

MEDIA RELEASE

5<sup>th</sup> December 2012



## BridgeClimb wins 'Best Guided Tour in Australia' at the 2012 Australian Traveller Readers' Choice Awards

BridgeClimb Sydney was awarded 'Best Guided Tour in Australia' at the 2012 Australian Traveller Readers' Choice Awards held last night, Tuesday 4<sup>th</sup> December, at the Ivy, Sydney. This is the second consecutive year that BridgeClimb has won this prestigious award.

In a survey conducted by the Australian Traveller magazine over the past four months, more than 1,000 readers nominated their all-time favourite travel destinations and experiences throughout Australia.

"It's an honour to be recognised in the 'Best Guided Tour in Australia' category amongst the impressive company of our fellow finalists", said BridgeClimb Sydney Managing Director, Richard Evans. "This award is a tribute to all BridgeClimb team members who come to work every day with unfailing passion and commitment to delivering an unforgettable Sydney experience".

Georgia Rickard, editor of Australian Traveller magazine, said, "Being voted by travellers themselves, the survey results are an accurate mark of what Australians recognise as the best adventures and destinations, and which leisure operators are excelling in their field. It's also an indication of domestic travel trends for 2013".

The 'People's Choice Award' is determined by an online popular public poll. Since BridgeClimb's inception on 1<sup>st</sup> October 1998, just under three million people have shared in the spirit and beauty of Sydney city from atop the Sydney Harbour Bridge.

Managing Director, Richard Evans said, "The Sydney Harbour Bridge is one of the world's most recognisable icons, but this award is testament that Australians, 80 years on, still have a special place in their hearts for their Bridge. We feel very privileged to be able to provide an experience where locals can get up close and personal with their beloved 'Coathanger'".

For more information please contact:

Charlotte Barry  
Public Relations Executive  
BridgeClimb Sydney  
Phone: +61 (0) 2 9240 1141  
Mobile: +61 (0) 438 638 969  
Email: [cbarry@bridgeclimb.com](mailto:cbarry@bridgeclimb.com)