



AUSTRALIAN
AIRPORTS
ASSOCIATION

The
MERCURIUS
Group



SMALL AIRPORTS COMMERCIAL REVENUES Benchmarking Study 2024

A brand new offering from the Australian Airports Association and The Mercurius Group, providing the opportunity to **benchmark your non-aeronautical revenues against peers in the industry.**

For those smaller airports who haven't had access to benchmarking previously, or you don't know where to start, this a unique opportunity to measure your commercial operations and help diversify your airport's revenue.

This study will focus on retail, ground transport and ancillary revenue streams such as advertising, lounges and property rentals. It is designed to work in conjunction with the broader 2024 Retail and Commercial Forum, to boost your credentials in the airport retail and commercial space.

**Secure your place and
click here to register**



BENEFITS OF TAKING PART

- Compare your airport to similar scaled airports across the Asia-Pacific
- Benefit from **working together** with other airports
- Work with **experienced consultants** at an exclusive, affordable rate
- Discover **practical assistance** on next steps
- Receive a **tailored report** for your airport
- Explore **new revenue** streams
- **Network with peers** at an exclusive event
- Monitor and **track your performance** over time

For more information contact:

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REGISTRATION RATES

Tier 1*
\$4,000

* 500K-1M in annual PAX

Tier 2**
\$2,500

** 150K-500K annual PAX

Benchmarking of all possible commercial parameters in a tailored report



Masterclass
\$500***

To be run in conjunction with the AAA's 2024 Retail and Commercial Forum

How to put practical steps in place to improve your airport's revenue

*** This fee is to attend the dedicated masterclass which is taking place at the 2024 Retail and Commercial Forum.

Can be bought together or separately

[Click here to register](#)

Please note: All prices quoted are in Australian dollars. Prices are exclusive of GST.

ABOUT THE AAA

The Australian Airports Association (AAA) has been connecting Australian airports for more than 40 years. We facilitate co-operation among airport members and their many and varied partners in Australian aviation, whilst contributing to an air transport system that is safe, secure, competitive and environmentally sustainable for the benefit of all Australians and visitors.

The AAA represents the interests of more than 340 airports and aerodromes Australia wide – from the local country community landing strip to major international gateway airports. The AAA partners with corporate members to provide opportunities for all members to build networks and lasting business relationships.

ABOUT THE MERCURIUS GROUP

The Mercurius Group helps infrastructure businesses such as airports, railway stations, cruise ship terminals, universities, hospitals, stadiums, museums and casinos generate untapped commercial revenues from activities such as retailing, food & beverage, car parking and advertising.

The Mercurius Group takes pride in doing this without disrupting the original infrastructure operations. You don't have to choose between efficient operational performance or generating commercial revenue. You can have both. All it takes is early planning, an understanding of what drives revenue generating opportunities and great design.

See some of our previous work on our website: themercuriusgroup.com



AAA RETAIL AND COMMERCIAL FORUM RETURNS IN JULY

Now in its third year, the incredibly successful AAA Retail and Commercial Forum will take place in Melbourne from 22-24 July 2024.

The Forum brings together senior airport commercial executives, operators, and brands, as well as their business partners from duty free, specialty retail, food & beverage, car parking, car rental, ground transport, advertising, property, and hotels and other enterprises which are focused on delivering non-aeronautical revenue success at airports.

Further details coming soon.