

EXPERIENCE **OZ**

Experience Oz White Label Platform

The goal

Turn your audience into experience customers.

How

A white label experience marketplace powered by Experience Oz and built around your brand. Your audience.
Your brand. Our experiences.

By the numbers

3000+

Experiences
onsite

3M+

Happy
customers

363

Days of customer
support

25+

Years in the
market

4.5/5

Feefo rating

Turn your customers into experience shoppers

The opportunity

Give your customers access to 3,000+ experiences across Australia and New Zealand through a branded page on your website. It looks and feels like your brand, while Experience Oz runs the products, bookings and support behind the scenes. You get a new revenue stream without building or managing a marketplace.

Why partner with us

- > Give your customers experiences they'll actually use and remember, from group days out to bucket-list tours
- > Stay front of mind with a unique offering for every trip, holiday or weekend
- > Earn commission with no inventory or fulfilment to manage

How it works

01 You bring the audience

Promote the marketplace through your channels, and share your brand assets, customer insights and campaign priorities.

02 We power the experience

We build and maintain the marketplace, curate experiences for your audience, and manage pricing, bookings and customer support.

03 You earn

Earn a commission on every experience sold, with ongoing reporting from us.

Experience Categories

Theme parks

Movie World / Sea World / Dreamworld / Wet'n'Wild
Multi-park Passes

Wildlife encounters

Australia Zoo / Taronga Zoo / Lone Pine Koala Sanctuary
/ Dolphin Cruises

Reefs and Islands

Great Barrier Reef Cruises / Green Island / Rotttnest
/ K'gari

Attractions

Aquariums / Observation Decks / Mini Golf / Arcades

Day tours

Blue Mountains / Puffing Billy / Kuranda Skyrail
/ Phillip Island

On the water

River Cruises / Jet Boats / Whale Watching / Snorkelling

Rainy day fun

Indoor Play / Immersive Challenge Rooms / Museums

Why it works

01 Engage

Give members a reason to open your emails and visit your site, especially around school holidays, peak travel seasons, gifting and long weekends.

02 Reward

Use experiences for member benefits, competitions and loyalty moments. Our customer service team handles every booking question.

03 Differentiate

Offer something your customers wouldn't expect from your brand, curated for your audience, whether they're planning a holiday or exploring somewhere new, without building or managing it yourself.

04 Earn

Earn a commission on every experience sold through your marketplace.

05 Who does what? You bring the audience

- Promote the marketplace across your customer channels
- Provide brand assets, customer insights and campaign requirements
- Share your objectives and support member communications

06 Experience Oz powers the experience

- Build and maintain the branded marketplace
- Curate experiences for your audience
- Handle pricing, bookings and customer support



Powered by Big Red Group

Australia and New Zealand's largest experience network, behind Experience Oz, Adrenaline, RedBalloon and Everything NZ. **We connect a customer with an experience every 17 seconds.**

All good days start here

Your brand. Powered by Experience Oz.