



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation  
Minister Assisting on Tourism  
Senator for Tasmania

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## OPRAH AUDIENCE UNCOVERS TASMANIA'S SECRET WONDERS

Audience members from the Oprah Winfrey Show have arrived in Hobart and have already seen first hand the stunning vistas the island has to offer.

Minister for Tourism, Martin Ferguson AM MP said that Tourism Australia, in partnership with Tourism Tasmania and industry partners, has put together a truly exciting program of activities to showcase Tasmania's world class tourism experiences.

"In many ways Tasmania is Australia's best kept secret in terms of top quality tourism experiences.

"Even though Tasmania is Australia's smallest state it is home to some of our most stunning and diverse wildlife, ancient forests, mountains and seascapes, not to mention the exceptional local produce.

"Over the next few days our American visitors will get a taste of Australian life with everything from beach picnics and quad biking to bush walks and winery tours."

Minister Assisting on Tourism and Senator for Tasmania, Nick Sherry extended a very warm welcome to the audience members and invited them to make the most of Tasmania's genuine hospitality.

"Oprah's audience members are in for an absolute treat during their visit here in Tasmania," Senator Sherry said.

"Already they have enjoyed a cruise around the spectacular Tasman peninsula and a welcome dinner in Hobart, with many more surprises still to come.

"Tourism generates \$1 billion dollars for Tasmania's economy. With the strong economy and high Australian dollar more Australians are choosing to holiday overseas at the same time that more international visitors are coming to Australia.

"Oprah's Ultimate Australia Adventure will encourage more visitors to Australia but it will also remind Australians that some of the best holiday destinations in the world can be found right here in our own back yard.

"I encourage more Australians to head to Tasmania for their holidays and follow in the footsteps of Oprah's audience."

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