

THE BRIDAL FESTIVAL - AUGUST 2019



SYDNEY: 10TH & 11TH AUGUST 2019

International Convention Centre Sydney, Darling Harbour, Sydney



MELBOURNE: 17TH & 18TH AUGUST 2019

Royal Exhibition Building, Carlton Gardens, Carlton



OVERVIEW

The Australian Bridal Service is renowned as the presenters of Australia's largest and most prestigious bridal exhibitions around Australia since 1990. These events have welcomed over 1 million brides and grooms through their doors over the last 3 decades. They have been responsible for showcasing the latest bridal fashions, styles and trends as they happen around the world, all under the one roof at these spectacular events. These major bridal events have everything that the Australian bridal industry has to offer.

After 30 years of staging Australia's Largest Bridal Expos, it's time for something *completely different*.

The Australian Bridal Service is proud to introduce both the Sydney Bridal Festival and Melbourne Bridal Festival, launching this August 2019 with exclusive features including themed display areas, entertainment stages, master classes, demonstrations, Australia's largest and most incredible bridal fashion parades and more. Covering all things bridal, all under the one roof, these bridal festivals cater for every style and every budget.

FEATURES: AUSTRALIAN EXCLUSIVE

- Vera Wang Gowns Exclusively From New York
- Best Destination Weddings from Around the World
- Galia Lahav Gowns Flown in For This Event
- Berta Bridal Gowns Flown in From Israel
- The Finest Bridal Designers from Around the World
- WIN Over \$95,000 in Prizes
- Hottest Honeymoon Destinations
- WIN A Romantic Weekend at Crown Towers
- AUSTRALIA'S LARGEST Fashion Parades on Centre Stage
- HAVE THE CHANCE TO WIN \$5,000 WEDDING BANDS FROM TEMELLI JEWELLERS
- WIN A HALO DIAMOND RING VALUED AT \$5,900
- AUSTRALIA'S BEST Wedding Photographers
- EVERY BRIDAL COUPLE Receives a Free Platinum Privilege Card
- SHOWCASE OF AUSTRALIA'S Best Wedding Cars

TOURISM AUTHORITY OF THAILAND

Tourism Authority of Thailand (TAT) is a National Tourism Office responsible for promoting Thailand as both a leisure and business travel destination. TAT connects with potential visitors through several channels. There are international TAT offices worldwide with Sydney office looking after Australia and New Zealand. TAT's activities include participation in key travel trade shows as well as joint activities with tour operators, advertising, PR and media programs, consumer promotions, online communications and consumer research.

FEEDBACKS

In August 2019, in the name of Malai Weddings, we joined TAT for The Bridal Festival 2019, the Australia's Largest Bridal Expo.

At the events, Malai Wedding had the booth and we collected numbers of information of the participants who interest in wedding and honeymoon in specific destinations in 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 as sales & marketing and PR.

For other destinations participating this bridal event as competitors set for the wedding and honeymoon destinations in Australia Market, especially, with Phuket and Samui and other beach areas in Thailand, please see below details for your information;

- Hawaii Tourism Oceania
- Cook Island Tourism
- Astagina Resort Villa & Spa – Bali
- Four Seasons Resort at Jimbaran Bay – Bali
- Karma Kandara – Bali
- PMG hotels & resorts – Bali
- Koro Sun Resort – Fiji
- The Pearl Resort, Spa & Golf Course – Fiji
- Warwick Hotels & Resorts – Fiji
- Outrigger Hotels & Resorts

ADVANTAGES

1. Direct Exposure to more than 20,000 Brides

With this bridal event, your business has 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 brochures for the Bridal Event. The brochures will be distributed to the participants who attend this wedding event and a variety of bridal shops.

3. Sell Wedding & Honeymoon Package

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







FASHION PARADES TIMES

11:00am

12:30pm

2:00pm







