



Australian Hotels Association
WESTERN AUSTRALIA

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14 September 2010

Attention:- Ms Oprah Winfrey
Chairman / Chief Executive
Harpo Productions
110 North Carpenter Street
CHICAGO IL 60607-2146

Dear Ms Winfrey

Experience Extraordinary

Congratulations on announcing your trip down-under and what will be an amazing experience for you and your audience to feel, see and touch the best that Australia has to offer. I appreciate you are still finalising your itinerary and I am writing to ask what we can do to put Western Australia on your travel map.

On behalf of our state hospitality industry I would like to personally invite you to experience the extraordinary state of Western Australia; a state that has some of the most amazing natural attractions, beauty beyond imagination and food and beverage products to die for.

Western Australia will offer you, your team and your guests a truly unique experience that will last well beyond the final day of your celebratory journey.

Western Australia is the only state in Australia where you will find some of the world's most unique and extraordinary natural attractions and sensations including –

- The only horizontal waterfalls on earth
- The most beautiful stretches of coastline including Broome's Cable Beach with 22 kilometres of pristine white sand and warm turquoise waters
- A place to go swimming with the world's largest fish, the whale shark
- An amazing 12,500 kilometre coastline where there are hundreds of other amazing locations and experiences
- Some of the best white wines in the world (US Wine Spectator magazines has ranked a number of our Margaret River chardonnays in their top ten in the world)
- The Kimberley home to Baz Luhrmann's epic movie "Australia"

Our capital city Perth is not only Australia's sunniest capital city but it has also been voted one of the most liveable cities in the world and we would love to take you Cray-fishing (Australian for lobster) off our beautiful Rottnest Island.

We have already secured 300 hotel rooms to host you and your guests during your stay and we would like to provide the hospitality to make your experience extraordinary.

What do we need to do to win your support to bring you and your team to experience some of the best Australia has to offer?

We look forward to hearing from you.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Bradley Woods', with a horizontal line underneath.

Bradley Woods
CEO/Executive Director