



AIRPORT RETAIL & COMMERCIAL FORUM

22-24 July 2024, Pullman Melbourne on the Park, Melbourne



AUSTRALIAN
AIRPORTS
ASSOCIATION

The
MERCURIUS
Group 



The
Moodie Davitt
Report



PROGRAM

AAA RETAIL AND COMMERCIAL FORUM DATES

Monday 22 July

Ground Transport Forum and
Welcome Networking Drinks

Tuesday 23 July

Forum/Exhibition/Gala and
Awards Dinner

Wednesday 24 July

Benchmarking Masterclass
(breakfast) and Forum/Exhibition

NETWORKING EVENTS

WELCOME NETWORKING DRINKS

Monday 22 July, from 6.30pm to 8.30pm
Exhibition Floor (level 1) at Pullman Melbourne on the Park

Join us for the opportunity to enjoy re-connecting with industry colleagues and friends at this informal networking event.

GALA AND AWARDS DINNER

Tuesday 23 July, from 7pm to 10.30pm
Members Dining Room at MCG

Join us as we celebrate and honour contributions and achievements made by individuals who have served the airport commercial sector. By attending the Gala Dinner you will have the chance to re-connect with industry colleagues and acknowledge and celebrate the success of the 2024 recipients.

REGISTRATION

	EARLY BIRD UNTIL 17 MAY	STANDARD FEE FROM 18 MAY - 12 JULY	LATE FEE FROM 13 JULY - 24 JULY
AAA AIRPORT MEMBERS	\$1,150	\$1,400	\$2,200
AAA CORPORATE MEMBER	\$1,400	\$1,750	\$2,100
NON-MEMBER	N/A	\$2,900	\$3,250

REGISTRATION FEES INCLUDE ALL NETWORKING FUNCTIONS PLUS COMPLIMENTARY ATTENDANCE TO THE GROUND TRANSPORT FORUM ON MONDAY 22 JULY

ALL REGISTRATION FEES INCLUDE GST



REGISTER
HERE

AAA RETAIL AND COMMERCIAL FORUM PROGRAM

DAY ONE: MONDAY 22 JULY 2024

8.30AM - 9.30AM	BUS TRANSFER TO AIRPORT
9.30AM - 11.30AM	MELBOURNE AIRPORT GROUND TRANSPORT TOUR
11.30AM - 12.15PM	BUS TRANSFER TO CONFERENCE HOTEL
12.15PM - 1PM	LUNCH
1PM	GROUND TRANSPORT FORUM BEGINS
1PM - 1.10PM	INTRODUCTION AND WELCOME
1.10PM - 1.55PM	FOCUS ON THE CONSUMER – WHAT DO PASSENGERS THINK ABOUT GROUND TRANSPORT OPTIONS?
1.55PM - 3PM	KEY AIRPORT GROUND TRANSPORT UPDATES
3PM - 3.45PM	PANEL DISCUSSION: GROWING CAR PARKING REVENUES
3.45PM - 4.45PM	PANEL DISCUSSION: DISRUPTORS AND COMPETITION IN THE CAR RENTAL MARKET
4.45PM - 5.30PM	PANEL DISCUSSION: CHANGES COMING TO OTHER GROUND TRANSPORT MODES
6.30PM - 8.30PM	RETAIL AND COMMERCIAL FORUM WELCOME DRINKS

Please note the program is subject to change



REGISTER
HERE

AAA RETAIL AND COMMERCIAL FORUM PROGRAM

DAY TWO: TUESDAY 23 JULY 2024

9AM - 9.05AM	CONFERENCE WELCOME
9.05AM - 9.15AM	CONFERENCE OVERVIEW
9.15AM - 9.30AM	HOST AIRPORT WELCOME
9.30AM - 10AM	PRESENTATION: FOCUS ON THE AIRPORT CONSUMER - BESPOKE CONSUMER RESEARCH STUDY REPORT
10AM - 10.30AM	PRESENTATION: FOCUS ON THE RETAILER EXPERIENCE - BESPOKE RETAILER SENTIMENT STUDY REPORT
10.30AM - 11AM	COFFEE BREAK
11AM - 12.20PM	PRESENTATION & PANEL DISCUSSION: THE GROWING ROLE OF DATA ANALYTICS IN TRAVEL RETAIL
12.20PM - 1PM	PRESENTATION & PANEL DISCUSSION: USING THE AIRPORT ECO-SYSTEM TO DRIVE ADVERTISING REVENUES
1PM - 2PM	LUNCH BREAK
2PM - 2.50PM	PRESENTATION & PANEL DISCUSSION: THE BEAUTY CATEGORY IN FOCUS
2.50PM - 3.40PM	PRESENTATION & PANEL DISCUSSION - FINDING THE MISSING LINK - PROVING THAT INVESTMENT IN CX/DESIGN IMPACTS COMMERCIAL OUTCOMES
3.40PM - 4PM	COFFEE BREAK
4PM - 5PM	FOCUS ON MELBOURNE AIRPORT COMMERCIAL - ALL THINGS COMMERCIAL
7PM - 10.30PM	GALA DINNER AND AWARDS CEREMONY

Please note the program is subject to change

REGISTER
HERE

AAA RETAIL AND COMMERCIAL FORUM PROGRAM

DAY THREE: WEDNESDAY 24 JULY 2024

8AM - 10AM	SMALL AIRPORT COMMERCIAL REVENUE BENCHMARK STUDY MASTER CLASS
10AM - 10.40AM	KEYNOTE PRESENTATION: MAJOR AIRPORT UPDATE
10.40AM - 11.20AM	PANEL DISCUSSION: THE GROWING ROLE OF RETAIL AND MARKETING TECH
11.20AM - 11.40AM	FIRESIDE CHAT: SSP - A GROWING FORCE IN AIRPORT F&B
11.40AM - 12.40PM	PANEL DISCUSSION: THE RISE AND RISE OF AIRPORT F&B
12.40PM - 1.40PM	LUNCH BREAK
1.40PM - 2.30PM	PANEL DISCUSSION: DOMESTIC MARKET BRANDS IN THE AIRPORT RETAIL SPACE - A PRESPECTIVE
2.30PM - 3PM	PANEL DISCUSSION - WHY DOES STORE DEVELOPMENT COST SO MUCH ON AIRPORTS?
3PM	FORUM CLOSE

Please note the program is subject to change

REGISTER
HERE

