

Retail Marketing Calendar

2019/20

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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						
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SEPTEMBER						
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OCTOBER						
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NOVEMBER						
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DECEMBER						
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JANUARY						
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FEBRUARY						
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MARCH						
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APRIL						
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MAY						
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JUNE						
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29	30					



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 **100,000** 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.

Key VIC Holiday Dates

July School Holidays	29 Jun (Sat) to 14 Jul (Sun)
September School Holidays	21 Sep (Sat) to 6 Oct (Sun)
AFL Grand Final Public Holiday	27 Sep (Fri)
Melbourne Cup	5 Nov (Tue)
Dec/Jan School Holidays	21 Dec (Sat) to 28 Jan (Tue)
Christmas Day	25 Dec (Wed)
Boxing Day	26 Dec (Thu)
New Year's Day	1 Jan (Wed)
Australia Day	26 Jan (Sun)
Australia Day Holiday	27 Jan (Mon)
Labour Day	9 Mar (Mon)
April School Holidays	28 Mar (Sat) to 13 Apr (Mon)
Good Friday	10 Apr (Fri)
Easter Saturday	11 Apr (Sat)
Easter Sunday	12 Apr (Sun)
Easter Monday	13 Apr (Mon)
Anzac Day	25 Apr (Sat)
Queen's Birthday	8 Jun (Mon)
July School Holidays	30 Jun (Sat) to 15 Jul (Sun)

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

International and Domestic Marketing Campaign Dates

Social Media Marketing	Always on
Melbourne Spring Fashion Week Campaign	25 Aug (Sun) to 5 Sep (Thu)
Father's Day Campaign	26 Aug (Mon) to 1 Sep (Sun)
Golden Week Campaign	1 Oct (Tue) to 7 Oct (Mon)
Christmas Campaign	11 Dec (Wed) to 20 Dec (Fri)
Chinese Lunar New Year Campaign	16 Jan (Thu) to 1 Feb (Sat)
School Holidays and Easter Campaign	25 March (Wed) to 10 April (Fri)
Mother's Day Campaign	4 May (Mon) to 10 May (Sun)

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