

Adelaide Airport Retail Marketing Toolkit 2026



Hello!

Welcome to your Adelaide Airport Retail Marketing Toolkit.

With millions of people passing through the terminal each year, Adelaide Airport is a media channel itself.

This kit has been designed to help you leverage Adelaide Airport's marketing channels to support your business. It has been provided in conjunction with the Adelaide Airport Retail Marketing Plan as it provides details in relation to the marketing opportunities to help you reach success.

We look forward to working with you to market your stores in a variety of ways, to boost sales and drive passenger spend rate!

Contact Us

For further information about opportunities, please contact:



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Marketing & Retail Performance Manager

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Justine Firth

Head of Customer, Brand & Marketing

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New Store Openings

Welcome to Adelaide Airport!

We are excited to welcome your store and team to Adelaide Airport!

To create brand awareness amongst passengers, visitors and Airport staff, we have put together a list of promotional support that we can offer your business prior to, during, and after your official opening.

Further details on specs and other requirements are available in this Toolkit.

Your Store Launch

We'd love to work with you to bring your vision to life! For support with your store launch, please contact our Marketing Team.

Marketing support for Pre-Launch / Launch / Post-Launch includes:

- Website
- Social Media
- E-newsletters
- Digital Signage
- Event Planning: Support with launch and activations (in-store or concourse if applicable)
- Internal Communications to Staff e.g. Airport News, Intranet, Tenant Rewards etc.
- Media/ PR (where possible)



Your Store Details

Let's get started!

Please supply store manager contact details below:

Name: _____

Title: _____

Best contact no. : _____

Store Phone no. : _____

Email: _____

Please supply the following information for your website store listing:

Store Trading Name: _____

Website URL: _____

Store Phone No: _____

Trading Hours
(days and times): _____

Social Media Handles: _____

Staff Discounts – refer to page 11 in this document

Confirm if ASIC holders receive a discount eg. 10% or 20% _____

Confirm if Tenant Rewards card holders receive a discount eg. 10% or 20%: _____

Description (200-300 words):

Please supply the following as attachments:

- Logos (png, jpeg, eps files preferred)
- Brief Brand Guidelines
- Photos/ Images
- Menu (if applicable)

Please email this completed form to: aseneca@aal.com.au and dhremias@aal.com.au

Thank you, we look forward to working with you!



Digital Signage

Digital Screens – Retailer Opportunities

Throughout the year, we have opportunities to advertise your business across our terminal digital screens. To express your interest, please contact the Adelaide Airport Marketing team.

JCDecaux Paid Opportunities

JCDecaux manages the internal and external Airport Business Community advertising at Adelaide Airport. They offer an extensive range of advertising formats in high-traffic areas to ensure maximum exposure for your business.

If you are interested in advertising opportunities at Adelaide Airport, please contact the JCD Office:

Phone: [+61 8 8415 6500](tel:+61884156500)

Email: adelaide@jcdecaux.com



Digital Screens: Artwork Specs

Capture Departures:

Landmark, above central screening, level 2 (Jpeg)

1408px wide x 768px high

Concourse, level 2 (Jpeg)

2304px wide x 864px high

Indoor Digital Portrait, level 2 (Jpeg)

1080px wide x 1920px high

Capture Arrivals:

Indoor Digital Portrait, level 2 (Jpeg)

1080px wide x 1920px high

Welcome screen above escalator (Jpeg)

960px wide x 576px high

Baggage Carousels, ground floor (Jpeg)

1920px wide x 1080px high



If you are interested in animated displays (video), please contact **Angela** for more information and creative requirements: aseneca@aal.com.au

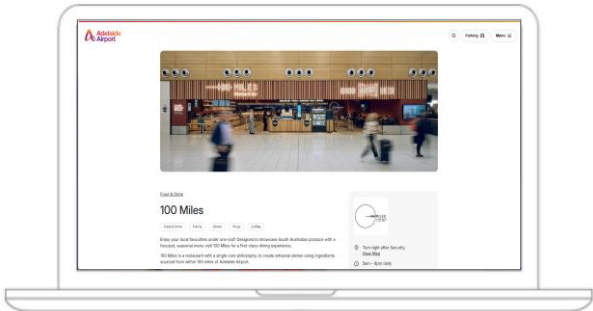


Website

Shop, Dine and Unwind

The [Shop, Dine and Unwind](#) section of our website is Adelaide Airport's hub for shopping, events and special offers within our main website.

We encourage you to take advantage of the opportunity to list your store along with your special offers and events on our website directory to help create awareness of your brand, retail offerings and store location.



Store Listing

Once we have your store details, we will list you on our website: [see here](#)

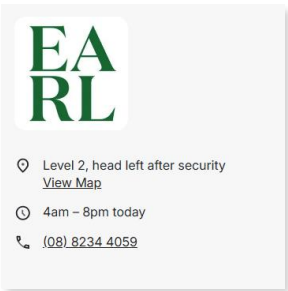
Store Hero Image (Jpeg)

2600px wide x 1200px high
(2:1 ratio)



Store Logo (Jpeg)

346px wide x 286px high



Carousel Images (Jpeg)

570px wide x 438px high
(1.3:1 ratio)



E-newsletters

eDM

Adelaide Airport send weekly eDMs (e-newsletters) to our customer database of **270K+ recipients** to communicate parking deals, flight deals, retailers/ special offers and more.

Dedicated emails can also be sent to approx. **2K** subscribers that have opted into “Retail”.

Mentions are subject to availability. Please contact or send your artwork to the Adelaide Airport Marketing team for inclusion.

Banner Specs

Main eDM Banner (Jpeg)
600px wide x 600px high

Normal eDM Banner (Jpeg)
600px wide x 400px high

eDM Caption
Please supply
up to **80 words** of text.
Include a “call to action”
or URL for more details.



A new era of travel has landed with Malaysia Airlines 🇲🇾

[Malaysia Airlines](#) and the A330-300neo, now flying daily from Adelaide Airport. 🌐

With more comfort, quieter engines and 25% improved fuel efficiency, the A330neo delivers a smooth start to your next journey, featuring 28 Business seats and 269 Economy seats (24 seats including extra legroom). 🌐

Book your next adventure onboard the A330neo with [Malaysia Airlines](#).

[Book now](#) →



Travelling over the School Holidays? 🎒

Start your trip the easy way with [Valet Parking](#). Simply pull up at the terminal on Adams Circuit, hand over your keys, and head straight inside while we take care of the rest.

[Book online](#) in advance to save, or arrive on the day.



Secure your space.



Choose the right car park for you.



Easily manage your booking.



Shift seasons at Seed 🌱

Discover must-haves for the moment. Explore the plum red edit to refine your new season style. Classic, contemporary, and now available in-store.

🛍 Shop the latest [Seed](#) looks for women and kids at Adelaide Airport, Level 2, domestic departures.

[Visit today](#) →



Choc your muffin your way! 🍫

Fly into [Muffin Brownie](#), go indulge in the new Choc Brownie Sundae Muffin plus the Choc Lover's range with something special for every sweet craving.

Grab yours in-store today!

🛍 Visit [Muffin Brownie](#) at Adelaide Airport, Level 2, domestic departures. 🌐

[Visit today](#) →



Social Media

At Adelaide Airport, we are proud of our retail community and seek to promote businesses across our social media channels. Our social media content is curated to ensure a mix of content that genuinely interests, inspires and helps our highly engaged audience.

Our social media channels available for retail marketing include **Instagram** and **Facebook**. Share your channel details or tag us [@adelaideairport](#) so that we can support your business!

Contact Us

To leverage our social media and share your content across our available platforms, please contact the Adelaide Airport Marketing team.

Content Specs

Tiles (Jpeg)

1080px wide x 1350px high

Stories (Jpeg)

1080px wide x 1920px high

Reels (MP4)

1080px wide x 1920px high
9:16

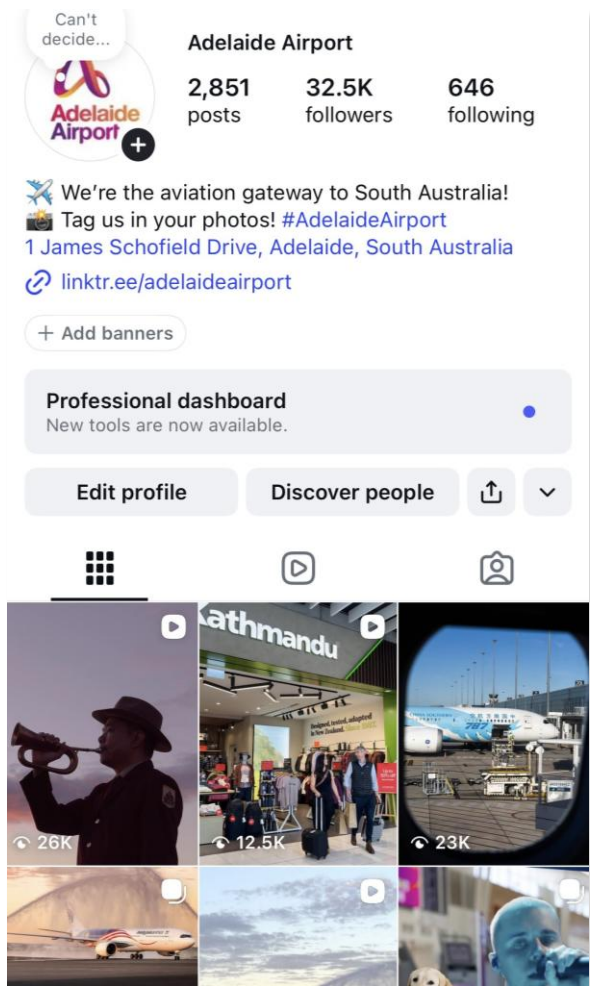
Key Channels for Retail



Instagram
[@adelaideairport](#)
Followers: 32.5K



Facebook
[@AdelaideAirport](#)
Followers: 72.5K



You can also find Adelaide Airport on **LinkedIn** for corporate content.



Casual Mall Licensing

We encourage you to think outside the square and offer a range of casual mall licenses to support your campaign.

Ideas include:

Roving Entertainment

Whether you are interested in having a roving brand mascot or distributing samples of your products to customers in the terminal, we'd love to hear what you can offer and are here to support your activations.

Visual Merchandising

We can work with you to showcase your products within the terminal concourse throughout certain times of the year.

Pop-Up Stores

Have an idea that involves popping up in another location inside the terminal? Speak to us about opportunities for activations and trading outside of your lease line.

Additional Signage

As the Terminal Expansion continues, wayfinding signage will be considered on a case-by-case basis.

Contact

Please contact **Angela** or **Justine**, who will help facilitate your activation, thank you.



Airport Business Community Facebook Group

Here is your opportunity to join Adelaide’s largest business community! Advertise your special offers to the large audience that sits within our Airport Business Community.

Join the private ABD Facebook community [here](#)

ABD Business Class: Your corporate connection to almost 10,000 business professionals.

At Adelaide Airport, we’re constantly looking for ways to provide value to the various businesses located within ABD. That’s almost 250 companies and nearly 10,000 employees.

ABD Business Class is an online networking hub accessible via a private Facebook group. Sign up today to access members-only privileges.

ABD Business Class: Network with the best



Build corporate relationships with businesses and executives



Promote your business and grow your brand



Develop referral and networking opportunities with other businesses in the ABD



Stay up to date with the latest Airport news and information



Have your say; provide feedback directly to Adelaide Airport



Access exclusive offers



Staff Discount

ASIC (Aviation Security Identification Cards) are issued to Adelaide Airport employees, Airline staff, security and cleaning staff, as well as contractors working on site. They can be grey, red or white CIC (Corporate Id Cards) as pictured.

Most retailers offer these card holders a discount to encourage sales from the community that frequently pass through the airport, e.g. 10% or 20%.



Tenant Rewards Card Holders

To attract more customers (including non-travellers) into the terminal, we have introduced the **Tenant Rewards** program, which offers staff discounts to all employees in our Airport Business Community (approx. 10,000 people).

This includes businesses such as Mitsubishi, Bunnings and AFL Max. Employees are encouraged to [sign up](#) to the program and receive a card (pictured below) to help Retailers identify them.

T1 Retailers are encouraged to introduce extra special deals for these members (plus ASIC holders) to draw them into stores.

These offers are communicated via a monthly eDM distributed to all members.

Contact or send new offers to Angela for inclusion: aseneca@aal.com.au



AAL Advertising Summary

JCD Digital Screens

To advertise on the large digital screens at special rates in Adelaide Airport, please contact their office:

Phone: [+61 8 8415 6500](tel:+61884156500)

Email: adelaide@jcdecaux.com

Digital Screens: Artwork Specs

Landmark, above central screening, level 2 (Jpeg)

1408px wide x 768px high

Concourse, level 2 (Jpeg)

2304px wide x 864px high

Indoor Digital Portrait, level 2 (Jpeg)

1080px wide x 1920px high

Welcome screen above escalator (Jpeg)

960px wide x 576px high

Baggage Carousels, ground floor (Jpeg)

1920px wide x 1080px high

E-newsletter (eDM)

Adelaide Airport sends a weekly eDM to our customer database of 250k+ recipients to communicate parking and retail offers etc. Mentions are subject to availability.

You can subscribe [here](#)

eDM Banner Specs

Main eDM Banner (Jpeg)

600px wide x 600px high

Normal eDM Banner (Jpeg)

600px wide x 400px high

eDM Copy or caption

Please supply up to **100 words** of text.

Social Media

Adelaide Airport's Instagram and Facebook platforms are available for promoting our retailers.



Instagram

[@adelaideairport](https://www.instagram.com/adelaideairport)

Followers: 27.6K



Facebook

[@AdelaideAirport](https://www.facebook.com/AdelaideAirport)

Followers: 67.8K

Content Specs

Tiles (Jpeg)

1080px wide x 1350px high

Stories (Jpeg)

1080px wide x 1920px high

Reels (MP4)

1080px wide x 1920px high
9:16

CMLs

We encourage tenants to talk to us about ideas outside of their lease line. Examples include:

- Roving Entertainment
- Visual Merchandising
- Pop Up Stores
- Additional Signage

Airport Community

Reach AAL staff, airline staff, cleaners, security and the Airport Business Community via our internal channels including:

- Yammer (AAL Intranet)
- Airport/ Ambassador Newsletters
- ABD Private Facebook Group
- Monthly Tenant Rewards eDM

Join the ABD Facebook Group [here](#)

Sign up to Adelaide Airport
Tenant Rewards [here](#)



How well do you know the Adelaide Airport terminal?

Here's an opportunity for you to brush up on your airport knowledge, ensuring that your team are well-equipped to provide exceptional service to travellers from all around the world.

Q: Who do you call if you encounter an emergency or liquid spill in the terminal?

A: Call the Airport Coordination Centre (ACC) via 8154 9444

Q: What time does the airport terminal open & close each day?

A: Opens at 3:15am and closes at 11.30pm and visitors are unable to remain inside during this time. Nearby accommodation is available [here](#) [Terminal Opening and Closing Hours - Adelaide Airport](#)

Q: What is the name of the onsite hotel at Adelaide Airport?

A: Atura Hotel.

Q: Where is the Valet parking desk located?

A: Near Atura Hotel

Q: What is the information desk on the ground floor called?

A: Adelaide Airport Welcome Desk

Q: Is there a Lost & Found service at the airport? Where can I enquire about lost items?

A: Yes, at the Welcome Desk on ground floor, or lodge a lost item request online.

Q: How many shower facilities are available inside the terminal, and where are they located?

A: We have three shower facilities, located on the ground floor domestic and international arrivals and at Gate 18.

Q: Where would you find baggage lockers at Adelaide Airport?

A: Ground floor, Terminal Car Park

Q: How many animal relief areas are located inside the terminal, and where are they?

A: We have three: Gate 16, Gate 18 and international arrivals.

Q: Where are the international airline offices located?

A: Level 1 above the Vickers Vimy Exhibition.

Q: What time does the Vickers Vimy exhibition open, and where is it located?

A: Opens at 8am daily, located at Atura Circuit (opposite Atura Hotel).

Q: Does the airport terminal have a pharmacy, and where is it located?

A: Yes, turn left post security screening and it's next to the Virgin Australia lounge.

Q: How many prayer rooms do we have, and where are they situated?

A: We have two, one at international departures on level 1 and one next to Rip Curl on level 2.



How well do you know the Adelaide Airport terminal?

Q: Are there duty-free stores in the international arrivals / departures areas?

A: Yes, one at international arrivals and another at departures.

Q: Which bus takes passengers into the city, and where is it located?

A: Catch the J1 bus, located just near the Taxi Rank.

Q: Where do travellers collect Hidden Disability lanyards from?

A: At the Welcome Desk on ground floor.

Q: How do pax book time with ELMO, Adelaide Airport's facility dog?

A: Elmo, provides comfort and assistance to customers needing extra support and can be booked here [Hidden Disabilities - Adelaide Airport](#)

Q: Where are the car rental offices located at the airport?

A: On the ground floor and also via the Terminal Car Park.

Q: What are our four car parking options at Adelaide Airport?

A: P1 Terminal Car Park, P2 Outdoor, P3 Long Term Car Park, and our new Valet service.

Q: Where do customers check in their oversized baggage (e.g. sporting equipment)?

A: At the oversized baggage located next to the Virgin Australia and Jetstar check-in counters.

Q: Where can travellers purchase public bus tickets?

A: At the bus stop.

Q: What is the name of our international lounge, and who can access it?

A: Plaza Premium Lounge, only available for passengers travelling overseas.

Q: Name the domestic lounges at Adelaide Airport.

A: Qantas Lounge, Virgin Australia Lounge and Plaza Premium Domestic Lounge.

Q: Where can customers purchase phone SIM cards at Adelaide Airport?

A: JB Hi-Fi, WHSmith and Travelex

Q: Where are the airport's currency exchange counters?

A: You'll find Travelex stores on ground floor near international arrivals and on level 2, opposite security screening.

Q: Where can you find designated smoking areas at the airport?

A: Designated smoking areas are located outside on the plaza (ground floor), and upstairs at and northern end of the terminal (outside, level 2).

Q: Where is the Tourist Refund Desk located (TRS)?

A: Tourist Refund Scheme office is located on Level 1 (post international security). To make a TRS claim, Pax should complete their departure immigration clearance at least 90 mins before the scheduled departure time of their flight.





Thank you!

