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## **MEDIA RELEASE**

### **Coober Pedy shines in TripAdvisor Travellers' Choice Awards 2014**

Coober Pedy has had the spotlight shone on them after the recent TripAdvisor Travellers' Choice Awards 2014, under the B&B and Inns category.

The Coober Pedy Underground B&B has won the 2014 TripAdvisor Traveller's Choice Award "Top B&B in Australia". TripAdvisor is the world's largest travel website enabling travellers the chance to voice their opinions on accommodation, restaurants and attractions. Over 260 million people worldwide visit the website each year and over 125 million of them on post a review.

The Coober Pedy Underground B&B was established in 2008 by Ken and Ana Male and offers "unique underground cave accommodation including continental breakfast, free wifi and free computer / internet facilities, secure undercover parking and outstanding friendly personalised service". The B&B has been featured in the TripAdvisor Traveller's Choice awards for the last two years running.

Coober Pedy's Down to Erth B&B has also featured in the same category, being voted in as number eight.

Claire Wiseman, RDA Far North Chief Executive Officer said that the businesses in Coober Pedy should be proud of their achievements.

"In a remote township such as Coober Pedy businesses are faced with various obstacles and challenges that those close to the major cities can't begin to understand. For two local businesses to have overcome the odds and featured so highly in these awards is a credit to them and the township of Coober Pedy. They have come out in front of some of the best known luxury B&B's and Inns in Australia."

Ms Wiseman believes that the awards will also assist in lifting the profile of Coober Pedy. "Coober Pedy tourism businesses, like many other regional businesses, have been hard hit by the recent downturn in tourism in the region. With TripAdvisor being so well recognised, these awards will assist in bringing Coober Pedy to the forefront of mind for travellers and spread the word about the uniqueness of the landscape and experiences that the Far North region offers", Ms Wiseman said.

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