

# **THE BRIDAL & HONEYMOON SHOWCASE**

## **AUGUST 2018**

### **MELBOURNE: 18<sup>TH</sup> & 19<sup>TH</sup> August 2018**

Royal Exhibition Building, Carlton Gardens, Carlton

### **SYDNEY: 25<sup>th</sup> & 26<sup>th</sup> August 2018**

International Convention Centre Sydney, Darling Harbour, Sydney

## **OVERVIEW**

The Bridal & Honeymoon Showcase to be staged in both Sydney Melbourne will not only feature the leading bridal retailers from around Australia, but is backed by the Australian Bridal Service, which is renowned for staging the best bridal expos for over 25 years. Since 1992, this event has been consistently renowned as the No. 1 Bridal Event for every bride & groom planning to get married in both Melbourne and Sydney.

These unique events have been created exclusively for brides, grooms and their family & friends to showcase the very best that the Australian bridal industry has to offer by featuring only ABS Accredited Bridal Retailers from around Australia, which are renowned as the 'best in the industry'.

## **FEEDBACKS**

In August 2018, Malai Travel known as Malai Wedding joined Ultimate Bridal Expo 2018, the Australia's Largest Bridal Expo. At the event, Malai Wedding had the booth in the event and we collected the information of the participants who are interested in wedding and honeymoon in specific destinations Thailand.

More importantly, we also distributed the wedding and honeymoon brochures containing wedding venues and honeymoon destinations. We have received a good feedback from this event both sales/marketing and PR.

**WEBSITE:** <http://www.australianbridalservice.com.au>

For Bali and Fiji destination participating this Bridal Expo as competitors set for the wedding and honeymoon destination in Australia Market, especially, with Phuket and Samui and other beach areas in Thailand, please see below details for your information;

## **BALI**

- Four Season Resort Bali
- Ayana Resort & Spa
- W Retreat and Spa
- THE MULIA, MULIA RESORT & VILLAS, NUSA, BALI
- VISESA, UBUD, BALI

## FIJI

- Treasure Island Resort
- Wananavu Beach Resort
- Outrigger Fiji Beach Resort and Castaway Island
- Warwick Hotels & Resorts – FIJI & VANUATU

## ADVANTAGES

### **1. Direct Exposure to more than 20,000 Brides**

With this bridal expo, your business have access to a 100% targeted audience (end users). Engage with potential customers, generate leads and network with other leading professionals in the bridal industry.

### **2. Print & Digital Brochures**

You are featured in printed brochure for the Bridal Expo. The brochures will be distributed to the brides who attend this wedding expos and a variety of bridal shops.

### **3. Sell Wedding & Honeymoon Package**

Not only are our wedding expos a fantastic opportunity for generating leads but wedding and honeymoon packages will be distributed and sold on the day. Exhibiting at a bridal expo is a great way to introduce a new product or sell the services to new customers.



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