



**BRIDGECLIMB
SYDNEY**

About **BRIDGECLIMB**

LONG DESCRIPTION

BridgeClimb Sydney is an iconic Australian experience that takes you on a tour to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

As you gradually ascend to the Summit of this globally recognised landmark, you will experience breathtaking moments, spectacular 360-degree views, and learn fascinating facts from our expert Climb Leaders - your tour guides to the top - into the engineering and cultural history of this world-famous icon, while keeping you safe and entertained along the way.

With four unique standard Climb experiences to choose from, there's something for everyone. From dawn to dusk, each Climb offers unforgettable moments. Watch the city wake at sunrise, soak in spectacular daytime views, embrace the romance of twilight, or marvel at Sydney's sparkling lights by night. Whichever you choose, every ascent promises to captivate your senses from start to finish.

Since its launch on 1 October 1998, BridgeClimb has welcomed over 4.5 million Climbers, including VIPs and world-famous celebrities, to scale the arches of Australia's most iconic landmark.

BridgeClimb Gift Vouchers are available for every occasion—celebrations, romantic getaways, family adventures, or team-building events. Each Climb offers a profound sense of achievement, unforgettable views, and memories to last a lifetime.

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

100 WORDS

BridgeClimb Sydney is an iconic Australian experience that takes you on a tour to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

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With every day on the Bridge unique, and each Climb a new exhilarating adventure, everyone will take something different from this unforgettable experience.

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50 WORDS

BridgeClimb Sydney is an iconic Australian experience that takes you on a tour to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge. Climbs run from dawn to dusk, delivering unique experiences and memorable moments on every ascent.

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30 WORDS

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BRIDGECLIMB CHANNELS / BOILERPLATE

BridgeClimb Sydney is an iconic Australian experience that takes you on a tour to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge. Since its launch on 1 October 1998, BridgeClimb has welcomed over 4.5 million people onto the iconic arches. The attraction offers four unique Climbs; Summit, Summit Insider, Ultimate and the Burrawa Aboriginal Climb, as well as Special Event Climbs throughout the year including The Vivid Sydney Climb. For more information visit bridgeclimb.com

KEY BRAND TERMS - RULES

- **BRIDGE** - capital B on any use of 'Bridge'
- **SUMMIT** - capital S on any use of 'Summit'
- **CLIMB/S** - Climb is capitalised when using it to describe a product or the experience - eg. The Climb. But not when using it as the verb - eg. You will climb / climbing
- **CLIMBER/S** - our customers or guests who climb the Bridge
- **BRIDGECLIMB BASE** - customer-facing area of BridgeClimb from public entrance/check-in to the Bridge (ie. Arch 1 & Arch 3)

PRODUCT NAME - RULES

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

- **BRIDGECLIMB SUMMIT**
- **BRIDGECLIMB SUMMIT INSIDER**
- **BRIDGECLIMB ULTIMATE**
- **BRIDGECLIMB BURRAWA - ABORIGINAL CLIMB EXPERIENCE**