

MELBOURNE AIRPORT

Marketing Initiatives Kit 2023



Table of Contents

Key Contacts	3	Social Media	19
An airport Melbourne is proud of	4	Internal Communications	20
Our journey begins here		Journey Magazine	21
Meet some of our travellers	7	Activations & Events	22
New Retailer Marketing Support		oOh! Media paid opportunities	23
New Store Opening	13	Additional Marketing Support	
Hoarding	14	'Nothing Beats' – Ongoing	25
Ongoing Marketing Support		Super Value Deals – Quarterly	26
Website & Digital	17	Think Big	27
Email Marketing Initiatives	18	Calendar of Events	28

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

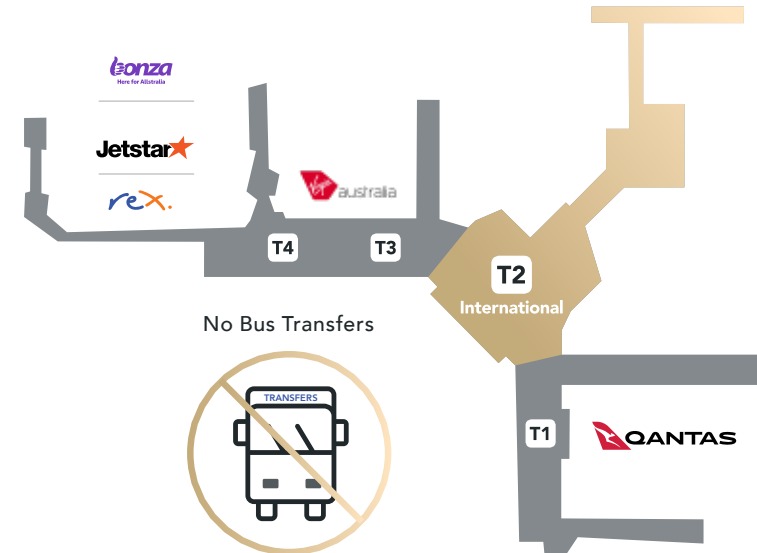
0477 002 287

An airport Melbourne is proud of

24/7 Curfew Free Operation



Single Terminal Precinct



Award Winning Airport

COVID-19 Airport
Excellence Award



COVID-19 AIRPORT
EXCELLENCE AWARD

Best Airport Australia/Pacific
2020, 2021 & 2023



Airport Health
Accreditation 2021



Capacity to grow
To 100m passengers



Melbourne Airport's site is

3x size of Sydney Airport

2x size of Heathrow Airport

Melbourne, Australia's largest city by 2030

Melbourne has been awarded the title of the “World’s most liveable city” seven years in a row and has been runner up twice². This is partly due to being recognised as the sports, events, cultural and arts capital of Australia, hosting conferences, exhibitions and sporting events that attract visitors from all over the world. Melbourne also provides well-recognised and established educational facilities, attracting students from across the globe.

Melbourne is a truly multi-cultural city. Melbourne has the 10th largest immigrant population among world metropolitan areas coming from United Kingdom, India, China, Vietnam, New Zealand, Italy, Sri Lanka, Malaysia, Greece, Philippines, South Africa and Hong Kong. In Victoria at the 2021 census, 65% of residents were born in Australia. The other most common countries of birth were India (4%), Mainland China (2.6%), England (2.7%), Vietnam (1.4%) and New Zealand (1.5%) . (Source: ABS)



Why Melbourne?



Melbourne, Australia's best student city. 2 of the top 50 universities in the world are located in Melbourne

QS Best Student Cities Ranking 2023



Melbourne's multicultural community has origins in 200 countries, and speaks 260 languages and dialects.



Melbourne is the coffee capital of Australia and have more cafes per person than any other city on the planet



Melbourne is ranked the 8th safest city in the world overall, and in the top 5 for health security

Source: (2021 Safe Cities Index)

Melbourne has been voted world's most liveable city 7 years in a row (2011-2017), a record for the first city to win for seven consecutive years!

Source: Economist Intelligence Unit (EIU)



Melbourne has been voted world's most friendly city

Source: William Russell, December 2022



Smith Street, Collingwood, voted the world's coolest street 2021

Source: Time Out



Melbourne is the only city in the world that hosts both a Tennis Grand Slam and the Formula 1® Grand Prix



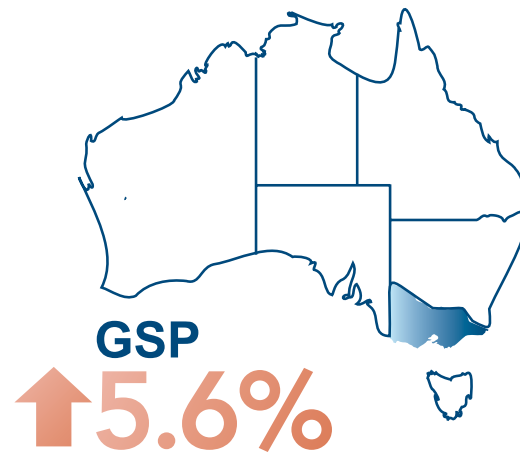
Melbourne is the only city in the world with five international standard sporting facilities:

Melbourne Cricket Ground, Docklands Stadium, Rod Laver Arena, Hisense Arena, and Olympic Park.

An economy that out performs in global rankings

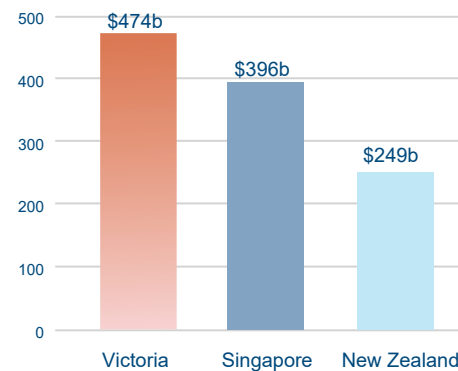
Victoria recorded the highest increase of GSP in 2021-22

Source: ABS



An economy larger than Singapore and New Zealand

Source: ABS 2021



AUSTRALIA

The world's **13th** largest economy 2021



Source: International Monetary Fund.



GDP

2.7% ↑

Source: ABS

Our journey begins here

Meet some
of our travellers

Our 8 International Passenger Segments in Detail¹

AUSTRALIAN TRAVELLERS	LIFE STAGE		TRAVEL BEHAVIOUR	VALUE ²
	 <p>Australian holiday makers ‘My husband and I now have the time and the funds to travel to destinations on our bucket list.’</p>	<p>Australian Holiday Makers (17%)</p> <ul style="list-style-type: none"> · 50+ Years old (93%) · Income \$78,000–\$103,999 (10%), \$52,000–\$64,999 (8%) · Residency: Australian (100%) 	<ul style="list-style-type: none"> · Holiday (68%) · 1-2 international flights per year (44%), 3-5 international flights per year (42%) · Qantas (19%), Jetstar (11%) · Dropped off / picked up (41%) 	<p>High \$155 (78% spenders)</p>
	 <p>New generation holiday makers ‘We want our vacation to start as soon as we enter the airport.’</p>	<p>New Gen Holiday Maker (30%)</p> <ul style="list-style-type: none"> · Female (49%) · 25-34 years old (39%) · Income \$78,000–\$103,999 (18%), \$52,000–\$64,999 (13%) · Residency: Australian (100%) · Melbourne (79%), VIC Regional (16%), Sydney (1%) 	<ul style="list-style-type: none"> · Holiday (55%) · 1-2 international flights per year (56%), 3-5 international flights per year (30%) · Dropped off / picked up (43%) 	<p>Medium \$132 (77% spenders)</p>
	 <p>Australian Business Traveller ‘I relax at the lounge before leaving and don’t spend on retail.’</p>	<p>Australian Business Traveller (9%)</p> <ul style="list-style-type: none"> · Male (64%) · 45-54 years old (27%) · Working Full-time (83%) · Income \$180,000+ (18%), \$78,000–\$103,999 (14%) · Residency: Australian (100%) · Melbourne (80%), VIC Regional (18%), Sydney (1%) 	<ul style="list-style-type: none"> · Work-Related (100%) · 6-10 international flights per year (17%), 11-19 international flights per year (11%) · Qantas (26%), Singapore Airlines (13%) · Taxi (32%), Parking at MA (8%), Limousine (12%) 	<p>High \$143 (62% spenders)</p>
	 <p>Premium families from Australia ‘We like to browse around the shops before heading to the gate.’</p>	<p>Premium Families (3%)</p> <ul style="list-style-type: none"> · Have children at home (71%) · 35-44 years old (27%) · Travels with families (100%) · Income \$78,000–\$103,999 (13%), \$65k–\$78k (12%), \$180k (9%), · Residency: Australian (100%) · Melbourne (87%), VIC Regional (12%) 	<ul style="list-style-type: none"> · Holiday (49%), VFR (44%) · 3-5 international flights per year (40%) · Jetstar (14%), Qantas (12%) · Drive and park at MA (20%) 	<p>High \$233 (100% spenders)</p>

¹ Passenger segmentation according to research undertaken by ThinkGlobal (N=15,000) on behalf of APAM.

² Value is total average (surveyed value - not actuals) spend across Airport (inclusive of Duty Free) for each segment.

**Oz Student**

'I want to see the world, whether I'm studying or taking a break from school!'

**International Students**

'I'm looking for experiences, food, wine and any souvenirs to take back home for family and friends.'

**Foreign premium traveller**

'Melbourne Airport gave me a chance to get some quick shopping in before I begin my journey.'

**Experienced foreign VFR**

'We don't indulge much at the airport but enjoy sitting down at the cafe to relax before the flight.'

	LIFE STAGE	TRAVEL BEHAVIOUR	VALUE
Oz Student (6%)	<ul style="list-style-type: none"> · 18-24 years old (78%) · Student (83%) · Resident: Australia (100%) · Melbourne (84%) 	<ul style="list-style-type: none"> · Holiday (36%), Education (32%) · 1-2 international flights per year (69%) · Dropped off / picked up (45%), Taxi (21%) 	Medium \$135 (73% spenders)
International Students (8%)	<ul style="list-style-type: none"> · 18-24 years old (40%), 25-34 years old (58%) · Student (37%) · Income less than USD 10,399 (25%), USD 10,400-15,599 (10%) · Residency: Foreign (100%) · Other countries of Asia (41%), New Zealand (16%), China (10%) 	<ul style="list-style-type: none"> · 1-2 international flights per year (84%), · Air Asia (13%), Emirates (10%) · Dropped off / picked up (52%), Skybus (10%) 	Low \$70 (66% spenders)
Foreign Premium Traveller (16%)	<ul style="list-style-type: none"> · 35-44 years old (43%) · 25-34 years old (27%) · Income USD 20,800-31,199 (14%) · Residency: Foreign (100%) · Other countries of Asia (40%), China (15%) 	<ul style="list-style-type: none"> · 1-2 international flights per year (80%), · Qantas (14%), Singapore Airlines (12%) · Dropped off / picked up (46%), Taxi (18%) 	Medium \$95 (83% spenders)
Experienced Foreign VFR (10%)	<ul style="list-style-type: none"> · 55-64 years old (56%), 65-74 years old (25%) · Retired (37%) · Income less than USD 104,000-129,999 (8%), USD 78,000-103,999 (9%) · Residency: Foreign (100%) · Other countries of Asia (27%), New Zealand (25%), China (13%) 	<ul style="list-style-type: none"> · 1-2 international flights per year (74%), · Qantas (14%), Air New Zealand (12%) · Dropped off / picked up (57%), Taxi (12%) 	Low \$89 (71% spenders)

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.

Latest media figures

We are back at 80% of pre-Covid passenger volumes.

On an average day, pre-Covid, we welcomed around 100,000 passengers. Over the upcoming 2023 Easter school holiday period we expect to reach about 100,000 passengers again – if not slightly higher.

This financial year we have already welcomed more than 20 million passengers.

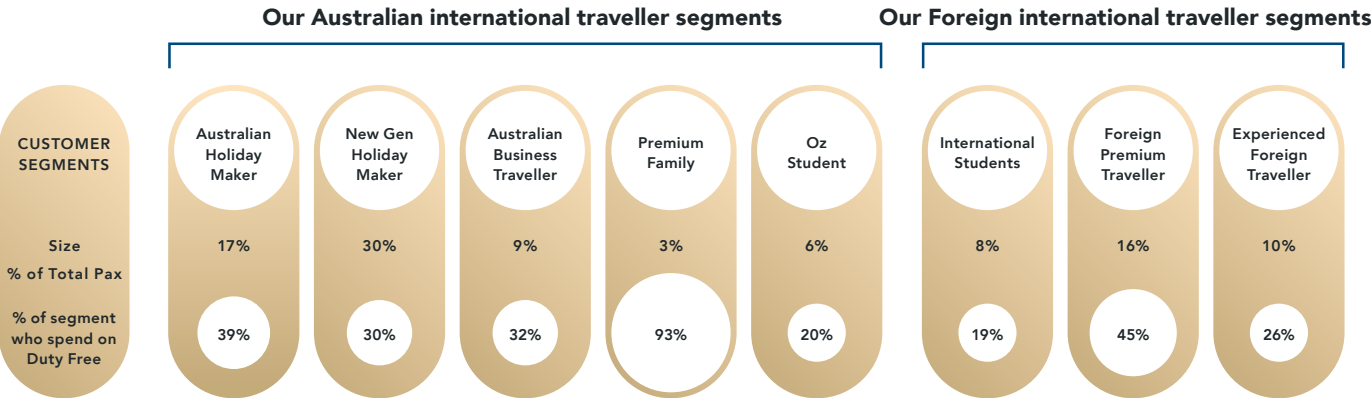
In February, passport holders from India, NZ, China, the UK and Malaysia represented the highest number of overseas arrivals (excluding Australians).

Country of Origin – Passenger arrival card

Country of Origin	% of Total (2019)
Australian Resident	54%
China	11%
New Zealand	7%
India	3%
United Kingdom	3%
United States of America	3%
Other Asia / South-East Asia	11%
Other Non-Asia	9%

Key Travel Lanes – Where are they flying to?

Travel Lane	% of Available Seats (2019)
New Zealand	19%
Singapore	15%
China	11%
UAE	9%
Indonesia	7%
Hong Kong	7%
USA	6%
Thailand	4%
Malaysia	3%
Qatar	3%
Other Markets	16%



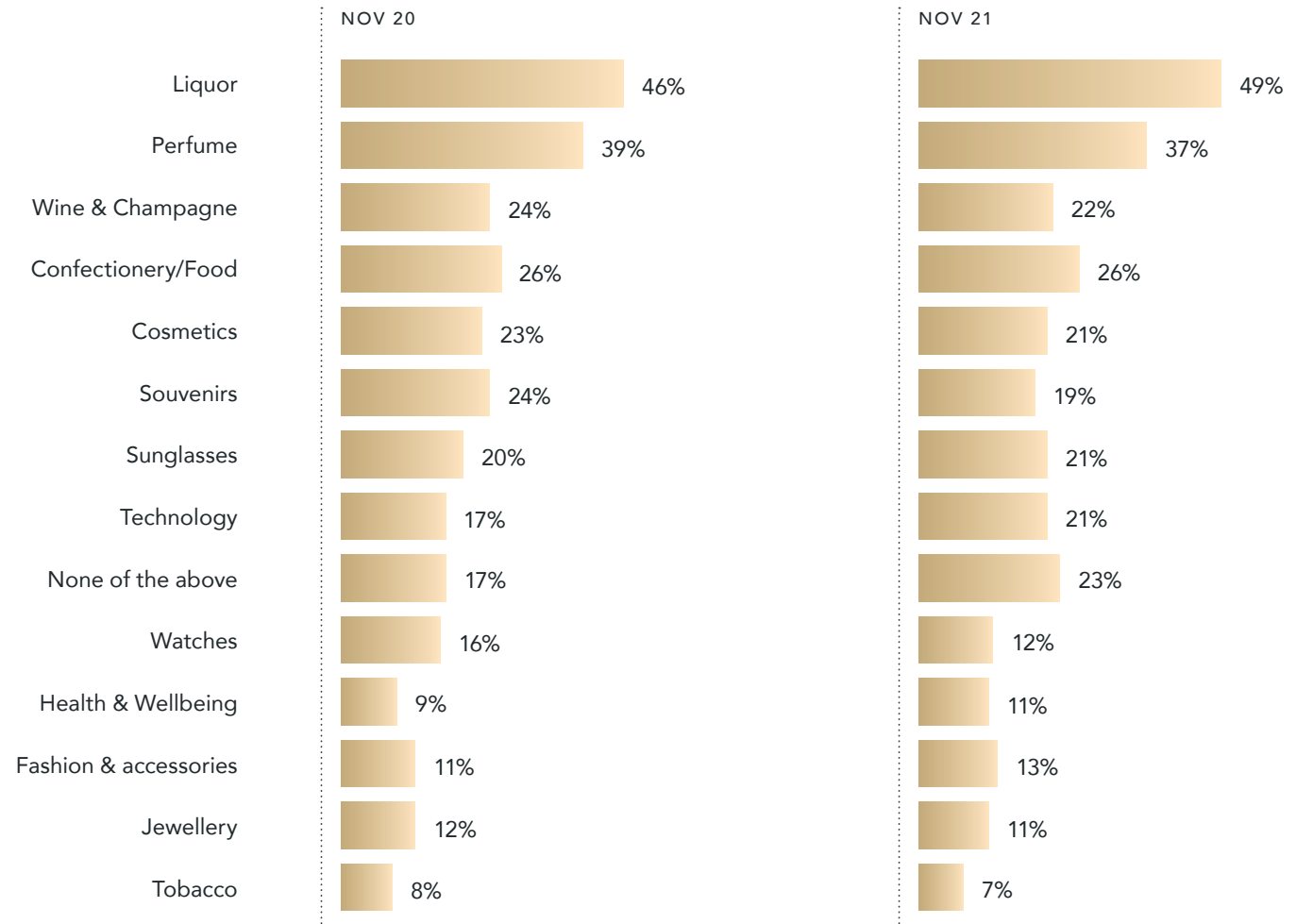




Increasing confidence to purchase duty free post-pandemic¹

Category preference has remained consistent throughout passenger recovery.

Survey question: What duty free items would travellers consider purchasing when visiting the airport?



¹ According to research undertaken by ThinkGlobal (N=15,000) on behalf of APAM. See Appendix for full research results.

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

Store listing on website

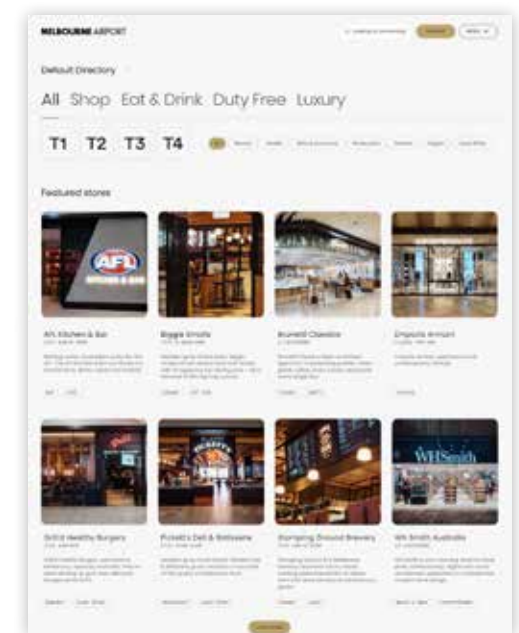
Please provide your Retail Marketing Team with the below assets:

Two images

- Header image 3x4 format: 1200px x 1800px
- Gallery images

Additional details

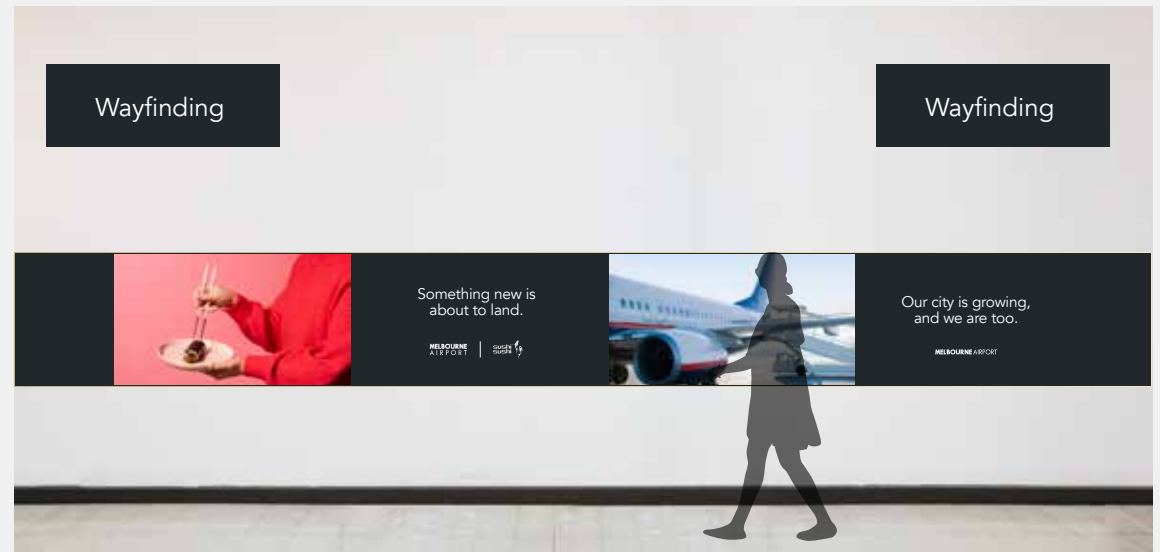
- Information on your store
- Store location details, for example, add: before/ after security; airside/ landside, near a specific gate etc.
- Opening hours
- Telephone number
- Optional: Provide link to menu and own website.



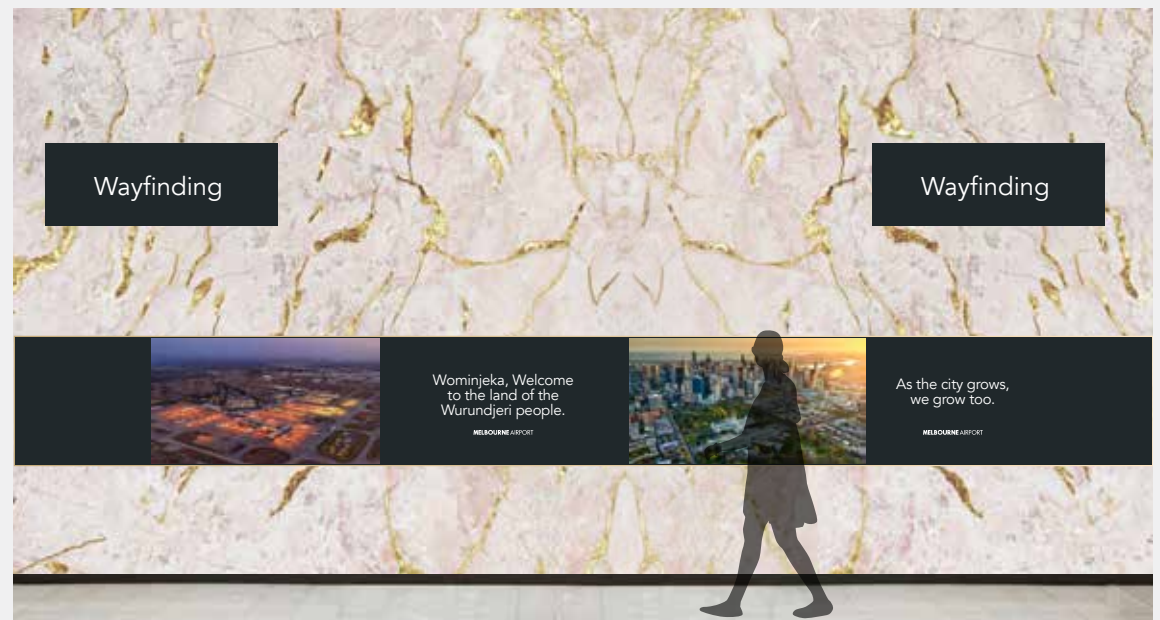
Hoarding

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




Wominjeka, Welcome
to the land of the
Wurundjeri people.

MELBOURNE AIRPORT




As our city is
growing, we are
growing too

MELBOURNE AIRPORT



Our city is growing,
and we are too.

MELBOURNE AIRPORT



We're powering all
four terminals with
our own solar farm.

MELBOURNE AIRPORT




Something new is
about to land.

MELBOURNE AIRPORT | sushi sush




As our city is
growing, we are
growing too

MELBOURNE AIRPORT



Axil is getting a
new look.

MELBOURNE AIRPORT | AXIL



As our city is
growing, we are
growing too

MELBOURNE AIRPORT

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

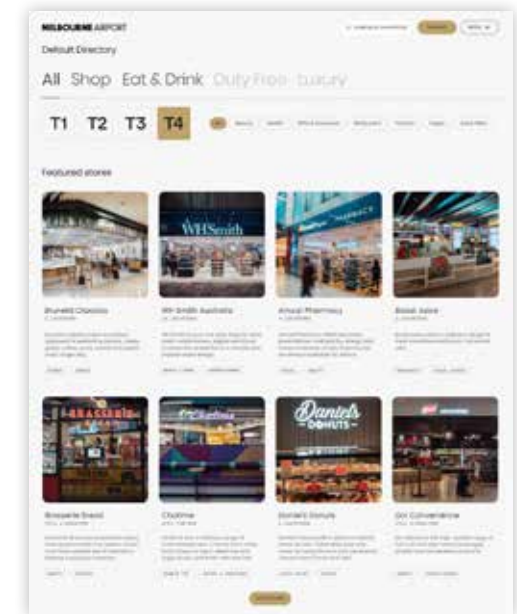
- Information on your store
- Store location details, for example, add: before/ after security; airside/ landside, near a specific gate etc.
- Opening hours
- Telephone number
- Optional: Provide link to menu and own website.

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 610k recipients)
Monthly eDM

Flight Deals

(Approx 480k recipients)
Monthly eDM

Retailer News

(Approx 85k recipients)
Monthly eDM


The Hub

Monthly eDM
Internal APAC news and offers

MELBOURNE AIRPORT

VIEW ONLINE

Shop, Dine & Eat




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


What's New



T4 Daniel's Donuts

Don't 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 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



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

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.




T1 Macchinetta

\$15 pizza & soft drink combo
Cannot be used in conjunction with any other offer.




T4 Two Johns Taphouse

Buy one Peroni, get the 2nd half price
Offer only available on Peroni pils. Cannot be used in conjunction with any other offer.



T2 Australian Produce Store


10% off MOR products
Excludes sale items.



LANEWAY

Save an additional 10%* off Duty Free products at Laneway.
Click, collect and fly on departure or arrival.
*Product exclusions apply.





SHOP NOW



JOURNEY

FREE
Read online now at [melbourneairport.com.au/journey](#)

Follow Melbourne Airport



Privacy Policy

Terms & Conditions

*Terms and conditions apply, including limited stock. Prices and details are subject to change. Full terms and conditions available at the relevant store website.
*Kiosk ends 15 April 2022. Monday 15 January 2022, unless sold out prior. Book an eligible fly a friend for free package and for each full arriving event up to 1000 passengers per flight. For the full details of the offer, please visit [melbourneairport.com.au/journey](#). *Offer ends 15 April 2022. *Subject to availability. Prices are based on Economy class and Economy Choice fares booked at [melbourneairport.com](#). Seat selection and checked baggage are not included in Economy or Economy Choice fares. Subject to availability. *Travel package may vary.
The email was sent by Melbourne Airport
Melbourne Airport Management Level 2, Terminal 2, Melbourne Airport VIC 3048 AU220302A

20

Social Media



Facebook **@MelbourneAirport**

With over 110,000 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.



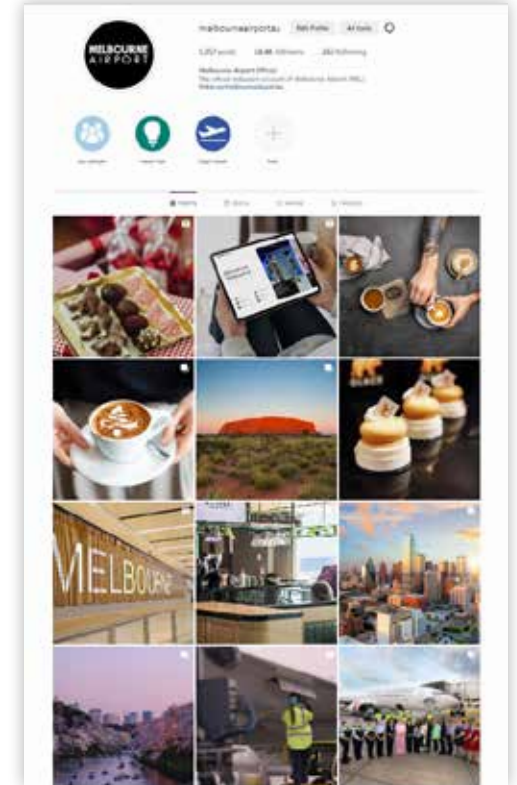
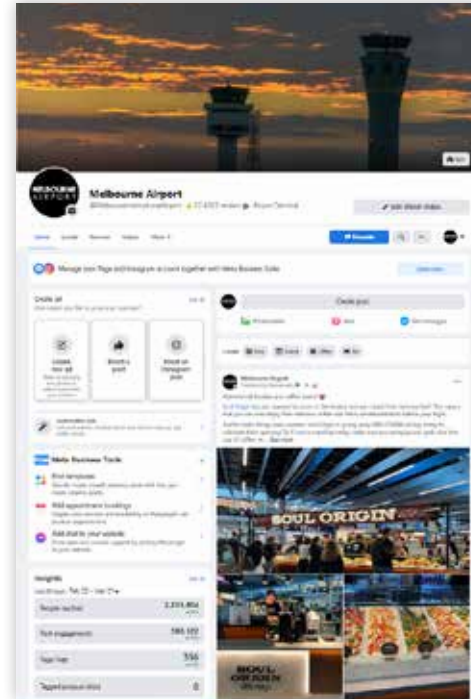
Twitter **@MelbourneAirport**

With over 27,900 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.



LinkedIn **@melbourneairportau**

Our LinkedIn account has 31,289 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.



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.

The Hub

With approximately 760 subscribers the monthly 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, COVID-19 updates and project information.

MELBOURNE AIRPORT

EXCLUSIVE STAFF ONLY OFFERS
For a limited time only

Pre-order Lunch Special **Macchinetta COFFEE**

Purchase 2 meals, get the 3rd half price
Order for over 3 days, or alternatively order can be shared amongst other ASIC holders via order from drop off.

[Download Order Form](#)

Bring a friend deal!
2 coffees & 2 muffins \$10
(Located at T4 car park)

HANNA'S

Flu vaccinations \$10
Available July & August
Located at T3 (opposite Qantas check in)

MELBOURNE AIRPORT HEALTH

MELBOURNE AIRPORT

If you have been forwarded this email and want to sign up to The HUB click here

THE HUB

Christmas fun at Melbourne Airport

Christmas is a magical time at our airport. It gives us the chance to share our unique Melbourne Airport spirit with our travellers. Not only are decorations being enjoyed though out the terminals, but in T3, our elves are busy spreading the joy of Christmas in their workshop.

Lots of magical musical moments and high jinks are going on each morning until 23 December, so if you happen to be in T3, check out the elf workshop lights, music and decorations.

Melbourne Airport Internal Communications — July 15, 2019 at 01:12 PM

To: All Company

VIP OFFER
FAMILY AND FRIENDS
Until Sunday 21 July
40% OFF

BILLABONG RVCA ELEMENT

Showing 1 of 1 reply · Last reply July 22, 2019 at 11:35 AM

Melbourne Airport Internal Communications **Sale** has been extended to Monday.

[VIEW FULL CONVERSATION](#)

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. 80K distribution.

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



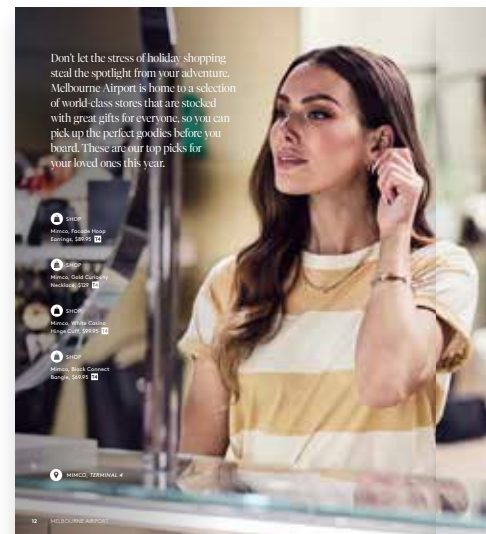
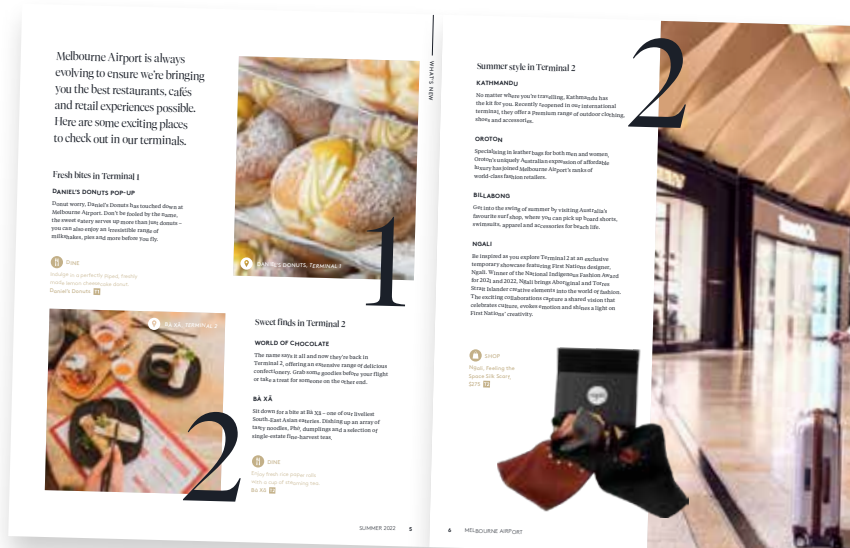
Would you visit any of the retailers featured in the magazine next time you're at the airport?

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.



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

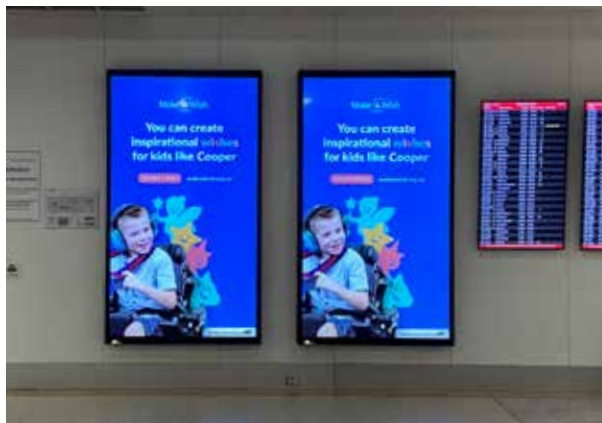


T2 - Flight Information Display (FID) Screens (Before Security)

T2 Departures – Landside 1 Screen

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

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



A selection of Ooh!Media screens throughout the Terminals

Specs: Various sizes

Must contain at least 3 retailers assets

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
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 (80K distribution), digital screens, social channels, Journey Magazine, promotional cards and more!

[illegible]

A little gift from us

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

					
					
					
			<p>Reservation until 12:00pm, 12 December 2022 28 February 2023. This discount cannot be used in conjunction with any other offer. Annual Expiry: 30/11/2023. 10% off discount valid only for pre-purchases and in stock items.</p>		

MELBOURNE AIRPORT


LANEWAY

MELBOURNEAIRPORT.CO.AU/LANEWAY

Swapping season?
 Save an additional 10% off
 Duty Free Products at Laneway.

CHECK, COLLECT & FLY - ON DEPARTURE OR ARRIVAL

SCAN TO SHOP





LANEWAY


SHOP THE LOOK


Like what you see or not?


Love it? You can purchase everything right here from our Melbourne Airport retailers.


Luggage Small Rolling Luggage, Samsonite Lite-Cube Deluxe, \$95 


Bag Melissa, Resort Tote Bag, \$49 


Swagman, Resort Tote Bag, \$49 





Jackall Luggage, New Women's Reservoir Backpack, \$179 


T-shirt by Gildan, Soft Jersey Tee, \$49 

Foot Locker, Top Women's Sneakers, \$169 

Hill Hiking, Natural Gaiter Hat, \$49 

Luggage Large Rolling Luggage, Samsonite Lite-Cube Deluxe Large, \$199 

Samsonite  Samsonite  Samsonite  Samsonite 



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 VIC Holiday Dates 2023

Dec/Jan School Holidays	21 Dec 2022 (Wed) to 29 Jan (Sun)
New Year's Day	2 Jan (Mon)
Australia Day	26 Jan (Thur)
Labour Day	13 Mar (Mon)
April School Holidays	7 Apr (Fri) to 23 Apr (Sun)
Good Friday	7 Apr (Fri)
Easter Saturday	8 Apr (Sat)
Easter Sunday	9 Apr (Sun)
Easter Monday	10 Apr (Mon)
Anzac Day	25 Apr (Tue)
Queen's Birthday	12 Jun (Mon)
Winter School Holidays	24 Jun (Sat) to 9 Jul (Sun)
September School Holidays	16 Sep (Sat) to 1 Oct (Sun)
Melbourne Cup	7 Nov (Tue)
Christmas Day	25 Dec (Mon)
Boxing Day	26 Dec (Tue)

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

Marketing Campaign opportunities

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



JANUARY						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	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						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE						
M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY						
M	T	W	T	F	S	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER						
M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER						
M	T	W	T	F	S	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER						
M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

MELBOURNE AIRPORT



melbourneairport.com.au