

SCENIC WORLD LEADERSHIP TEAM BIOGRAPHIES



Anthea Hammon | Scenic World Managing Director

Anthea Hammon is the Managing Director of Scenic World, a third generation family business which has been operating in the Blue Mountains for over 70 years. As Australia's most visited privately owned tourist attraction that welcomes over one million visitors annually, Anthea has led the company through a strong period of growth

and played a leading role in the company's evolution, including the \$30 million redevelopment of the Scenic Railway.

A strong advocate for building the capacity of Scenic World staff to support their future development, Anthea is dedicated to building a culture which empowers her staff to deliver innovation across all areas of the business.

Anthea is actively involved in the tourism sector as the Chairperson of the ME51 Amusement Rides and Devices Australian Standards Committee, and as the Vice President of the Blue Mountains Accommodation and Tourism Association. She was also recently appointed to the Board of WSA Co which is delivering the Western Sydney Airport.



Chris Zumwalt | Scenic World Chief Operating Officer

Chris is an experienced senior leader with a wealth of expertise in customer experience design and delivery. During his nine-year tenure as Scenic World's Chief Operating Officer, Chris has transformed Scenic World's customer experience by promoting and delivering a strong customer-centric culture at all levels of the business. His dedication to staff mentorship paired with an innovative approach to customer experience design has helped to position Scenic World as a world

class visitor experience, achieving an impressive 4.5 TripAdvisor ranking.



Amanda Byrne | Scenic World Chief Marketing Officer

Amanda is an experienced marketing leader with extensive expertise in strategic planning and event development in the tourism and arts sector. Amanda has implemented a number of targeted marketing and sales initiatives during her six year tenure with Scenic World, successfully growing the attraction's market share by 30% in this time. Her strategic marketing programs in China have also grown Chinese visitation by 43% in the past three years. A passionate advocate for Corporate Social Responsibility, Amanda was responsible for delivering Scenic World Shared which channels

three percent of company profits into local community partnerships.