



# MEDIA RELEASE

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## **DINOSAUR VALLEY DELIVERS MAJOR BOOST TO LOCAL TOURISM ECONOMY**

Scenic World's inaugural Dinosaur Valley event was a roaring success with visitors from near and far this summer, delivering a welcome boost to the Blue Mountains economy with increased visitation and overnight stays.

Dinosaur Valley welcomed more than 318,000 visitors from November 1 – January 28, led by domestic visitors whose fascination with prehistoric creatures drove a 10.8% increase in overall visitor numbers on the previous year.

International visitation from China, the United States, Hong Kong and Germany saw significant gains during the three-month event, but domestic visitation was the stand out performer, led by visitation from Sydney and strong growth from the Central West, Newcastle, Wollongong and the Blue Mountains.

Annual pass sales over the three-month period also jumped 66% on the previous year, signalling a strong intention for visitors to return to the Blue Mountains, while Dinosaur Valley accommodation partners saw strong uptake of package deals across the board.

Scenic World's Chief Experience Officer Amanda Byrne said the event highlighted travellers' continued appetite for authentic nature-based experiences which allow visitors of all ages to escape the city and reconnect with nature in new ways.

"Our Jurassic rainforest setting provided the perfect stage for Dinosaur Valley but our effervescent Dinosaur Rangers were the stars of the show, going above and beyond to create lasting memories for our guests," she said.

"It has been a privilege to watch Dinosaur Valley come to life with the support of our industry colleagues, which is a testament to the talents of our events team which has collaborated with industry, tourism partners and staff to make the event a great success."

Scenic World's Events Manager Alana Silk added that the event was particularly popular among young families who took to social media to share their memories online.

"Dinosaur Valley was incredibly well received by our domestic and international guests and our Dinosaur Rangers pulled out all the stops to make it one to remember for our younger dino fans," she said. "Seeing the kids' reactions to the dinosaurs was a highlight that will stay with us for years to come, and we look forward to when Dinosaur Valley returns next year."

Dinosaur Valley will return to Scenic World in 2020, once again bringing the rainforest to life with prehistoric dinosaurs, daily interactive events and after-hours activities for all ages.

Visit [www.scenicworld.com.au](http://www.scenicworld.com.au) for more.

ENDS.

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