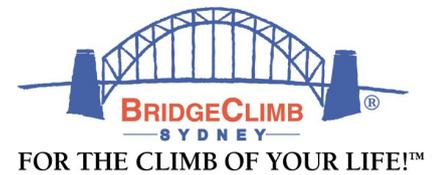


MEDIA RELEASE
23 January 2014



BridgeClimb Launches UnionPay Card Facilities

Sydney's iconic attraction, BridgeClimb, has partnered with UnionPay to offer the Chinese market easy booking payment via www.bridgeclimb.cn

This partnership with UnionPay, the most popular payment brand in China, is another example of BridgeClimb's commitment to engaging the Chinese market.

Easy payments can be taken with UnionPay over www.bridgeclimb.cn. Hosted in China for faster connection, this website was launched in August 2013 to better connect BridgeClimb with its Mandarin speaking audience.

The move towards UnionPay is a seamless step in the consumer journey from decision to climb, to summiting the bridge, 134 metres above the sparkling harbour. It affords reduced transaction fees as the purchase is made in RMB, and automatically converted into Australian dollars with no currency surcharge.

BridgeClimb CEO Todd Coates said, "Australia is a key holiday destination for Chinese visitors, with over 600,000 arrivals last year. Enhancing the BridgeClimb experience for our Chinese climbers, as with all our climbers, is a top priority for BridgeClimb.

"We are proud to already offer the opportunity for Chinese visitors to experience one of Sydney's most beloved icons in their own language. Now we are delighted to offer a trusted payment method for greater comfort and peace of mind, particularly important for the growing number of independent travelers breaking away from organised tour groups.

"Over the last 12 months, we've seen visitation grow from Beijing, Shanghai, and Guangzhou. As the China market develops we look forward to many more visitors from secondary cities, including Chengdu and Chongqing, conquering the Sydney Harbour Bridge and building memories that last a lifetime."

The long-term China strategy has seen BridgeClimb take a number of steps to better engage the Chinese market, including launching www.bridgeclimb.cn, producing Chinese collateral and the management of an active Weibo page with more than 80,000 followers.

Additionally, BridgeClimb is currently celebrating the one year anniversary of the Mandarin Climb. Led by Mandarin speaking Climb Leaders, it departs daily and has contributed to the 30 per cent growth in Chinese climbers seen in the last year.

On 21 January 2014, BridgeClimb welcomed more than 40 valued partners to the celebrations to witness a gold and white traditional Chinese Dragon scale the Eastern Arch.

The world-first traditional dance procession on the Bridge welcomed in the Chinese New Year of the Horse and celebrated the valued partners' contribution to BridgeClimb successfully engaging the Chinese market.

BridgeClimb offers a truly memorable experience, perfect for special occasions, family adventures, team building and corporate events. For more information, please visit www.bridgeclimb.com or call (02) 8274 7777.

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About BridgeClimb:

BridgeClimb, the dream of Chairman & Founder Paul Cave, is considered a 'must-do' tourist attraction in Sydney, with more than 3 million people, from more than 137 countries, having climbed the Bridge since it opened in 1998. Climbers can climb to the summit of this world famous icon on The Bridge Climb, The Discovery Climb, The Express Climb and BridgeClimb's newest climb; The Mandarin Climb. Launched in response to the growing Chinese market in Australia, The Mandarin Climb features local Mandarin speaking guides. BridgeClimb has won numerous awards including the 2012 'Best Guided Tour in Australia' Australian Traveller Reader's Choice Award.

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