

Ultimate Bridal Event

JANUARY 2020

MELBOURNE: 11th & 12th JANUARY 2020 (9.30 am – 4 pm)

Royal Exhibition Building, Carlton Gardens, Carlton

This magnificent building is the oldest surviving from the Great Exhibition era that is still operating as an exhibition hall. Standing strong in Carlton Gardens, the Royal Exhibition Building is beautiful inside and out—a true landmark of Melbourne. Dozens of trade fairs and public expos are held at the REB annually, continuing 135 years of bringing new ideas to Melbourne.



SYDNEY: 18th & 19th JANUARY 2020 (9.30 am – 4 pm)

International Convention Centre Sydney, Darling Harbour, Sydney

ICC Sydney was opened in December 2016 as Australia's first fully integrated harbourside convention, exhibition and entertainment venue. It distinguished with spectacular location in one of the most cosmopolitan cities in the world, striking purpose-built design, state-of-the-art technology, industry-leading culinary philosophy, and array of flexible features, designed to respond to future demands of the meetings industry.



OVERVIEW

PRESTIGIOUS BRIDAL EXHIBITIONS SINCE 1990 – THE BIGGEST BRIDAL SHOW IN THE COUNTRY

The Australian Bridal Service is renowned as the presenters of Australia's largest and most prestigious bridal exhibitions around Australia since 1990. The Ultimate Bridal Event have welcomes over one million brides and grooms through their doors over the last 3 decades for its A-List presence of the leading Bridal Designers, boasting the title of the only event bringing together these great minds of the wedding industry. With each designer in attendance, bridal couples are given an exclusive opportunity to interact and be guided by the best Bridal Designers in the industry today. In addition, bridal couples can meet the owners of the leading bridal boutiques including Raffaele Ciuca, Fairy tales Bridal Boutique, Eternal Bridal, Brides by Francesca and many more.

SUPPORTED BY

**Australian
Bridal Service**
PROUDLY SERVING THE BRIDAL INDUSTRY



CALVIN KLEIN

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
- AUSTRALIA'S LARGEST Fashion Parades on Centre Stage
- AUSTRALIA'S BEST Wedding Photographers
- 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 January 2020, in the name of Malai Weddings, we joined TAT for this Ultimate Bridal Event 2020, the Australia's Largest Bridal Expo.

At the events, even the numbers of participants have been declining caused by economic crisis, but we still have some participants who interest in wedding and honeymoon in specific destinations in Thailand, especially Phuket and Samui. Also, we distributed our wedding and honeymoon brochures containing wedding venues and honeymoon destinations to numbers of people who joined these events as well.

COMPETITORS

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

BALI

- The Kayon Resort by Pramana - Ubud
- The Kayon Jungle Resort by Pramana - Ubud
- Padma Resort Legian – Legian
- Padma Resort Ubud – Ubud

FIJI

- Tourism FIJI
- Treasure Island Resort
- Outrigger Fiji Beach Resort and Castaway Island
- Plantation Island Resort





















Ultimate Bridal Event

Australia's Largest Bridal Expo Since 1992

Have You Seen The News Lately?

Major media outlets from all over Melbourne were in awe of the excitement surrounding the Melbourne Ultimate Bridal Event over the weekend, especially for the world first exclusive launch of the \$1 MILLION Swarovski Crystal Gown designed by Alin Le'Kal.

This incredible gown will again be the show stopping feature at the upcoming Sydney Ultimate Bridal Event, to be staged at the International Convention Centre Sydney this coming weekend.



Channel 7 News Melbourne



Channel 9 News Melbourne