

FAREWELL SYDNEY MONORAIL



FOR IMMEDIATE RELEASE

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FAREWELL SYDNEY MONORAIL DIGITAL TOOL KIT AVAILABLE FOR TOURISM TRADE

Metro Transport Sydney wishes to acknowledge and thank tourism trade and industry supporters of the Sydney Monorail throughout its 25 years as one of the city's iconic tourist attractions.

As part of the special Farewell Sydney Monorail activities, accommodation providers, Darling Harbour and other Sydney tourism businesses are encouraged to recommend clients and guests catch a piece of history by riding on the Monorail prior to its official closure on 30 June 2013.

To enable tourism businesses and trade to leverage Sydney Monorail's official closure, Metro Transport Sydney has produced a dedicated Farewell Sydney Monorail Trade Tool Kit. The kit includes a range of digital artwork and copy templates to provide trade with all the elements to promote this unique event. All elements are free and available to download at www.monorail.com.au/trade-groups/trade-tool-kit/.

Sydney Monorail also remains a commissionable product for approved tourism trade, up to and including the closure date of 30 June 2013. Metro Transport Sydney offers a number of very simple and effective ways you can value-add a Sydney Monorail experience to FIT packages and assist your client's transport experience in and around Sydney's key leisure, retail, dining and entertainment destinations.

Riding on the Monorail is now a not-to-be-missed experience for every Sydney visitor. One of only a few city monorails in the world, it offers unrivalled views of Sydney and connects the city's top shopping and hotels with Darling Harbour's dynamic attractions. Travel options include a single loop or making a day of it with a Monorail Day Pass. Day Passes retailing from only \$9.80 for single or \$24 for a family of four, include unlimited travel plus discounted entry to ten of Sydney's best attractions: SEA LIFE Sydney Aquarium, WILD LIFE Sydney, Sydney Tower Eye, Captain Cook Cruises, Powerhouse Museum and National Maritime Museum and many more.

Also included in every Monorail Family Day Pass is a free souvenir *Eye Spy Up High* activity fun sheet where families can test their knowledge of the city as they enjoy farewell Monorail trip. This activity sheet highlights 25 sights for families to spot while they fly above the city for one last time.

To add to this unique Sydney experience and to commemorate the Monorail's 25 year history, trade and industry can view the Sydney Monorail Memorabilia, 25 Reason to Ride, Current Highlights, What's On and Competitions by visiting www.monorail.com.au/

Don't miss this opportunity to help visitors to Sydney create their own special memory of the Sydney Monorail and catch a piece of history before it's gone.

Sydney Monorail operates daily every 5 minutes
Open 7am – 10pm Mon – Friday, 8am – 10pm Saturday, Sunday and public holidays
www.monorail.com.au

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