



# Marketing Initiatives Kit 2024

**MELBOURNE AIRPORT**

# Table of Contents

<b>Key Contacts</b>	3	Website & Digital	19
An airport Melbourne is proud of	4	Email Marketing Initiatives	20
A global city	5	Social Media	21
The growth capitol	6	Internal Communications	22
A city of livability	7	Journey Magazine	23
<b>Our journey begins here</b>		Activations & Events	24
Key features of Melbourne Airport	9	Staff advertising opportunities	25
International routes	10	Promotional assets in-terminal	26
Domestic routes	11	oOh! Media paid opportunities	27
Who are our travellers	12	<b>Additional Marketing Support</b>	
<b>New Retailer Marketing Support</b>		'Nothing Beats' – Ongoing	29
New Store Opening	15	Super Value Deals – Quarterly	30
Hoarding	16	Think Big	31
<b>Ongoing Marketing Support</b>		Calendar of Events	32

The Marketing Initiatives Kit outlines the assets utilised by Melbourne Airport to support our retailers commercial and marketing needs throughout the year. This presents a significant opportunity for retailers to maximise average spend per passenger and revenue to their store.

## Retail Marketing Team

For further information about any opportunities in this guide, please contact:

### Retail Contacts

#### **Graeme Hill**

Marketing Business Partner - Retail and Commercial Property

graeme.hill@melair.com.au

0477 002 207

#### **Kathryn Bracken**

Retail Marketing Specialist

kathryn.bracken@melair.com.au

0477 002 287

# An airport Melbourne is proud of

Curfew-free operation



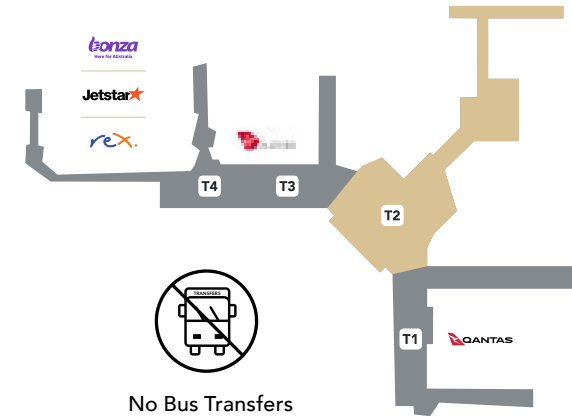
Capacity to grow to  
100m passengers



30.8m  
total passengers FY23

Source: Melbourne Airport

Single terminal precinct



Award-winning airport

Best Airport  
Australia/Pacific  
2020, 2021 & 2023



Best Airport Staff  
Australia/Pacific  
2023



COVID-19 Airport  
Excellence Award  
2021



COVID-19 AIRPORT  
EXCELLENCE AWARD

Airport Health  
Accreditation  
2021



Our airport site

3x Sydney Airport

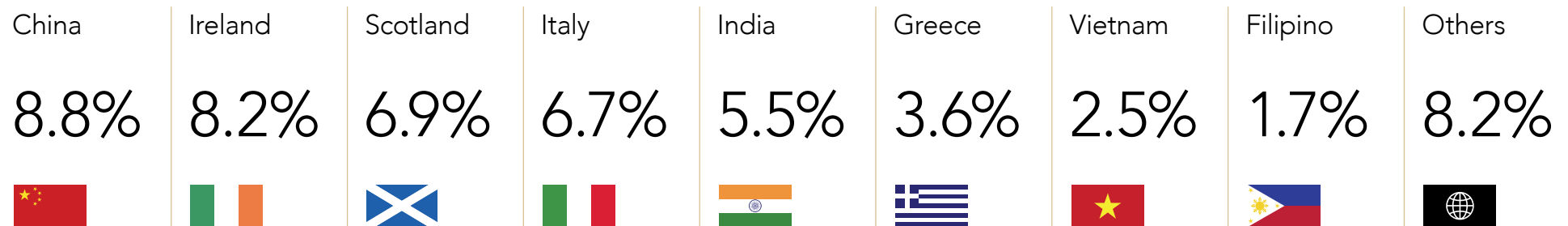
2x Heathrow Airport

6x Melbourne CBD

# A global city

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Melbourne is one of the world's great multicultural cities and boasts the tenth largest immigrant population of all global metropolitan areas. In greater Melbourne, 36% of residents were born outside of Australia<sup>4</sup>, with the most common countries of origin listed below:



<sup>4</sup> Source: Australian Bureau of Statistics, 2021

# The growth capital

Melbourne is the capital of Victoria. Home to more than 5.2 million people<sup>2</sup>, it is the most populous city in Australia. Melbourne's strengths are centred on its liveability, economic vitality, world-class education, healthcare and cultural scene.

The Victorian economy is larger than most south-east Asian nations and in 2018-19 the state's \$455 billion Gross State Product (GSP) outstripped the national economies of Singapore, the Philippines and New Zealand.

These economic, social and cultural strengths are what makes Melbourne a prime place for tourism and business investment, and for people to call home.

<sup>1</sup> Source: Benchmarking Melbourne, JLL 2022

<sup>2</sup> Source: Australian Bureau of Statistics, 2023

# A city of livability

Melbourne has been voted in the world's top 10 most livable cities every year for more than a decade.<sup>3</sup>

The city is recognised as the sports, events, cultural, culinary, fashion and arts capital of Australia, and has a calendar of major events that attracts visitors from across the globe.



Melbourne is the only city in the world that hosts both a Tennis Grand Slam and the Formula 1<sup>®</sup> Grand Prix.

In 2023, the Australian Open attracted 839,192 spectators over the two week tournament while the Melbourne Formula 1 Grand Prix attracted 444,631 fans across the four day event.

Melbourne is also home to Australia's largest spring horse racing carnival, which regularly draws more than a million people, including thousands of visitors from interstate and overseas.

The city regularly hosts major cultural events, while the National Gallery of Victoria is the most visited art gallery in the country, and one of the top 25 most visited in the world.



<sup>3</sup>Source: Economist 2001 - 2020

# Our Journey Begins Here

About Melbourne Airport  
and our travellers



# Key features of Melbourne Airport

A vast 2,663-hectare site, twice the size of Heathrow and three times the size of Sydney Airport	Two runways with plans submitted for a third	A curfew-free environment allowing for a 24/7 operation	Four terminals, all connected under one roof
	28,000 car spaces	600+ daily flights	More than 100,000 daily passengers every day
Daily flights to 78 destinations	Served by 38 international airlines		Home base for Jetstar Airways
Largest capital city hub for Virgin Australia	Largest jet hub for Rex Airlines	Only capital city hub for Bonza Airlines	Approximately 20,000 precinct jobs

Source: Melbourne Airport

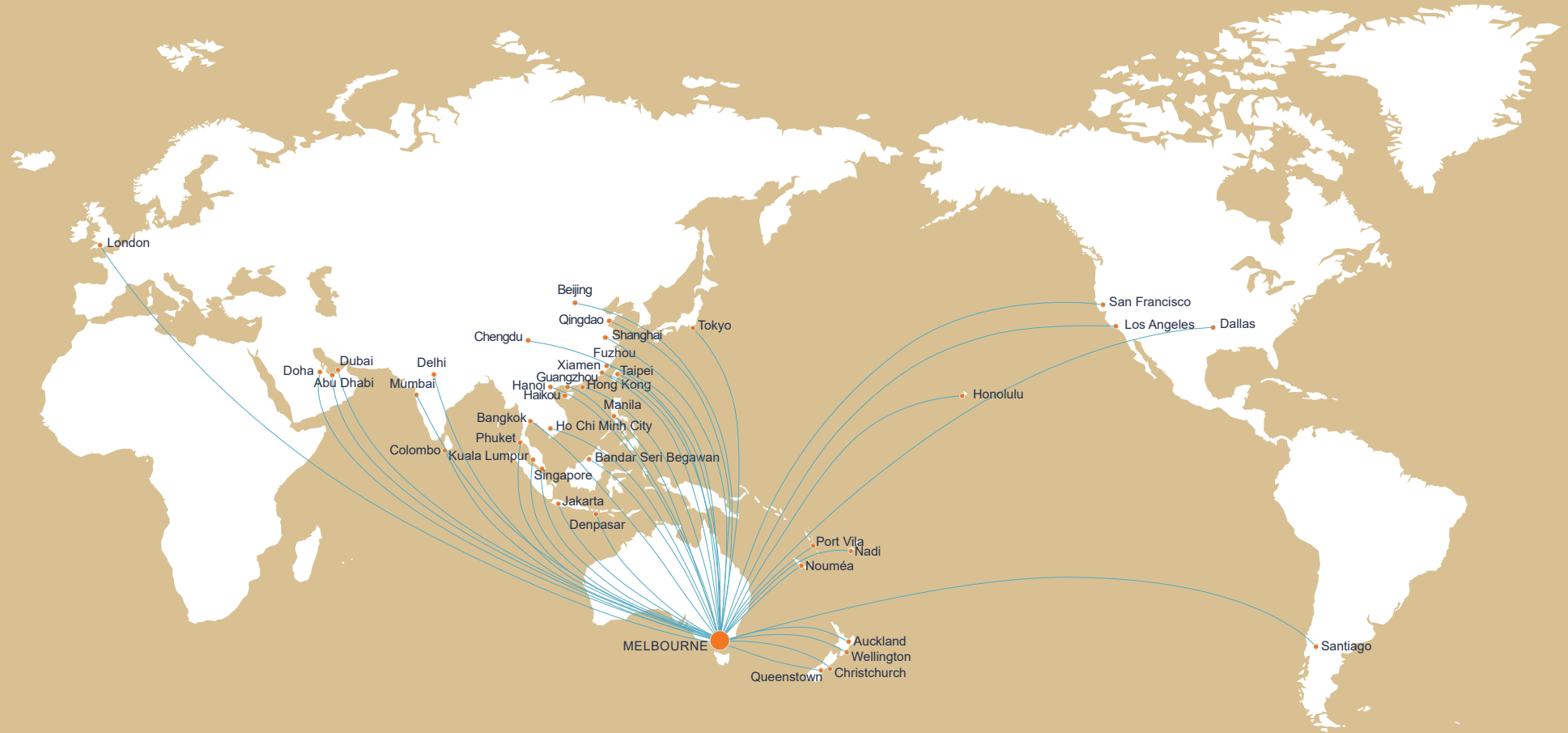
International airline recovery  
100% of capacity has returned,  
15% from new routes & additional frequency



**78** Destinations  
Connected

**38** International  
Carriers

**40** International  
Routes



Source: Melbourne Airport



41

Domestic Routes



Home base for Jetstar Airways



Largest capital city hub for Virgin Australia



Largest jet hub for Rex Airlines



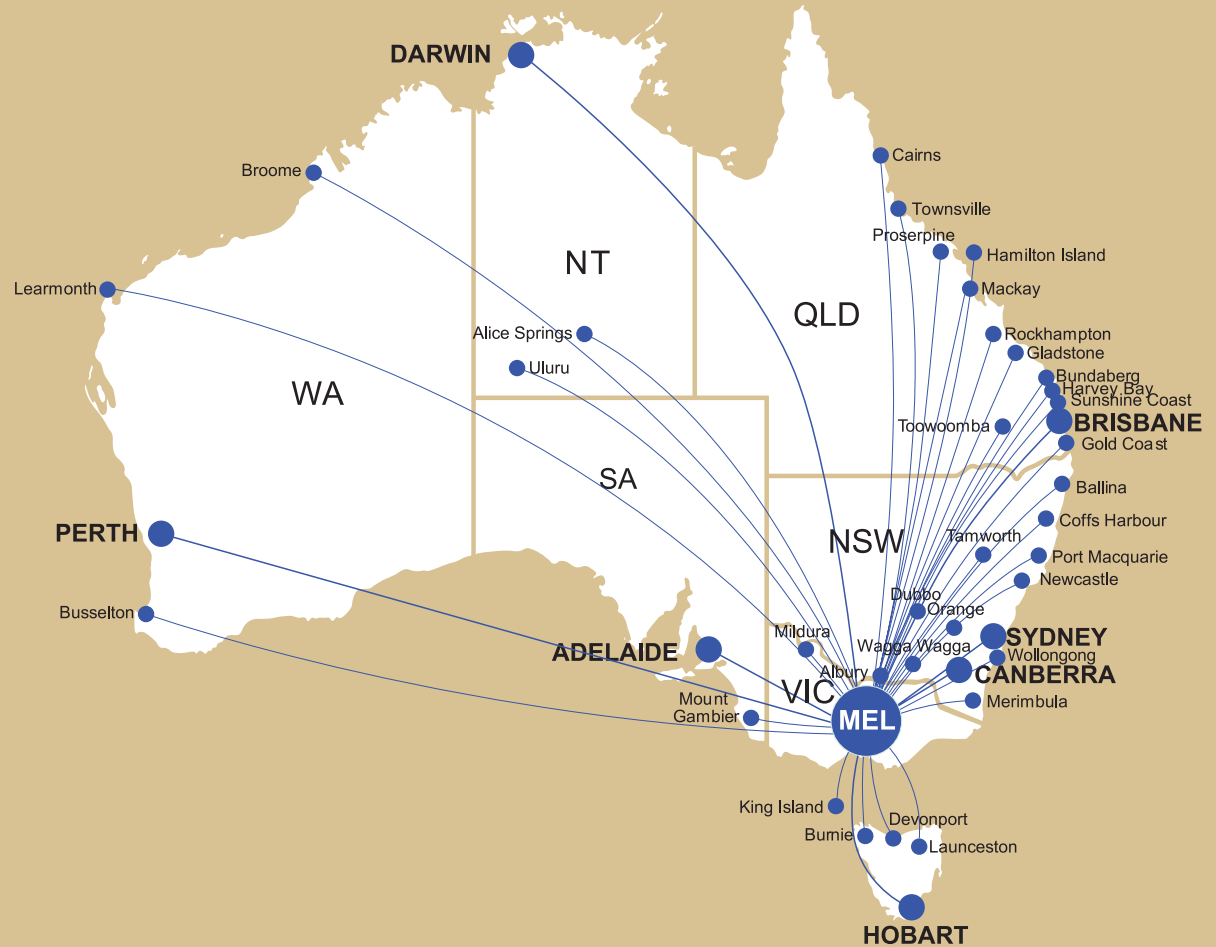
Only capital city for Bonza



Access Regional NSW via Link Airways

# Australia's largest domestic gateway in FY23

The airport welcomed 22 million domestic travellers



Source: Melbourne Airport

## Who are our international travellers?

We have a diverse and growing mix of international passengers.

Just over half of our international traffic is Australians arriving from or departing to international destinations.

The rest of our passengers come from key international markets both in Asia-Pacific (e.g. New Zealand, China, India) and other global destinations (e.g. UK, USA).

## What are our key travel lanes?

A large proportion of our international air traffic is to key destinations across Asia-Pacific including New Zealand, Singapore and China.

Noting that for key hubs such as Singapore and UAE, passengers often have connecting flights to their final destination.

## Country of residence – passenger arrival card

Country of Residence	% of Total (2023)
Australian Resident	57%
China & Hong Kong	5%
New Zealand	6%
India	5%
United Kingdom	3%
United States of America	2%
Singapore	2%
Other Asia / South-East Asia	11%
Other Non-Asia	9%

## Key travel lanes – Where are they flying to?

Travel Lane	% of Scheduled Seats (2023)
New Zealand	17%
Singapore	16%
Indonesia	10%
UAE	8%
China	8%
Thailand	6%
Malaysia	6%
United State of America	5%
Hong Kong	5%
Vietnam	4%
Other Markets	16%

## Shop Duty Free at Melbourne Airport

Shopping Duty Free has never been easier. Welcome to the world of Lotte Duty Free inside Terminal 2. There has never been so much choice with a huge variety of products across all shopping categories.

Melbourne Airport now also offers Laneway, our dedicated Duty Free website loaded with special offers and exclusive deals. Laneway gives you the convenience of shopping 24/7 from wherever you are, with your goods ready for collection at either departures or arrivals.





# New Retailer Marketing Support

We will endeavour to support your growth through our owned airport channels and work with you every step of the way

## New store opening

We are excited to welcome your store to the Melbourne Airport team. Upon your store opening, to create brand awareness for passengers and staff, we will organise for your store listing to go live on our website, organise a social post along with photos of your new site, or those provided by you, internal communications support and any other requested support that has been discussed and organised with our Retail Marketing Team.



## Launch promotional support

- Store listing goes live on Melbourne Airport website upon opening
- Social media post
- eDM announcement
- Internal communications announcement
- Opportunity to share an opening offer with passengers and staff
- Coverage in Journey Magazine
- Promotional access to over 400 internal head office staff
- Promotional access to all ASIC holders with announcement of new business opening
- Workshop ideas for launch events
- Together with our new radio partnership on 3AW, we'll include your new store Opening within the script. This is a very limited run/scripts change weekly and include retailers across all terminals - we can discuss this more in detail with you

## Store listing on website

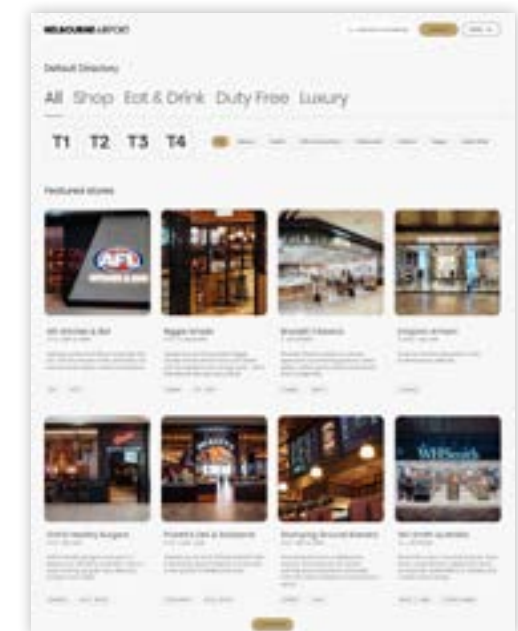
Please provide your Retail Marketing Team with the below assets:

### Two images

- Header image 3x4 format: 1200px x1800px
- Gallery images

### Additional details

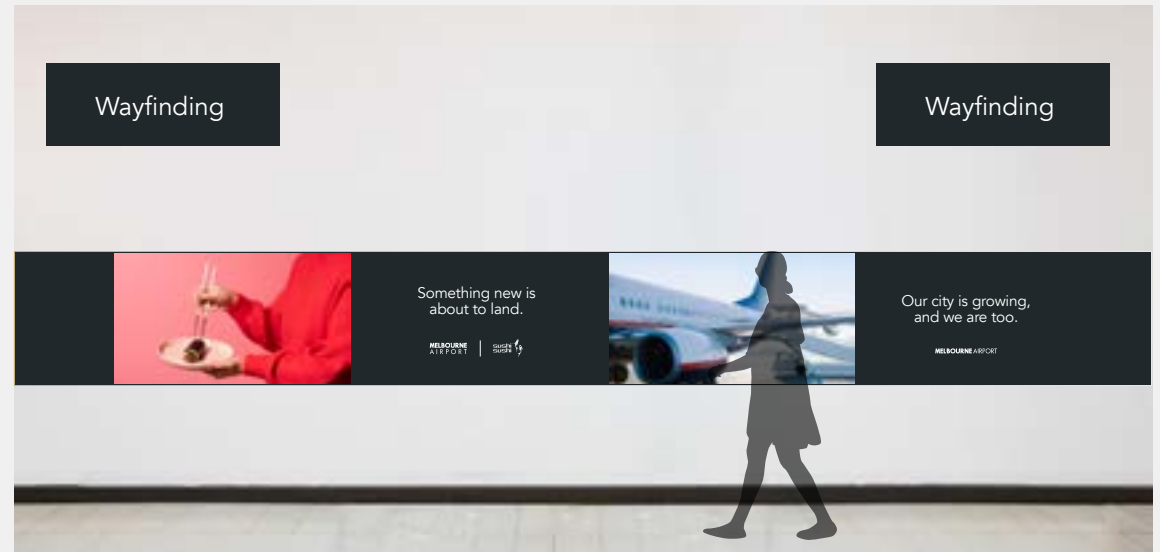
- Information on your store
- Store location details, for example, add: before/ after security; airside/ landside, near a specific gate etc.
- Opening hours
- Telephone number
- Optional: Provide link to menu and own website.



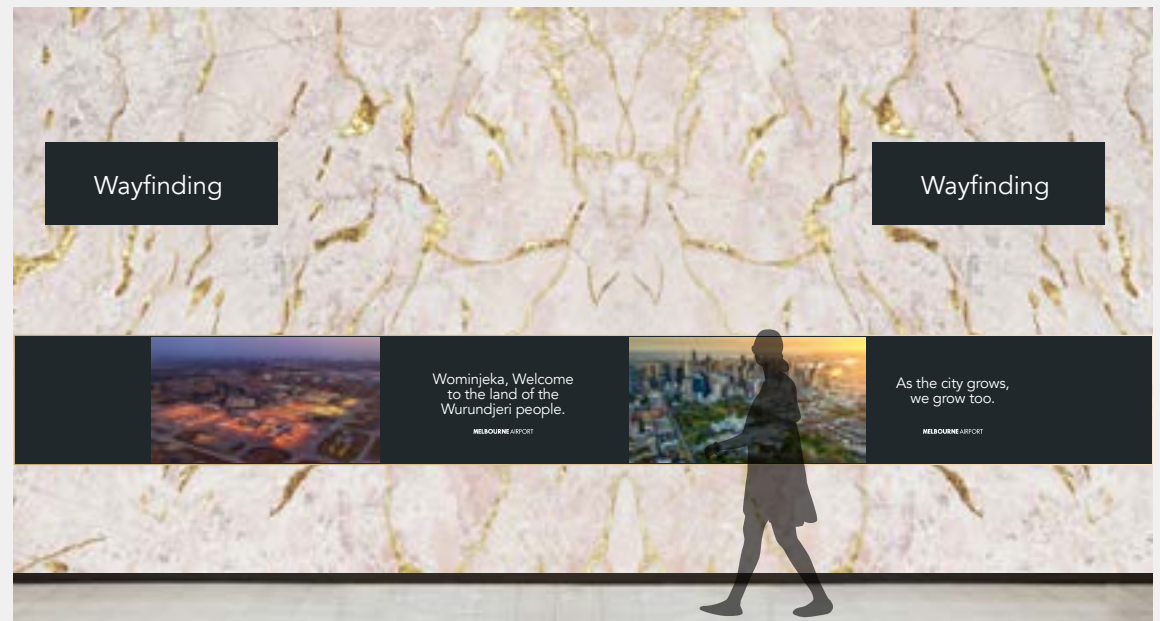
# Hoarding

An integral part of creating hype prior to opening a store is through eye catching and informative hoarding. At Melbourne Airport, we provide three hoarding options below in line with our style guide.

## Partial skin design






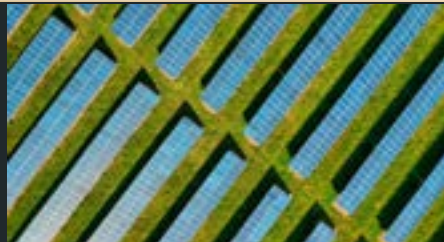
## Full skin design










# Hoarding panel designs

	<p>Wominjeka, Welcome to the land of the Wurundjeri people.</p> <p>MELBOURNE AIRPORT</p>		<p>As our city is growing, we are growing too</p> <p>MELBOURNE AIRPORT</p>
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	<p>Our city is growing, and we are too.</p> <p>MELBOURNE AIRPORT</p>		<p>We're powering all four terminals with our own solar farm.</p> <p>MELBOURNE AIRPORT</p>
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	<p>Something new is about to land.</p> <p>MELBOURNE AIRPORT   <i>sushi</i> </p>		<p>As our city is growing, we are growing too</p> <p>MELBOURNE AIRPORT</p>
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	<p>Axil is getting a new look.</p> <p>MELBOURNE AIRPORT   <i>Axil</i> </p>		<p>As our city is growing, we are growing too</p> <p>MELBOURNE AIRPORT</p>
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# Ongoing Marketing Support

# Website & digital

## Website

With more than 4.04 million visits annually, our airport website is one of the first places passengers and potential visitors search to find information about the airport and our retailers.

We can offer you the following opportunities on our airport website, to help customers discover your store and prompt a visit.

## Individual store listing

Store listings appear in the relevant airport section on the website:

- Shop & Eat
- Shopping
- Duty Free
- Luxury

This allows customers to find out more about your brand, your contact details and location. Retailers are to contact the Retail Marketing Team with any changes required.

## Store listing on website

Please provide your Retail Marketing Team with the below assets:

### Two images

- Header image 3x4 format: 1200px x1800px
- Gallery images

### Additional details

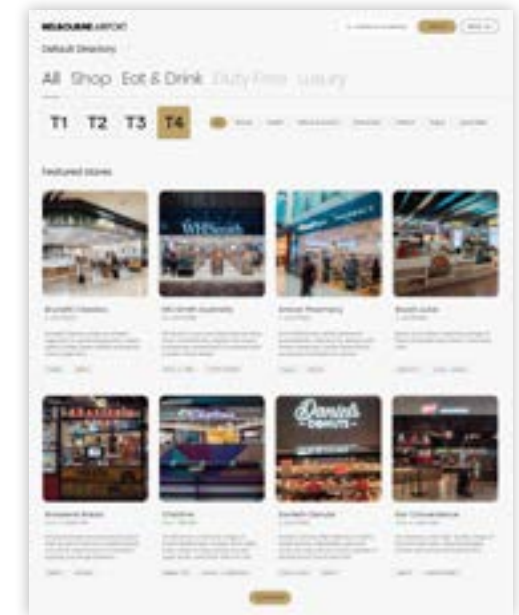
- Information on your store
- Store location details, for example, add: before/ after security; airside/ landside, near a specific gate etc.
- Opening hours
- Telephone number
- Optional: Provide link to menu and own website.

## Ongoing photography

Our team provides ongoing photoshoot opportunities in-store to capture images of your retail space, store products or any upcoming promotions.

The photographs will also be used on your store listing 'gallery' section on our website.

The Retail Marketing Team will contact you to confirm photography booking date and time.



# Email marketing initiatives

The Melbourne Airport newsletters are shared monthly. Successful content includes engaging and enticing information to interest subscribers, such as an exclusive offer or story. Bookings are subject to space, availability and editorial approval.

## EDM Types

### Parking Deals

(Approx 1,025,823 recipients)

Monthly eDM

### Flight Deals

(Approx 931,218 recipients)

Monthly eDM


### Retailer News

(Approx 484,026 recipients)

Monthly eDM

MELBOURNE AIRPORT
VIEW ONLINE

## Shop, Dine & Eat



**T4 Last minute gifting before your dash to the gates**

T4 Mimco

Don't let the stress of holiday shopping steal the spotlight from your adventure. Melbourne Airport is home to a selection of world-class stores that are stocked with great gifts for everyone, so you can pick up the perfect goodies before you board. These are our top picks for your loved ones this year.

FIND OUT MORE


**T1 World of Chocolate**

The name says it all and now they're back in Terminal 2, offering an extensive range of delicious confectionery. Grab some goodies before your flight or take a treat for someone on the other end.

FIND OUT MORE

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## What's New



**T4 Daniel's Donuts**

Donut worry, Daniel's Donuts has touched down at Melbourne Airport. Don't be fooled by the name, the sweet eatery serves up more than just donuts – you can also enjoy an irresistible range of milkshakes, pies and more before you fly.

FIND OUT MORE




**T1 The Chocolate Box**

20% off storewide

Offers valid at The Chocolate Box Melbourne Airport stores only. While stocks last or until Easter Monday 18th April, 2022.

FIND OUT MORE


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**T2 BÀ XÀ**

Sit down for a bite at Bà Xà – one of our liveliest South-East Asian eateries. Dishing up an array of tasty noodles, Phở, dumplings and a selection of single-estate fine-harvest teas.


FIND OUT MORE



**T2 Kathmandu**

No matter where you're travelling, Kathmandu has the kit for you. Recently reopened in our international terminal, they offer a premium range of outdoor clothing, shoes and accessories.


FIND OUT MORE



**T2 BÀ XÀ**

Sit down for a bite at Bà Xà – one of our liveliest South-East Asian eateries. Dishing up an array of tasty noodles, Phở, dumplings and a selection of single-estate fine-harvest teas.

FIND OUT MORE




**T2 Kathmandu**

No matter where you're travelling, Kathmandu has the kit for you. Recently reopened in our international terminal, they offer a premium range of outdoor clothing, shoes and accessories.

FIND OUT MORE

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## Great special offers




**T1 The Chocolate Box**

20% off storewide

Offers valid at The Chocolate Box Melbourne Airport stores only. While stocks last or until Easter Monday 18th April, 2022.

FIND OUT MORE




**T1 Macchinetta**

\$15 pizza & soft drink combo

Cannot be used in conjunction with any other offer.

FIND OUT MORE

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**T4 Two Johns Tap House**

Buy one Peroni's, get the 2nd half price

Offer only available on Peroni's pizza. Cannot be used in conjunction with any other offer.

FIND OUT MORE




**T2 Australian Produce Store**

10% off MOR products

Excludes sale items.

FIND OUT MORE

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**T4 LANEWAY**

Save an additional 10%\* off Duty Free products at Laneway.

Click, collect and fly on departure or arrival.

\* Product restrictions apply.

SHOP NOW

### Travelling overseas?


Save an additional 10%\* off Duty Free products at Laneway.

Click, collect and fly on departure or arrival.


\* Product restrictions apply.

SHOP NOW


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
Facebook



Instagram



Twitter



LinkedIn

\*Terms and conditions apply, including limited seats. Prices and routes are subject to change. Full terms and conditions available at the relevant airline website.  
 \*Kiosk ends 15:00pm AEST Monday 22 January 2023, unless sold out prior. Book on Airline Pty a friend for free packages and for each full package every 100km. Minimum 100km per flight for the same booking. Packages include 10kg checked baggage. Full conditions and terms apply. Only available from the same arrival/departure point. All passengers must travel as part of a single booking. See airline.com for full terms and conditions.  
 \*Subject to availability. Prices are based on Economy. The world Economy Choice fares booked at virginiasia.com. Seat selection and checked baggage fee will increase to Economy and World Economy fare. Subject to availability. These prices may vary.  
 © 2022 Virgin Australia  
 This email was sent by Melbourne Airport  
 Melbourne Airport Management Level 2, Terminal 2, Melbourne Airport VIC 3048 AUSTRALIA

20

## Social media



**Facebook**  
**@MelbourneAirport**

With over 112,000 followers, Facebook is a great platform to share visually stimulating content, as well as exclusive offers. Our audience engages well with aviation focused and newsworthy content.



**Instagram**  
**@melbourneairportau**

Our Instagram account has over 30,000 followers. We keep our accounts regularly updated with fresh and engaging content. We leverage our social media accounts to assist retailers with promotions, store awareness and airport products.



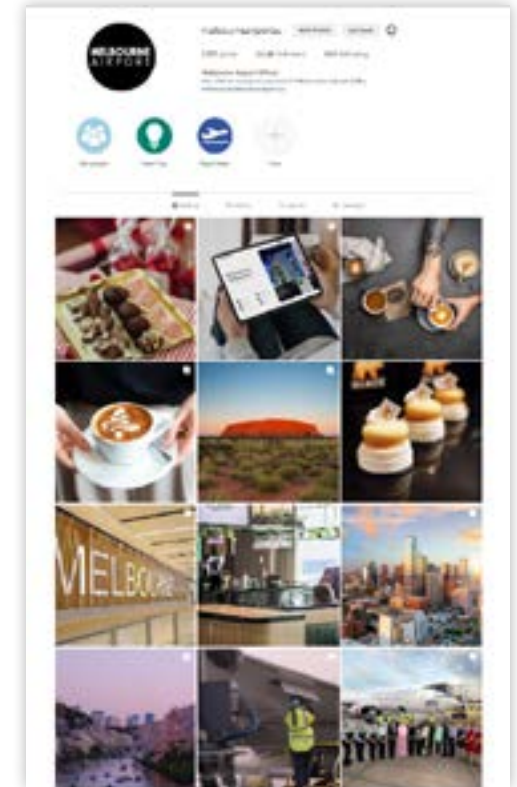
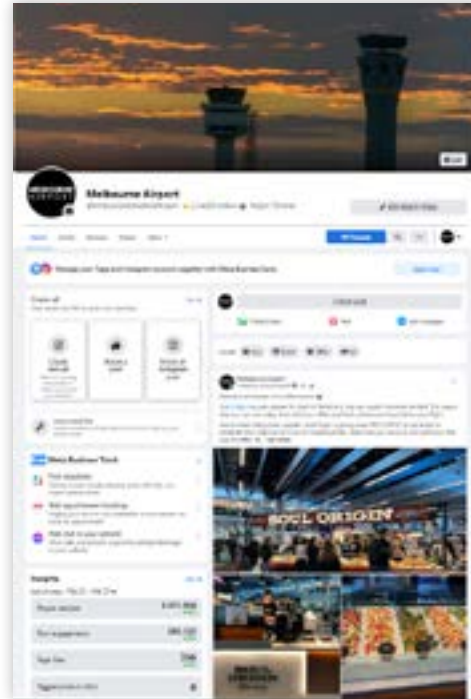
**X (Formerly Twitter)**  
**@MelbourneAirport**

With over 28,200 followers we use Twitter to share newsworthy information, engage with media and to respond to our travellers. Twitter is a great place to engage with our community and we monitor interactions closely.



**Linked In**  
**@melbourneairportau**

Our LinkedIn account has 35,000 followers and we post relevant information that supports our partners, industry and team members. Our LinkedIn account is regularly in the top 10 corporate accounts in terms of audience engagement.



## Broadcast media



### 3AW

In 2024, we have a new broadcast radio partnership with 3AW. Across the year each retailer will be getting mentions within our scripting to assist promotion of your business and brand. This won't be exclusive to your business, other names will also be included within. We are more than happy to discuss how best this might work for you.

## Internal communications

### Retailer portal

Access everything you need to know at your fingertips with our Retailer Portal. Our Retailer Portal can be located via our Melbourne Airport website, Corporate section. Here you will find important Operational and Marketing information and quick access to document downloads to make applications, learning and reporting easier. If you're yet to gain access to your Retailer Portal, please reach out to your Retail Marketing Team.

### APAC News

Known as our largest internal EDM, APAC News is published weekly. The team shares project updates from both Melbourne and Launceston Airport, upcoming events or initiatives as well as other engaging and enticing content. The EDM has approximately 600 subscribers.

### Staff eDM

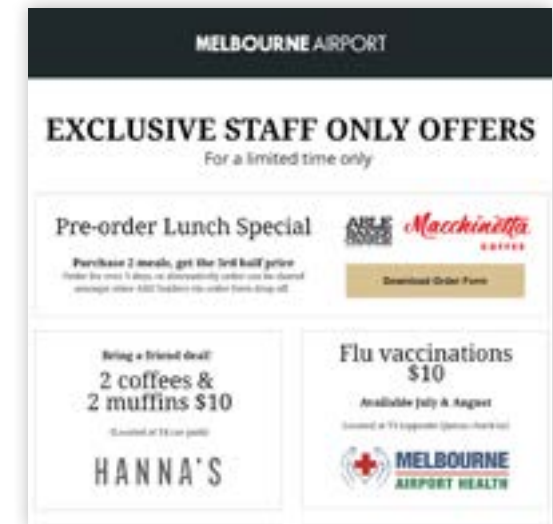
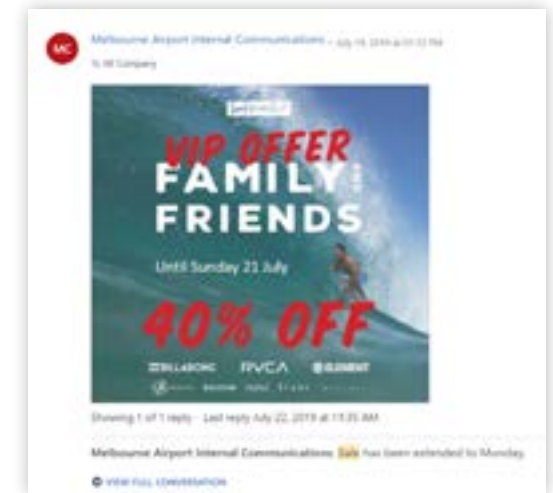
A monthly staff newsletter goes out to the airport estate. It includes key updates from across the month and is an opportunity for news to be shared by subscribers from the estate.

### Albert

APAC's intranet serves as the 'go-to' platform for anything APAC. It includes company policies and procedures, staff benefits and project information.

### Workplace

An internal social media platform connecting all head office staff to offers, news and information about anything to do with the airport.



# Journey magazine

A seasonal magazine free to all passengers, Journey Magazine highlights our retailer offering, what's new at the Airport, destination articles and more! Passengers can pick up a hard copy of the magazine prior to entering Security or download online to read Journey eMag. The eMag is also distributed via our retailer eDM with approx. 484,026 distribution.

Airport retailers have a fantastic opportunity to be featured in the magazine whether it be editorial, product, promotion and offer. Speak to your Retail Marketing Team to get involved.



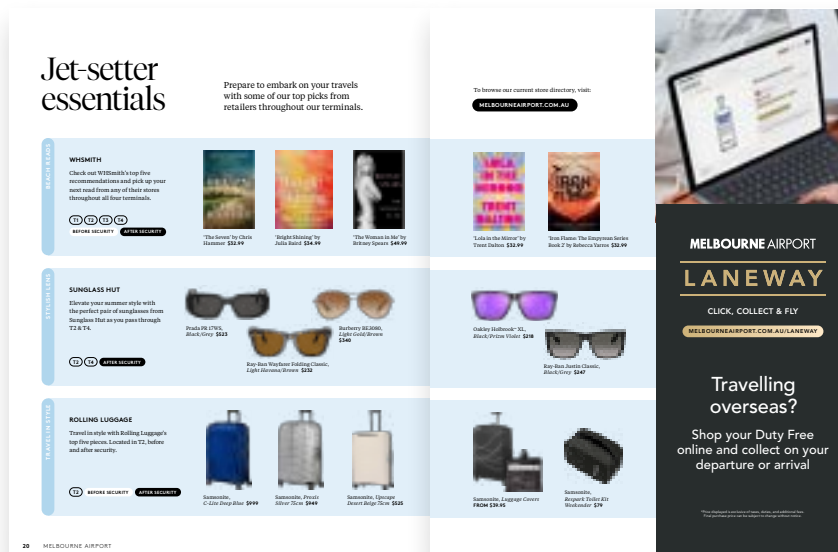
Would you visit any of the retailers featured in the magazine next time you're at the airport?

Answer Choices	Responses	Answered
YES	91.97%	481
NO	8.22%	43

Would you use any retail special offers within the magazine?

Answer Choices	Responses	Answered
YES	90.25%	472
NO	10.13%	53

From a recent Journey Magazine survey - February 2023



## Activations & events

Attract passengers to your store and make a splash by activating instore or by being a part of our events. If you're interested to have an activation at your store, reach out to your Retail Marketing Team for more information.





## Staff advertising opportunities

Melbourne Airport currently has over 20,000 staff members who would be exposed to the below advertising.



### Staff car park bus shelter window decal

The staff car park window shelter contains the opportunity to reach over 10,000 staff members daily.

Specs: 1856mm (w) x 4591mm (h)

Detailed specs available on request



### Staff car park bus shelter

The staff car park bus shelter screen contains a television with scrolling retailer offers.

Specs: 1280 pixels (w) x 720 pixels (h)



### Staff bathrooms posters T2

The staff bathroom posters contains the opportunity to reach over 10,000 staff members daily.

Specs: 420mm (w) x 600mm (h)

Specs: 840mm (w) x 1200mm (h)

## Promotional assets in-terminal

All airport assets are subject to content approval and availability.

### A selection of Ooh!Media screens throughout the terminals

Specs: various sizes

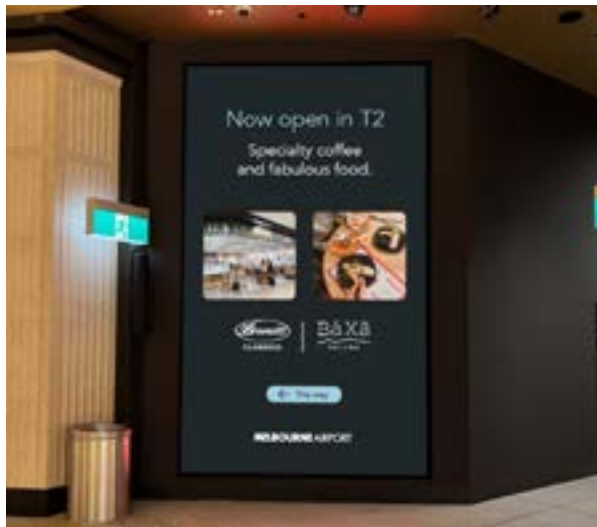
Must contain at least 2 retailers assets



### T2 - Luxury Mall Screen (After Security)

Specs: 1920 pixels (w) x 1080 pixels mm (h)

Landscape orientation up to 30 seconds mp4 (without audio) or JPEG Format



### T2 - Luxury Mall Screen (After Security)

Specs: 808 pixels (w) x 1080 pixels mm (h)

Portrait orientation up to 30 seconds mp4 (without audio) or JPEG Format



### T2 - Flight Information Display (FID) Screens (Before Security)

T2 Departures – Landside 1 Screen

Specs: 3840 pixels (w) x 3240 pixels (h)

Landscape orientation 10 seconds mp4 (without audio) or JPEG Format

## oOh! Media paid opportunities

### oOh! Media

oOh! Media manages internal and external large format advertising at Melbourne Airport. oOh! offers an extensive range of advertising formats in key areas of the airport such as ticketing, arrival and departure concourses, near business lounges and in baggage claim.

oOh! Media is specifically located in high-traffic areas to ensure maximum exposure. Media options range from digital networks offering flexibility and real-time messaging to high-impact billboards and light boxes and ambient executions

If you are interested in advertising opportunities please contact:

Jeynelle Leffanue  
Commercial Director Victoria  
Mobile +61 447 263 572  
Email [jeynelle.leffanue@oohmedia.com.au](mailto:jeynelle.leffanue@oohmedia.com.au)  
[oohmedia.com.au](http://oohmedia.com.au)



# Additional Marketing Support

## 'Nothing Beats' campaign

Melbourne Airport's overarching campaign - Nothing Beats - plays a major role across our whole portfolio, because nothing beats being at Melbourne Airport. In line with the current campaign, retailers are supported via digital screen promotion, specifically grouped and by terminal location with tailored messaging.



# Super Value Deals – quarterly

Each quarter retailers are invited and encouraged to submit a special offer, promotion or discount. All retailer offers are collated under 'Super Value Deals' which is promoted via major touchpoints such as Retailer eDM (484,026 distribution), digital screens, social channels, Journey Magazine, promotional cards and more!

**MELBOURNE AIRPORT**

## A little gift from us in T1 and T2

Receive 10% off at any of the below retailers when you mention the code word **'JOURNEY'** in store.

Promotion valid from 5 December 2022 - 28 February 2023. This discount cannot be used in conjunction with any other offer. Amcal Pharmacy 10% discount does not apply to prescriptions and medications.

TOP PICKS  
**T1**  
TOP PICKS

Kick-start your domestic travels with a trip through T1. Uncover a diverse range of products, from cutting-edge tech and trendy fashion to elevated beauty recentists and top-notch liquor.

A. 3x100ml Huggo 45% Body Lotion \$12.50  
B. 3x100ml Huggo 45% Body Lotion \$12.50  
C. 3x100ml Huggo 45% Body Lotion \$12.50  
D. 3x100ml Huggo 45% Body Lotion \$12.50

E. 3x100ml Huggo 45% Body Lotion \$12.50  
F. 3x100ml Huggo 45% Body Lotion \$12.50  
G. 3x100ml Huggo 45% Body Lotion \$12.50  
H. 3x100ml Huggo 45% Body Lotion \$12.50

I. 3x100ml Huggo 45% Body Lotion \$12.50  
J. 3x100ml Huggo 45% Body Lotion \$12.50  
K. 3x100ml Huggo 45% Body Lotion \$12.50  
L. 3x100ml Huggo 45% Body Lotion \$12.50

MELBOURNE AIRPORT SUMMER 2023

## SUPER VALUE DEALS

Promotions valid from 08th December 2022 - 29th February 2023. This discount cannot be used in conjunction with any other offer. T&Cs vary for each store and on each offer, please check in store for details.

<p><b>ST. ALI</b></p> <p>EVERY DAY IS THURSDAY!</p> <p>1 for \$9 2 for \$17 3 for \$26</p>	<p><b>SELECT ANY SIX DONUTS</b></p> <p><b>\$18.90</b></p>	<p><b>GRAND OPENING OFFER</b></p> <p>HOUSE BAKED PASTA &amp; SPAGHETTI SAUCE FOR \$15</p>	<p><b>A PORK BOWL &amp; ANY DRINK</b></p> <p><b>\$20</b></p>
<p><b>2 for \$10</b></p> <p>FROM OUR SUMMER CHILL BEVERAGE RANGE</p>	<p><b>BEER &amp; BURGER DEAL</b> \$25 <b>BEER &amp; BURGER &amp; COFFEE</b> \$32</p>	<p><b>WITH ANY KEBABS - ADD SNACK CHIPS &amp; A DRINK</b></p> <p><b>SODA FOR AN EXTRA \$8</b></p>	<p><b>ANY HAND ROLL &amp; MISO SOUP FOR \$9.90</b></p>
<p><b>MEZZE ZA ZA</b></p> <p>WITH ANY KEBABS ADD CHIPS &amp; ANY BEER FOR AN EXTRA \$13</p>	<p><b>50% off</b></p> <p>THE SEASON CLASSIC TOP WHEN YOU BUY TWO</p>	<p><b>1 for \$3</b> <b>2 for \$4</b></p> <p>COOL RIDGE AUSTRALIAN SPRING WATER BOTTLE</p>	<p><b>20% off</b></p> <p>ALL BOOKINGS</p>
<p><b>COMBO DEAL:</b></p> <p>BEER, BURGER &amp; SNACKS FOR \$18.90</p>	<p><b>BEER, BURGER &amp; SNACKS FOR \$18.90</b></p>	<p><b>WHS Smith</b></p> <p>3x100ml Huggo 45% Body Lotion \$12.50</p>	<p><b>3x100ml Huggo 45% Body Lotion \$12.50</b></p>

## Think big!

This document outlines your marketing opportunities at Melbourne Airport – although it need not stop there. If you have any ideas for activation or promotion please reach out to your Retail Marketing Team who are always available to workshop your ideas with you and help bring them to life.



## Key Victorian holiday dates 2024

Dec/Jan School Holidays	21 Dec 2022 (Wed) to 29 Jan (Sun)
New Year's Day	1 Jan (Mon)
Australia Day	26 Jan (Fri)
Labour Day	11 Mar (Mon)
April School Holidays	29 Mar (Fri) to 14 Apr (Sun)
Good Friday	29 Mar (Fri)
Easter Saturday	30 Mar (Sat)
Easter Sunday	31 Mar (Sun)
Easter Monday	1 Apr (Mon)
Anzac Day	25 Apr (Thur)
King's Birthday	8 Jun (Mon)
Winter School Holidays	29 Jun (Sat) to 14 Jul (Sun)
September School Holidays	21 Sep (Sat) to 6 Oct (Sun)
Melbourne Cup	5 Nov (Tue)
Christmas Day	25 Dec (Wed)
Boxing Day	26 Dec (Thur)

\* Dates are correct at time of printing, but may be subject to change.

## Marketing campaign opportunities

<b>Social Media Marketing</b>	Always on, across all touchpoints and platforms
<b>APAC News</b>	A daily news update - information/offers sent to all APAC staff via email and through Workplace
<b>Staff eDM</b>	A monthly eDM sent to our airport staff community promoting special offers
<b>Journey Magazine</b>	A seasonal magazine to support Melbourne Airport retailers. Four seasons in one year
<b>Campaigns</b>	Aligned with key events and key holiday times throughout the year. <ul style="list-style-type: none"> <li>• New Year</li> <li>• Chinese New Year</li> <li>• Valentines Day</li> <li>• Easter</li> <li>• School Holidays</li> <li>• Footy Seasons Launch/Finals</li> <li>• Motor Racing</li> <li>• Grand Slam Tennis</li> <li>• City of Melbourne Events Calendar</li> <li>• Spring Racing Carnival</li> <li>• Christmas 2023</li> </ul>
<b>Research</b>	Available on the retail hub via Melbourne Airport
<b>The Laneway International</b>	A great way to shop Duty Free online - Click Collect & Fly <a href="http://melbourneairport.com.au/laneway">melbourneairport.com.au/laneway</a>
<b>Marketing Updates</b>	Provided during the retailers forums





JANUARY						
M	T	W	T	F	S	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY						
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MARCH						
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APRIL						
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JUNE						
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SEPTEMBER						
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30						

OCTOBER						
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28	29	30	31			

NOVEMBER						
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DECEMBER						
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23	24	25	26	27	28	29
30	31					

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[melbourneairport.com.au](https://melbourneairport.com.au)