATS270
- Free special edition Lunar New Year coins for all retail purchases over \$70

Asia remains a key market for Scenic World, led by China and Korea which have increased by 72% and 84% respectively over the past five years. While visitor numbers from China continue to grow, Korea remains the stand out performer, capturing an impressive 88% of all Korean visitors in NSW*.

Visitation from Indonesia and the Philippines has also increased over the same period, with visitor numbers up more than 128% and 77% respectively, while Vietnam visitation is on the rise.

Ms Byrne said the trends were in line with international visitor data which indicates continued growth in established markets such as China, and impressive growth out of emerging markets such as Korea and other parts of Asia.



“Like many of our colleagues in the tourism sector, China remains very much in our focus, but emerging markets such as Korea are always on our radar as our key markets continue to mature and diversify,” she said, citing the dispersal of the China market into areas beyond the major cities as an example.

“Market forces are constantly changing, which highlights the importance of having our finger on the pulse and responding to new trends in creative ways.”

Scenic World is forging ahead with a targeted marketing push to attract visitors from Asia, while continuing to work closely with International Tour Operators and industry to grow its groups business in a sustainable way.

Scenic World’s visiting media program is also experiencing ongoing success in key markets, while its social media reach continues to grow across the board.

“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 concluded.

** Scenic World recorded more than 194,000 Korean visitors in the year ending June 2018, marking an 88% capture rate of the 221,000 Korean visitors which visited NSW in the same period (source: International Visitor Survey YE Jun 18). Scenic World data is based on visitor postcode and country of origin data.*

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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.