



REGIONAL AIRPORTS COMMERCIAL REVENUES

BENCHMARKING STUDY

2025

Now in its second year, this Australian Airports Association and The Mercurius Group offering provides the opportunity to benchmark your non-aeronautical revenues against industry peers.

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

For regional airports this is a cost effective opportunity to acquire valuable industry benchmarking data.

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 2025 Retail & Commercial Forum, to understand where your airport sits and take the next steps towards better asset utilisation.

BENEFITS OF TAKING PART

- ✓ Compare your airport to similar scaled airports across 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
- ✓ Hear from peers via case study analysis
- ✓ Monitor and track your performance against time series data.



DON'T MISS OUT!

For Expressions of Interest please contact:

Diane Owens, The Mercurius Group
Email: dowens@themercuriusgroup.com
Phone: +61 438 623 870

Australian Airports Association
Email: events@airports.asn.au
Phone: +612 6320 1110

REGISTRATION RATES

TIER 1 \$6,500

1M-2M annual PAX

TIER 2 \$4,500

500K-1M annual PAX

TIER 3 \$3,000

150K-500K annual PAX

Registration includes:

- ✦ Benchmarking of 30+ metrics across non-aeronautical revenue streams
- ✦ Timeseries on changes to key benchmark metrics
- ✦ Dedicated Masterclass registration

DEDICATED MASTERCLASS

To be run in conjunction with the AAA's 2025 Airport Retail & Commercial Forum.

Masterclass includes case studies and practical steps to improve your airport's revenue.

Masterclass is only available to airport members participating in the study.

ABOUT THE AAA

As the peak industry body representing the interests of more than 340 airports and aerodromes Australia wide, the Australian Airports Association (AAA) is heavily invested in supporting the success and growth of our members. One of our key objectives is facilitating co-operation among airport members and the many and varied corporate partners providing goods and services into the Australian aviation sector. By partnering with The Mercurius Group, the AAA is able to bring cost effective access to benchmarking data to drive decision making.

With the launch of Members Lounge in January 2025, our member engagement tool is designed to connect members and empower success through growth, connection, and innovation, AAA's Members Lounge is a bold evolution of how you engage with the AAA.

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, ground transport 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



SYDNEY 22-23 JULY



**AIRPORT RETAIL
& COMMERCIAL
FORUM 2025**

Lessons from Within & Beyond the Airport Environment

Now in its fourth year, the incredibly successful AAA Airport Retail & Commercial Forum will take place in Sydney from 22-23 July 2025.

The Forum brings together senior airport commercial executives, operators, and brands, as well as their business partners from duty free, speciality 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.