

MELBOURNE AIRPORT

Retail Marketing Calendar

2021/22



The year ahead

It has been a challenging time for the aviation industry.

Please find following an overview of key public holidays and campaign ideas to engage with, it is our plan to remain flexible and in step with changing rules and regulations as the year progresses.

We are committed to supporting you and your business as travel returns.

/21

OCTOBER						
M	T	W	T	F	S	S
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NOVEMBER						
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DECEMBER						
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JANUARY						
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31						

FEBRUARY						
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MARCH						
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APRIL						
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JUNE						
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JULY						
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AUGUST						
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SEPTEMBER						
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25	26	27	28	29	30	

Key VIC Holiday Dates

Melbourne Cup	2 Nov (Tue)
Dec/Jan School Holidays	18 Dec (Sat) to 30 Jan (Sun)
Christmas Day	25 Dec (Wed)
Boxing Day	26 Dec (Thu)
New Year's Day	3 Jan (Mon)
Australia Day	26 Jan (Wed)
Labour Day	14 Mar (Mon)
April School Holidays	9 Apr (Sat) to 25 Apr (Mon)
Good Friday	15 Apr (Fri)
Easter Saturday	16 Apr (Sat)
Easter Sunday	17 Apr (Sun)
Easter Monday	18 Apr (Mon)
Queen's Birthday	13 Jun (Mon)
July School Holidays	25 Jun (Sat) to 10 Jul (Sun)
September School Holidays	17 Sep (Sat) to 2 Oct (Sun)
AFL Grand Final Public Holiday	30 Sep (Fri)

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

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Marketing Campaign opportunities

Social Media Marketing	Always on
APAC News	a weekly newsletter sent to APAC staff.
The Hub	a monthly newsletter sent to our airport staff community
Now is the time for major Melbourne events	November, February, May and August campaign on screen around the terminal
Vaccination Campaign	Running in October, November and December Melbourne airport is running a vaccination incentive www.melbourneairport.com.au/win
Journey Magazine	A seasonal magazine to support Melbourne Airport retailers. Summer edition in market December 2021.
Seasonal Campaigns	Starting with Christmas 2021, aligned with key events and key holiday times seasonal campaigns
Research	Available on the retail hub via Melbourne Airport
The Laneway International	Coming soon, The Laneway International allows travellers to shop tax free, click and collect before they fly.

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