



Australian Hotels Association
WESTERN AUSTRALIA

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Media Release

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HOTELS WELCOME OPRAH'S GUESTS VISITING WA

Australian Hotels Association (WA) CEO, Bradley Woods, said today's announcement that Oprah Winfrey will be sending guests to Perth as part of a special prize ahead of her television show being recorded in Sydney will provide a significant boost to the industry.

"From the day the announcement that Oprah was coming to Australia was made, we wanted to ensure that WA is included in this fantastic opportunity to showcase Australia to the world, and today's announcement is great news for the hotel, hospitality and tourism sectors in WA," he said.

"This will be a huge boost for the profile of WA globally, particularly in the United States and it would have been a tragedy if we had been left off the radar.

"The industry has worked hard behind the scenes, in conjunction with Tourism WA, to present a strong case to Harpo Productions at those efforts have paid dividends."

Mr Woods said he applauded the efforts of Tourism WA in reacting quickly to the original announcement and pitching a strong case to Oprah Winfrey's production company, Harpo, to ensure WA received appropriate consideration for inclusion.

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For further information please contact Doug White on 0458 301 139