



Australian Hotels Association
WESTERN AUSTRALIA

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AHA COMMITS 300 ROOMS TO HOST OPRAH IN WA

The Australian Hotels Association (WA) has written to Oprah Winfrey inviting her to include Perth and Western Australia on the itinerary and offered accommodation to host one of the world's biggest stars and anywhere up to 300 of her guests.

The AHA(WA) is committed to ensuring Western Australia will feature in Oprah's visit by committing more than \$100,000 in free accommodation in order to showcase the State's once-in-a-lifetime experiences.

Tourism Australia announced yesterday that the talk show queen and multi-media mogul will visit Australia as part of her 25th season of "The Oprah Show" celebrations. However, Perth and WA have not been confirmed as destinations for "Oprah's Ultimate Australian Adventure."

AHA(WA) CEO, Bradley Woods, said that the State had to do everything possible to ensure Ms Winfrey and her guests visit Perth and WA.

"We have invited Ms Winfrey to come to WA and swim with the whale sharks, experience the majestic beauty of the Kimberley including Cable Beach and the luxurious resorts located along the state's northern coastline, go crayfishing off Rottnest Island and visit the magnificent food and wine region around Margaret River that can't be experienced anywhere else in Australia or the world," Mr Woods said.

"Missing this opportunity, to showcase Perth and WA to more than 140 countries throughout the world via the endorsement of one of the globe's most recognisable names would be would be heart-breaking for the state."

Mr Woods said it was disappointing that Western Australia wasn't informed about the announcement earlier.

"The AHA will do everything it can to ensure this opportunity isn't missed and we are appealing to the public of WA to sign up on the dedicated Facebook site we have set up to invite Oprah to WA," he said.

 [Invite Oprah to Western Australia](http://www.facebook.com/?ref=logo#!/pages/Invite-Oprah-to-Western-Australia/156870041006303?v=wall&ref=ts)

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