

BridgeMuseum

Long Description

BridgeMuseum is a new experience joining the BridgeClimb family, and the only way to explore the stories of the Sydney Harbour Bridge from within its historic structure.

Located inside the South-East Pylon of the iconic Sydney Harbour Bridge, BridgeMuseum offers an immersive, self-guided journey into the heart of Australia's most recognised landmark. Visitors will step inside the Bridge itself and experience modern storytelling through interactive displays, historical memorabilia and multimedia exhibits that bring the Bridge's history to life — from its construction to its ongoing role in Sydney's living heritage, alongside stories of the harbour and its surrounds.

Where historical significance meets modern storytelling, BridgeMuseum transforms a museum visit into an active journey of discovery. Guests will climb 200 steps as part of the experience, making the journey itself an integral part of the story.

Joining BridgeClimb as a must-do destination, BridgeMuseum allows guests to pair BridgeClimb's ultimate views and world-class guided tour with the opportunity to step further into the stories of the Bridge and its surrounds — two iconic Sydney experiences in one place.

For more information, visit bridgemuseum.com.au or call +61 2 8274 7777.

100 Words

BridgeMuseum is the only way to explore the stories of the Sydney Harbour Bridge from within its historic structure. Located in the South-East Pylon, the Museum offers an immersive, self-guided journey featuring interactive displays, historical memorabilia and multimedia storytelling. Visitors will step inside the Bridge and discover its complete history — from construction to its ongoing role in Sydney's living heritage. Designed as an active journey of discovery, BridgeMuseum complements the BridgeClimb experience, creating two iconic Sydney experiences in one place.

For more information, visit bridgemuseum.com.au

50 Words

BridgeMuseum is the only way to explore the stories of the Sydney Harbour Bridge from within its historic structure. Located in the South-East Pylon, it offers an immersive, self-guided journey through the Bridge's history and living legacy.

For more information, visit bridgemuseum.com.au

About BridgeMuseum

Under 30 Words

BridgeMuseum is an immersive experience within the ICONIC Sydney Harbour Bridge, offering the only opportunity to explore the Bridge's stories from inside its historic structure.

BridgeMuseum Channels / Boilerplate

Launching in 2026, BridgeMuseum is a new experience joining the BridgeClimb family and the only way to explore the stories of the Sydney Harbour Bridge from within its historic structure. Located inside the South-East Pylon, BridgeMuseum offers an immersive, self-guided journey featuring interactive displays, historical memorabilia and multimedia storytelling that brings the Bridge's complete history to life — from construction to its ongoing role in Sydney's living heritage.

For more information visit bridgemuseum.com.au

Key Brand Terms—Rules (Aligned to BridgeClimb Style)

Bridge

Capital B on any use of "Bridge" when referring to the Sydney Harbour Bridge.

BridgeMuseum

Always written as BridgeMuseum (capital B + M, one word).

Use of "the" with BridgeMuseum

- When written as part of a sentence, "the" should be used before BridgeMuseum.
- **Correct:** Guests can explore the stories of the Bridge at the BridgeMuseum
- **Correct:** Located in The Rocks, the BridgeMuseum offers an immersive journey
- **Incorrect:** Located in The Rocks, BridgeMuseum offers an immersive journey
(Exception: headings, titles, logos, and standalone references may omit "the")

Sydney Harbour Bridge

Always use Australian spelling: Harbour.

The Rocks

Always capitalised.

SkyHouse

Always written as SkyHouse (capital S + H, one word) when referring to the SkyHouse experience.

After Hours

Capitalise when referring to the After Hours experience.

Product Name—Rules

When mentioned within an external non-branded environment, the brand name must be used before the product name:

- **BridgeMuseum**
- **BridgeMuseum After Hours**
- **BridgeMuseum SkyHouse After Hours**