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PROJECT PROFILE

JENOLAN CAVES

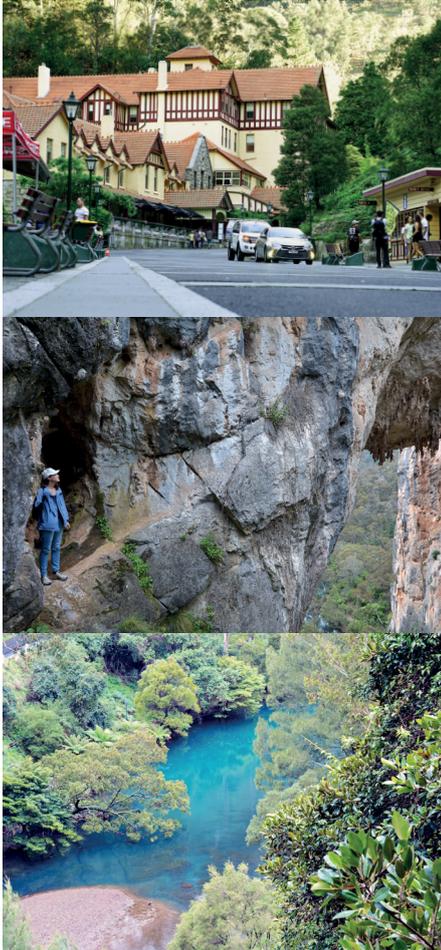
Jenolan Caves are a highlight of the Greater Blue Mountains World Heritage Area. This labyrinth of stalactite-lined limestone chasms, carved by pure underground rivers, is a three-hour drive from either Sydney or Canberra. The amazing formations make this one of the finest cave systems in the world. Nine of the 300 caves are open for public viewing, with a temperature of a constant 15 degrees Celsius. The Lucas Cave is one of the most famous. It features the striking limestone formation of the Cathedral, an arching chamber often used for concerts. The Temple of Baal Cave is also renowned for its spectacular features.

THE WONDER OF GONDWANA
A Journey into Ancient Australia



**DESTINATION
MARKETING
STORE**

JENOLAN CAVES



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EXISTING EXPERIENCE

In addition to the caves' network, there are many other ways to experience the Jenolan Caves precincts. This includes:

- Caves House features warm country hospitality, grand dining and log fires. It has been an iconic wilderness getaway for pampered explorers since 1896 and is the only remaining guesthouse of its kind in Australia. Caves House offers a variety of accommodation standards from hostel style to rooms with ensuites. Caves House also has a restaurant and café and offers a high tea experience.
- There are several walking trails for visitors to experience Jenolan Caves and the surrounding area on foot. For example, the Blue Lake Walk, Carlotta Arch Walk and also walks that link Jenolan to other longer walks such as the Six-Foot Track.
- The Jenolan Caves experiences can bring a visitor into contact with some of Australia's most iconic wildlife, whether that is the shy [Platypus](#), local reptiles or the rare Bush-Tail Wallabies.

JENOLAN CAVES PRECINCT

Since 2017, Jenolan Caves Trust has received a total of \$18.9 million to upgrade the caves precinct. The funding is for infrastructure upgrades, such as revitalising Caves House, rebuilding and upgrading walking trails and the Blue Lake boardwalk, revitalising the visitor's arrival experience as well as reviewing and developing new cave tour experiences, re-branding and new marketing content.

This funding is a major boost and creates an amazing opportunity to relaunch one of NSW' iconic destinations and experiences to its former glory. It is also exciting that the Jenolan revitalisation will create 'new news' and can be a signature experience and broader offering to position NSW as the state that can own and showcase the Wonder of Gondwana - A Journey into Ancient Australia.

CREATING A SIGNATURE EXPERIENCE

The Jenolan Caves Trust has started the upgrades that will be rolled out over the next few years. The DNCO can support and add value to the Jenolan restoration project by working in partnership with the Jenolan Caves team to:

- Create remarkable content that brings the story of Jenolan Caves to life and to showcase the Wonder of Gondwana - A Journey in Ancient Australia from a Jenolan perspective.
- Consider and implement best-practice interpretation and identify technology such as augmented reality that will enhance the visitor experience.
- Review the tour program and Caves' experience offer to better meet the market's needs and expectations. For example, create personalised boutique tours that can attract a higher-yield visitor and re-affirm Jenolan Caves as an iconic destination.