MELBOURNE AIRPORT

Retail Marketing Calendar

2018/19

The year ahead

It's an exciting time to be part of Melbourne Airport and as a valued partner we'd like to keep you involved in every step of the journey.

With an excess of **96,000** passenger movements daily, we aim to support our retailers commercial and marketing needs, through targeted monthly activity. Using a variety of distribution channels, our campaigns will leverage off seasonal Melbourne events along with travel trends in market.

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JULY

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Key VIC Holiday Dates

July School Holidays	30 Jun (Sat) to 15 Jul (Sun)
September School Holidays	22 Sep (Sat) to 7 Oct (Sun)
AFL Grand Final Public Holiday	28 Sep (Fri)
Melbourne Cup	6 Nov (Tue)
Dec/Jan School Holidays	22 Dec (Sat) to 29 Jan (Tue)
Christmas Day	25 Dec (Tue)
Boxing Day	26 Dec (Wed)
New Year's Day	1 Jan (Tue)
Australia Day	26 Jan (Sat)
Australia Day Holiday	28 Jan (Mon)
Labour Day	11 Mar (Mon)
April School Holidays	6 Apr (Sat) to 22 Apr (Mon)
Good Friday	19 Apr (Fri)
Easter Saturday	20 Apr (Sat)
Easter Sunday	21 Apr (Sun)
Easter Monday	22 Apr (Mon)
Anzac Day	25 Apr (Thu)
Queen's Birthday	10 Jun (Mon)
July School Holidays	29 Jun (Sat) to 14 Jul (Sun)

Domestic Marketing Campaign Dates

External Awareness Campaign Multi Channelled	12 month rollout monthly retailer focus
AFL Grand Final Week Campaign	24 Sep (Mon) to 29 Sep (Sat)
Spring Racing Campaign	29 Oct (Mon) to 11 Nov (Sun)
Christmas Campaign / Staff Sale	17 Dec (Mon) to 25 Dec (Tue)
Australia Open Campaign	14 Jan (Mon) to 27 Jan (Sun)
Grand Prix Campaign	14 Mar (Thu) to 17 Mar (Sun)
Easter/School Holiday Campaign	6 Apr (Sat) to 22 Apr (Mon)

Retail Masterclass Dates

Empathy	16 Jul
Questions	30 Aug
Energy	3 Oct
Heart	18 Oct
Purpose	28 Nov
Practice	19 Dec

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

FOR ALL RETAIL ENQUIRIES

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Queen's Birthday	10 Jun (Mon)
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International and Domestic Marketing Campaign Dates

External Awareness Campaign Multi Channelled	12 month rollout monthly retailer focus
Local Influencer Campaign	Jul to Aug, Nov to Dec, May to Jun
KOL Influencer Campaign	Jan, May, June
National Day Golden Week Campaign	1 Oct (Mon) to 7 Oct (Sun)
Chinese Lunar New Year Campaign	4 Feb (Mon) to 17 Feb (Sun)

Retail Masterclass Dates

Empathy	16 Jul
Questions	30 Aug
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