

# **REQUEST FOR EXPRESSION OF INTEREST**

**NORTH QUEENSLAND AIRPORTS  
OPERATING CAIRNS AND MACKAY AIRPORTS**

**ON AIRPORT ADVERTISING**

EOI NO.: 001

## OVERVIEW

### North Queensland Airports Group

North Queensland Airports Group (NQA) owns and operates Cairns and Mackay Airports. As an organisation responsible for these vital pieces of regional infrastructure, NQA plays a key role in the prosperity and development of the regions it serves. North Queensland Airports strives to work in partnership with its communities, stakeholders, employees, and shareholders and is committed to building prosperity through investment and development, which in turn facilitates regional economic growth in North Queensland.

The North Queensland Airports Group is privately owned and held by a consortium of shareholders which include: IIF Cairns Mackay Investment Ltd (IIF) (which is managed by JP Morgan Asset Management), TIF Airports Pty Ltd as trustee of the TIF Airports Trust (TIF) (which is managed by Gardior Pty Ltd) and Perron Airports Holdings Pty Ltd (Perron).

## CAIRNS AIRPORT

### Introduction

Cairns Airport is one of Australia's leading regional airports, providing air links to a variety of regional, domestic, and international destinations. Pre-COVID, Cairns Airport welcomed over 5 million passengers per year. During COVID, the BNE-CNS service was one of the top 10 busiest routes in Australia.

Domestic passenger levels at NQA have exceeded pre-COVID 2019 figures during peak periods, positioning NQA to be at the epicentre of regional development and growth through to 2040.

Described as 'descending into paradise,' Cairns Airport is the gateway to the World Heritage Great Barrier Reef and Tropical Rainforests of North Queensland and is just 7km from the Cairns CBD.

Cairns Airport offers direct domestic flights to Brisbane, Gold Coast, Sydney, Melbourne, Adelaide, Perth, Darwin, Townsville, Whitsunday Coast, and other various regional centres across North Queensland.

Passengers can also fly internationally direct to Singapore, Port Moresby, Japan, and New Zealand.

On 14 December 2022 Virgin Australia announced they will begin operating year-round, daily direct flights between Tokyo Haneda and Cairns. The service will begin on 28 June 2023.

## Development and Growth Cairns

New airline Bonza has received approval from the authorities to commence operations in Australia. Bonza are planning to operate the following regional routes:

- Cairns – Rockhampton (2 x per week)
- Cairns – Sunshine Coast (5 x per week)
- Cairns – Mackay (2 x per week)

**Cairns Airport** completed a \$55 million Domestic Terminal Upgrade in 2020. The new-look terminal provides an improved passenger experience and instantly connects travellers to Tropical North Queensland. The terminal upgrade saw the departure lounge double in size to 10,000 sqm and now boasts over 30 speciality retail and food and beverage stores. Passengers can now enjoy produce with an exciting local connection along with a vast range of local and well-known national brand fashion accessories, giftware, and souvenirs.

The impending commencement of new airline Bonza, offering routes currently unserved by non-stop services, is expected to add thousands of additional seats to the Cairns market per week. We have also seen promising developments in international travel as the world continues to reopen, with increasing numbers of overseas passengers, as confidence continues to grow and the recent announcement of year-round, daily direct flights from Tokyo Haneda with Virgin Australia, in partnership with trusted global carrier All Nippon Airways (ANA).

Our international terminal will undergo a major \$40-50 million redevelopment beginning in 2023. It will be transformed into a contemporary space that reflects the dynamic atmosphere of the Far North, using materials, imagery and design elements that highlight our unique environment and cultural values. The first stage of the development is expected to commence in early 2023.

Cairns Airport is a naming rights sponsor for the Cairns Airport IRONMAN Asia Pacific Championship, which injects an additional 2000 passengers into the region for the week of the event. We are also major sponsors of the Cairns Indigenous Art Fair (CIAF) and the Port Douglas Gran Fondo Festival. Events such as this provide great incentive for people to visit Cairns and the greater Far North region. Cairns Airport also partners with Tourism Tropical North Queensland and Tourism Port Douglas and Daintree to leverage opportunities for tourism and visitation growth.

Our Statement of Intent is a blueprint for our vision and development through to 2040. This plan details a series of key focus areas including sustainability, employment, innovative facilities and aviation and trade targets. Evolving aircraft technology will help Cairns Airport to expand international offerings. More markets in Asia are expected to be accessible such as Vietnam, India, and South Korea, as well as regional ports in Japan, with future aspirations including flights to North America, Europe, and the Middle East. Passenger numbers at Cairns Airport are forecast to reach approximately 10 million by 2040.

## Cairns Airport – Domestic Terminal – Passenger Profile (Terminal 2)

Annual domestic comparison year on year for the periods 1 January to 31 December are below.

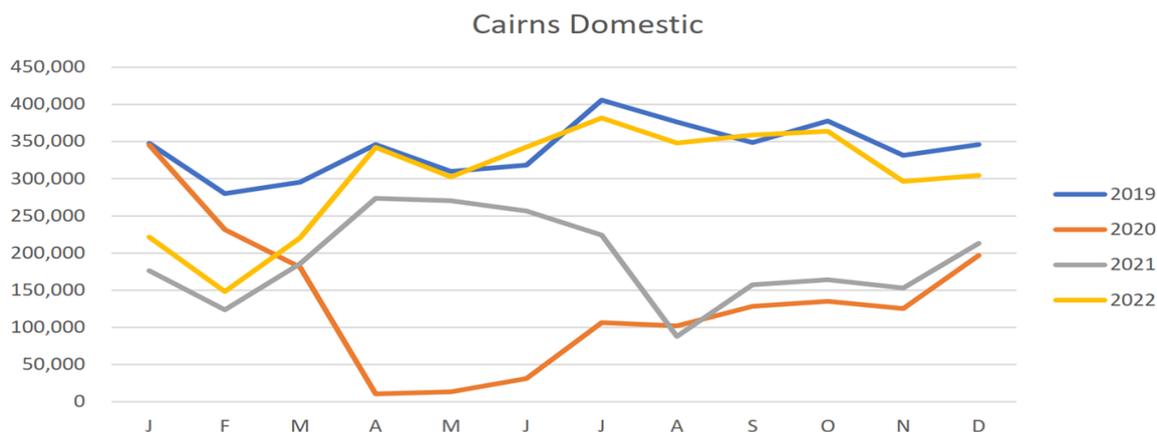
Year	Passengers
2019	4,084,013
2020	1,607,720
2021	2,285,855
2022	3,630,572

Further statistics can be found on Cairns Airport’s website at the following link:

[Passenger Statistics » Cairns Airport](#)

## Cairns Airport – Domestic Terminal – Monthly Performance

The table below plots the month-by-month total over a 4-year period.



For the

2018/19 fiscal year 4.7 million passengers included Transits and Transfers.

## Forecast Passenger Numbers

	FY24	FY25	FY26	FY27
Cairns Domestic	4,000,000*	4,400,000*	4,655,000*	4,950,000*

**\*This number is indicative only and reflects several estimates and subjective assumptions and judgements concerning anticipated passenger numbers made by NQA**

This comprises 70% of Passengers as true Domestic Australian travellers (3.0m pax) and 30% International travellers using domestic on-carriage (1.3m pax).

Included in the true Domestic Australian travellers (3.0m pax) are Inbound Domestic visitors (2.2m pax) and Outbound Cairns Region travellers (0.8m pax).

Place of Residence: Australian component – 21% QLD Other, 20% Cairns & FNQ Region, 14% VIC, 11% NSW, 4% Other States

International component - 10% Europe, 8% China, 7% USA, 5% Other

Dwell Time: 75 minutes

Schedules: Arrivals 72% pax arrive between 9am and 7pm  
Departures 82% pax depart between 5am and 5pm

For the Domestic visitor passenger component -

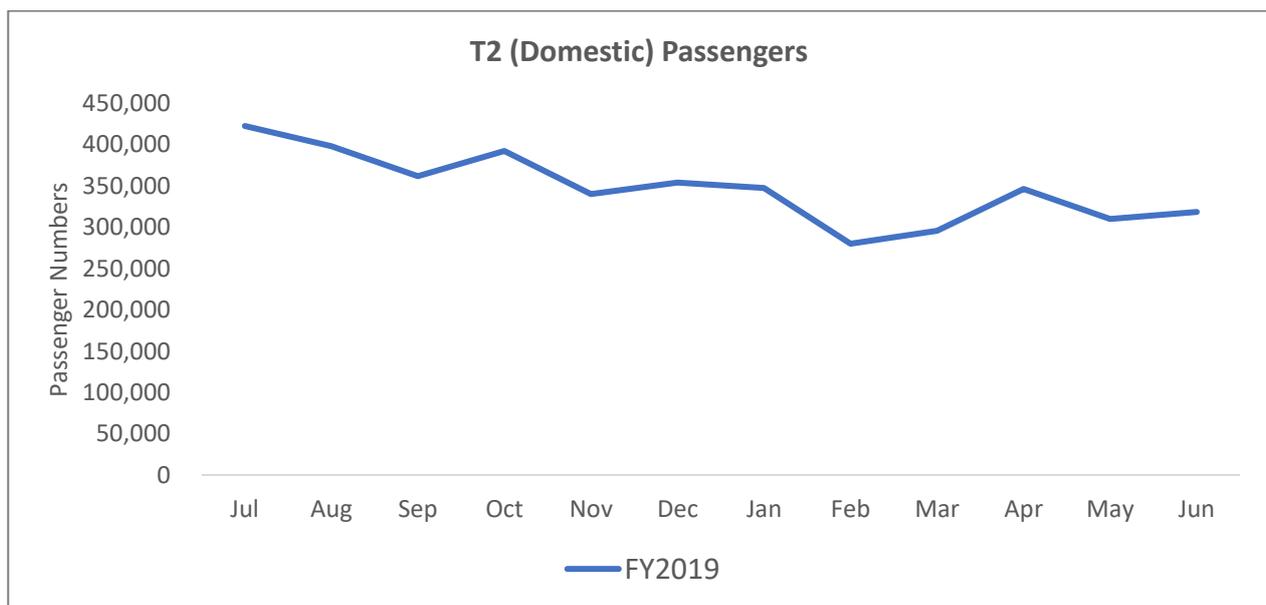
Age: 34% under 35 years, 38% 36-54 years, 28% 55+

Purpose of Visit: Holiday/ Leisure 51%, Business/ Education 30%, VFR 19%

Length of Stay: 77% stay 1-7 nights, 17% 8-14 nights, remainder 15 nights or greater.

Travel Party: 71% Travel with Family/ Others, 29% Solo Traveller

### Cairns Airport – Domestic Terminal – Seasonality



All data based on FY2019 pre-Covid data unless indicated.

Sources – North Queensland Airports Passenger Statistics, International and Domestic Visitor Surveys via Tourism Research Australia

### Cairns Airport – Route Map – Domestic and International Destinations



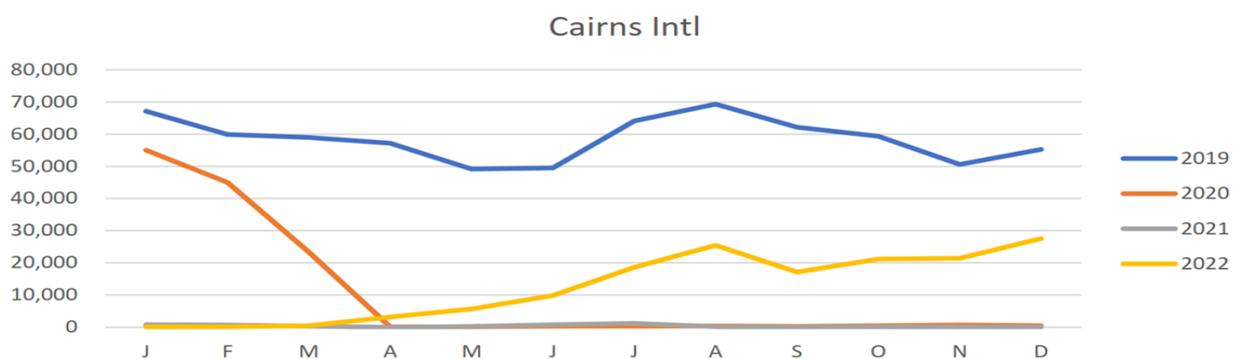
Virgin Australia has announced it will commence operating year-round, daily direct flights between Tokyo Haneda and Cairns from 28 June 2023.



### Cairns Airport – International Terminal – Passenger Profile (Terminal 1)

Annual international comparison year on year for a 4-year period below.

Year	Passengers
2019	702,585
2020	126,484
2021	4,535
2022	150,778



Further statistics can be found on Cairns Airport’s website at the following link  
[Passenger Statistics » Cairns Airport](#)

### Forecast Passenger Numbers

	FY24	FY25	FY26	FY27
Cairns International	440,000*	651,000*	751,000*	837,000*

**\*This number is indicative only and reflects several estimates and subjective assumptions and judgements concerning anticipated passenger numbers made by NQA**

For the 2018/19 fiscal year 702,000 passengers incl Transits and Transfers.

Place of Residence: 30% Japan, 14% NZ, PNG & Asia Other, 12% Europe, 10% China,  
4% USA, 30% Outbound Australian

Dwell Time: 90 minutes

Schedules: Arrivals 92% pax arrive between 4am and 2pm  
Departures 82% pax depart between 7am and 4pm

For the International visitor passenger component -

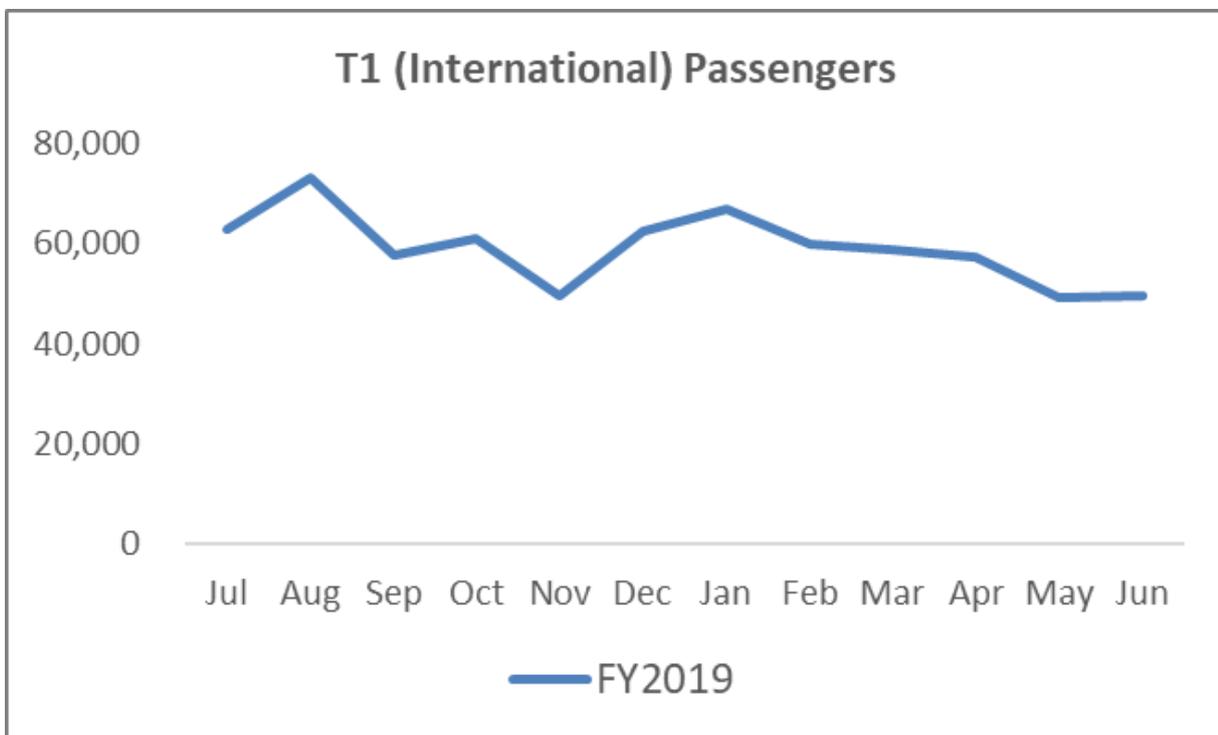
Age: 38% under 35 years, 28% 36-54 years, 34% 55+

Purpose of Visit: Holiday/ Leisure 80%, VFR & Business/ Education 20%

Length of Stay: 85% stay 1-7 nights, 9% 8-14 nights, remainder 15 nights or greater.

Travel Party: 68% Travel with Family/ Others, 32% Solo Traveller

**Seasonality -**



All data based on FY2019 pre-Covid data unless indicated

Sources – North Queensland Airports Passenger Statistics, International and Domestic Visitor Surveys via Tourism Research Australia

## MACKAY AIRPORT

### Introduction

Mackay Airport is the gateway to the Mackay Isaac region with over 100 flights arriving and departing each week, operated by Jetstar, Qantas, Virgin Australia and Bonza. There are direct domestic flights to Brisbane, Townsville, Rockhampton, Cairns, Sunshine Coast and Melbourne.

Relax in the Qantas Lounge which caters to business and leisure travellers alike or unwind with the modern facilities offered in the terminal and stay with us at our 152 room Ibis hotel onsite at the airport.

Located just 6km from the Mackay CBD, it is the gateway to Whitsundays and services the resource rich mining sector located across Central Queensland

### Development and Growth

Mackay Airport plays a critical economic and strategic function in connecting individuals and facilitating economic activity in Mackay and across the broader region.

The Mackay region in Central Queensland is home to a major resources sector responsible for much of Queensland's mining. Proximity to the Whitsundays provides a vibrant tourism sector and fertile soils also allow for a large agricultural sector.

Home to more than 183,000 people, the region generates a Gross Regional Product of \$25 billion, which has seen impressive growth over the past decade. Employment, as at November 2022, sat close to a record high of 107,900 with an unemployment rate of just 1.8%.

The most significant sector in the region was Mining which accounted for almost 60% of regional Gross Value Add and employed almost 16% of all workers. The resources sector is highly dependent upon the Mackay Airport for the ability to move labour to and from the region with over 35% of sector workers sourced from outside the region on FIFO arrangements.

The Whitsundays has long been acknowledged as a world-class tourism destination and the Mackay Airport plays a significant role linking the region with the rest of the Queensland.

CQ University has a major presence in Mackay and has grown in recent years. The Airport plays a role in enabling both domestic and international students to access the city.

Mackay Airport has commenced an ambitious terminal enhancement project which has seen the expansion of their retail offerings with the newly opened news@mky tenancy, opening of the newly completed pool at the Ibis hotel and undergone a swathe of major upgrades aimed at improving the customer experience and enhancing security. The airport's check-in area has been transformed with eight new automatic bag drop stations and 12 self-service kiosks, leading to a more spacious terminal scheduled to be operational in early 2023.

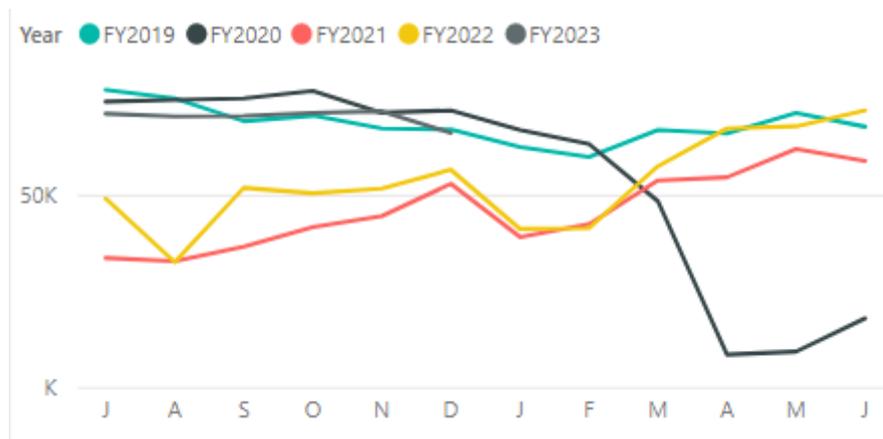
Mackay Airport has also launched the master plan for the Milton Precinct ([www.miltonprecinct.com.au/](http://www.miltonprecinct.com.au/)) Which will see the airport develop 35 hectares of land into 150,000 square metres of retail, commercial and industrial space.

Mackay Airport also fosters close ties with community through its naming rights sponsorship of the Mackay Airport Twilight City Run, as a major sponsorship partner with the QRL Host plus team, Mackay Cutters, and active membership in the Mackay Isaac Region Tourism Council.

### Mackay Passenger Profile

Weekly domestic comparison year on year for the week commencing 13 February 2023 are below.

Year	Passengers
2019	15,744
2020	15,690
2021	11,089
2022	11,623
2023	16,639

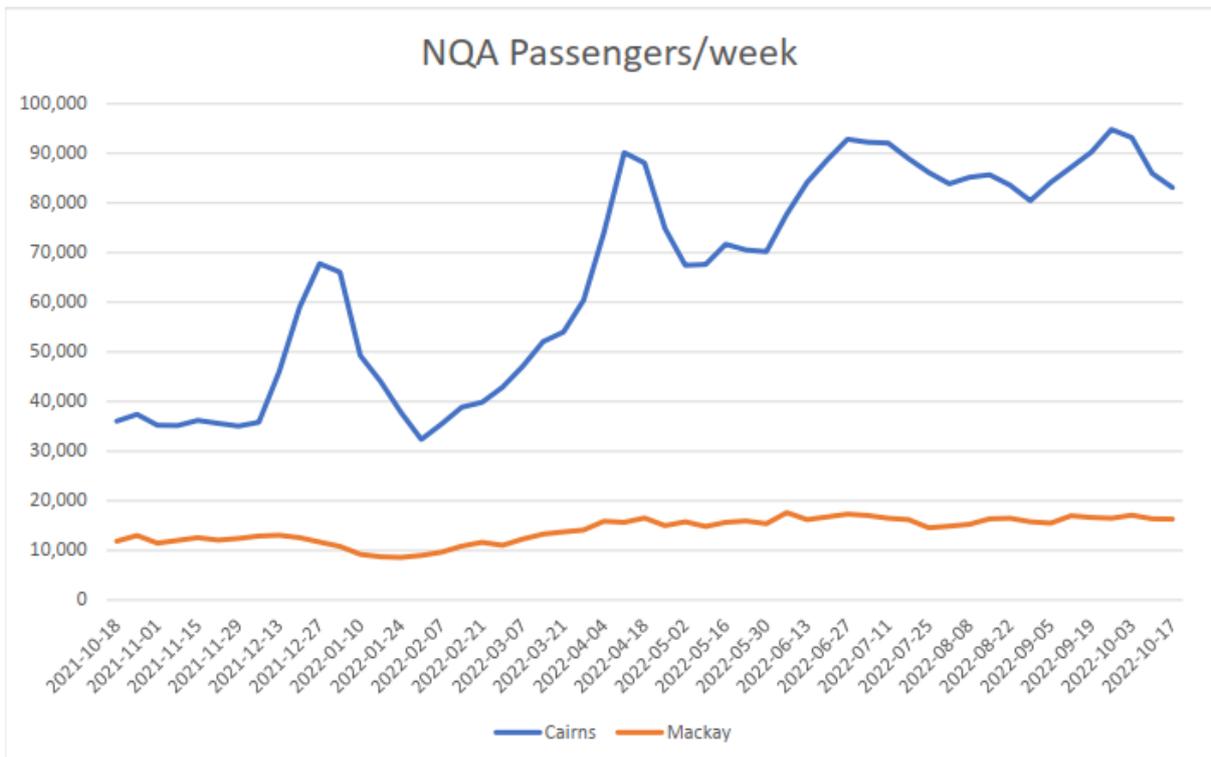
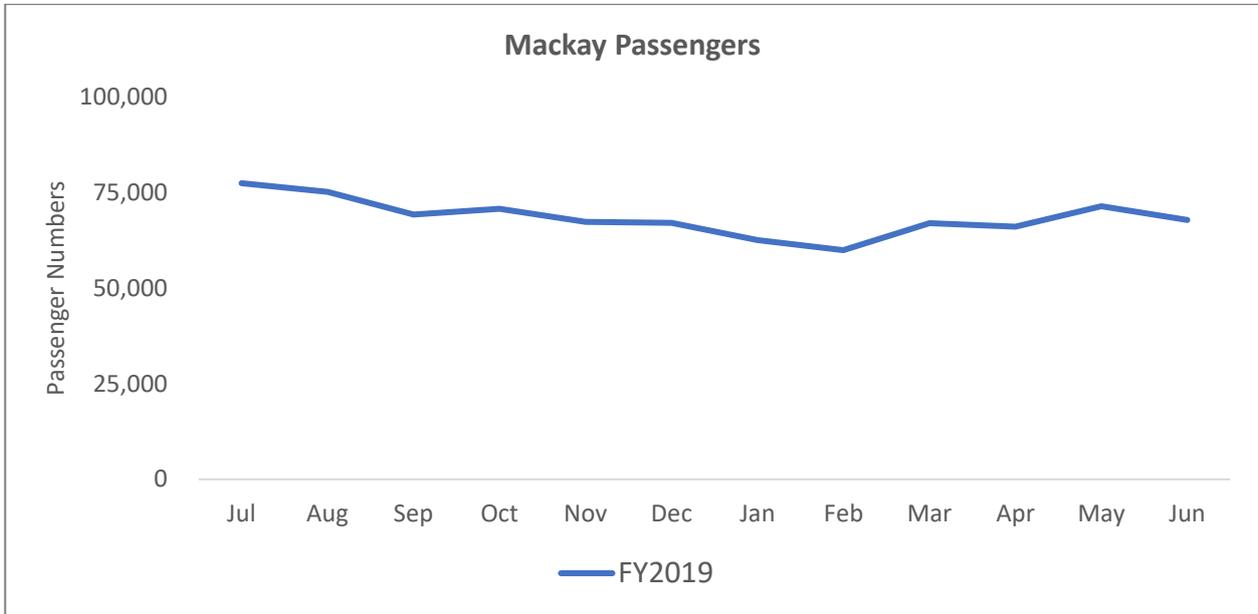


### Forecast Passenger Numbers

	FY24	FY25	FY26	FY27
Mackay	887,000*	909,000*	932,000*	967,000*

**\*This number is indicative only and reflects several estimates and subjective assumptions and judgements concerning anticipated passenger numbers made by NQA**

### Mackay Airport – Seasonality



## **Mackay Domestic Terminal Passenger Profile**

For the 2018/19 fiscal year 864,000 including Transits and Transfers.

Place of Residence: 63% QLD Other, 19% Mackay Region, 5% NSW, 4% WA, 4% VIC, 5% Other States

Dwell Time: 45-50 minutes

Schedules: Arrivals 62% pax arrive between 9am and 7pm  
Departures 80% pax depart between 5am and 5pm

For the Domestic visitor passenger component -

Age: 28% under 35 years, 48% 36-54 years, 24% 55+

Purpose of Visit: Business 70%, VFR 20%, 10% Holiday/ Leisure

Length of Stay: 81% stay 1-7 nights, 10% 8-14 nights, remainder 15 nights or greater.

Travel Party: 63 Solo Traveller, 37% Travel with Family/ Others

Further statistics can be found on Mackay Airport's website at the following link:

[Passenger Statistics » Mackay Airport](#)

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All data based on FY2019 pre-Covid data unless indicated

Sources – North Queensland Airports Passenger Statistics, International and Domestic Visitor Surveys via Tourism Research Australia

## Mackay Airport – Route Map



## PURPOSE

We are seeking interests from highly experienced and well-established operators through this Expression of Interest (**REOI**) to partner with us in advertising and signage opportunities on Airport at Cairns and Mackay Airports.

The successful respondent will be permitted to use various licence areas across Cairns and Mackay Airports for the installation and sale of advertising sites and the sale of associated advertising space and ambient advertising, being promotional zones (including transactions), sampling, ambient media, experiential zones, and event theming (but the respondent acknowledges and agrees that retail use is not permitted from any of the sites). In addition, the successful respondent will have the right to sell advertising on NQA's on-line digital space including website, WI-FI, and mobile app (if developed as part of the airport product offering).

North Queensland Airports strongly encourages respondents to propose new assets, digital or static concepts and locations at Cairns and Mackay Airports to enhance recent improvement works and to take advantage of the growth potential within these areas.

## ADVERTISING INFRASTRUCTURE

### Cairns Airport

The existing advertising infrastructure at Cairns Airport is as summarised in Appendix A. The advertising sites and the infrastructure owned by CAPL (Cairns Airport Pty Ltd) will be licensed to the successful respondent on an as is, where is condition. The successful respondent shall satisfy itself as to the number, location, and condition of the advertising infrastructure.

To remove any doubt, the existing advertising infrastructure owned by CAPL does not include the signs and fixtures located on the Captain Cook Highway site, electrical equipment and improvements erected upon the existing advertising sites.

### Mackay Airport

The existing advertising infrastructure at Mackay Airport is as summarised in Appendix C. The advertising sites and the infrastructure owned by NQA will be licensed to the successful respondent on an as is, where is condition. The successful respondent shall satisfy itself as to the number, location, and condition of the advertising infrastructure.

To remove any doubt, the existing advertising infrastructure owned by MAPL does not include any Tension Fabric Displays and electrical equipment, including digital sites, edge lifts and scrollers and all such existing infrastructure at Mackay Airport is owned by the current advertising operator.

## Purchase of Existing Advertising Infrastructure

The successful respondent will be responsible for the negotiation and purchase (or otherwise) of existing advertising infrastructure not owned by NQA from the current advertising operator. The terms of this purchase will be as agreed with the existing operator and NQA will not be a party to such discussions.

To the extent respondents do not intend to purchase such infrastructure from the existing operator, this should be set out in your EOI (Expression Of Interest) response together with your plans for capital improvements on airport.

## SPECIFIC REQUIREMENTS

### 1. NQA'S REQUEST

#### 1.1 Definitions

Below is a summary of some of the important defined terms used in this REOI:

- |     |                                  |   |
|-----|----------------------------------|---|
| (a) | <b>Additional Opportunities:</b> | Means additional sites and locations described in Appendix E and F, which relate to Cairns Airport only.  |
| (b) | <b>Deadline:</b>                 | 5.00pm on 28 April 2023.  |
| (c) | <b>EOI:</b>                      | Your completed proposal in response to this REOI which must comply with the terms and conditions of this REOI.  |
| (d) | <b>Licence Agreement</b>         | Means the subsequent agreement to be entered into by Cairns Airport Pty Ltd and/or Mackay Airport Pty Ltd and the successful respondent/s in response to this REOI.   |
| (e) | <b>Lodgement Methods:</b>        | Means lodgement of your EOI by one of the following methods: <ul style="list-style-type: none"> <li>(i) By hand, to the Address for Hand Delivery specified below;</li> <li>(ii) By post, to the Address for Postal Delivery specified below;</li> <li>(iii) By email, to the Email Address specified below.</li> </ul> |

#### **Address for Hand Delivery:**

##### CAIRNS AIRPORT

Taleala Wilce-Bone, Retail Specialist  
Cairns Airport  
Level 2 Airport Administration Centre

Airport Avenue  
CAIRNS QLD 4870

OR

MACKAY AIRPORT

Ian Peterson, Commercial and Ground Transport Manager  
Mackay Airport  
Mackay Airport Administration Centre, Boundary Road  
MACKAY QLD 4741

**Address for Postal Delivery:**

CAIRNS AIRPORT

Taleala Wilce-Bone, Retail Specialist  
Cairns Airport  
PO Box 57  
Airport Administration Centre, Cairns Airport  
CAIRNS QLD 4870

OR

MACKAY AIRPORT

Ian Peterson, Commercial and Ground Transport Manager  
Mackay Airport  
PO Box 5806  
MACKAY MAIL CENTRE QLD 4741

**Address for Email Delivery**

CAIRNS AIRPORT

[Taleala.wilce-bone@cairnsairport.com.au](mailto:Taleala.wilce-bone@cairnsairport.com.au)

OR

MACKAY AIRPORT

[Ian.Peterson@mackayairport.com](mailto:Ian.Peterson@mackayairport.com)

(f) **NQA**

North Queensland Airport group (comprising Cairns Airport Pty Ltd and Mackay Airport Pty Ltd).

- (g) **REOI and request:** This request for expression of interest.
- (h) **respondent:** Someone who has or intends to submit an EOI in response to this REOI to NQA means.

## 1.2 Minimum Requirements

- (a) NQA invites respondents interested in entering into the Licence Agreement to submit an EOI in response to this request.
- (b) Respondents are invited to nominate sites and fees for all on airport advertising and associated land on the following basis:
  - (i) Clearly identify advertising strategy for Cairns and Mackay Airports separately;
  - (ii) Clearly specify interest for Additional Opportunities including target sites/locations and prospective uses with associated advertising strategy for those areas;
  - (iii) Base Licence Fee for each Airport;
  - (iv) Term – up to 10 years considered;
  - (v) Asset Plan and locations;
  - (vi) Any Proposed Capital Improvements short and long term, including a proposed maintenance schedule and program for a quality assurance report;
  - (vii) Availability of assets for the promotion of NQA’s businesses;
  - (viii) Account management including, approval, administration process and maintenance.
- (c) EOIs (Expression Of Interest) may be made for either of the following:
  - (i) Cairns Airport; or
  - (ii) Mackay Airport; or
  - (iii) both Cairns and Mackay Airports.
- (d) The Licence Agreement:
  - (i) in respect of Cairns Airport must be signed by the successful respondent/s by **30 June 2023** with a commencement date of **1 September 2023**;
  - (ii) in respect of Mackay Airport must be signed by the successful respondent/s by **30 October 2023** with a commencement date of **1 January 2024**;
  - (iii) will be conditional upon NQA’s internal approval process;

- (iv) will require the successful respondent/s to provide a performance security, to secure the performance of their obligations under the Licence Agreement (which may include a bank guarantee, guarantee and indemnity, parent company guarantor, etc);
  - (v) will, in addition to the payment of any Licence Fee, include an obligation for the successful respondent to pay for outgoings, services charges and utilities and cost associated with the separate installation of usage meters (as applicable);
  - (vi) will be on NQAs (North Queensland Airports) standard licence agreement terms, subject to any further negotiations between the successful respondent and Cairns Airport Pty Ltd and Mackay Airport Pty Ltd.
- (e) To further support their EOI, respondents are required to provide information that demonstrates how they align with NQA EOI and can provide a competitive service offering which benefits the end customer, by submitting a Capability Statement.

### **1.3 Evaluation Process**

Your EOI will be evaluated using information provided in your EOI. In evaluating your EOI, NQA will consider a balance of financial and other elements that will enhance the NQA's customers' experience.

During the evaluation of the EOIs, NQA will assume that all commitments made by the respondents during the EOI process can be fulfilled. These commitments will also form the basis for the final preparation of the Licence Agreement.

Upon receipt and examination of the EOI, including meetings and discussions with respondents, NQA reserves the right to embark upon confidential negotiations with respondents in relation to the terms and conditions of their EOI.

NQA is not evaluating EOIs on the sole criterion of revenue.

NQA will assess the response to the EOI having regard to each of the abovementioned criteria. NQA reserve the right to set priorities and weigh the evaluation criteria or vary the same (not as between EOIs) at its absolute discretion. NQA is not obliged to disclose the reasons why a respondent may have been unsuccessful from this process.

### **1.4 Lodgement Methods**

EOIs may be delivered by one of the Lodgement Methods.

### **1.5 Lodgement of EOI**

EOIs must be lodged by the Deadline.

Unless being emailed, the EOI must be placed in a sealed envelope, clearly addressed as described in section 1(d). Any brochures or pamphlets should be attached to the EOI and may be delivered by one of the Lodgement Methods.

### **1.6 Rejection of EOIs**

An EOI may be rejected without consideration of its merits in the event that it is not submitted before the Deadline. An EOI may also be rejected without consideration if it fails to comply with the requirements of the REOI. EOIs submitted by post shall be taken to have been submitted before the Deadline if they are received in NQA's post box before the Deadline.

#### **1.7 Late EOIs**

EOIs received after the Deadline may not be accepted for evaluation.

#### **1.8 Acceptance of EOIs**

NQA is not bound to accept any EOI and may reject any or all EOIs submitted.

#### **1.9 Changing Request**

NQA reserves the right to change the terms and conditions and any other aspect of this REOI at any time prior to the Deadline.

#### **1.10 Alterations**

The respondent shall not alter or add to the REOI unless required or allowed by these terms and conditions. NQA may later invite all respondents to change their EOI to take account of a change in this REOI.

#### **1.11 Ownership of EOIs**

All documents, materials, articles, and information submitted by the respondent as part of or in support of an EOI shall become upon submission the absolute property of NQA and will not be returned to the respondent at the conclusion of the EOI process.

### **RESERVED RIGHTS**

In addition to any reserved rights set out elsewhere in this REOI, NQA reserves the right, in its absolute discretion and without assigning any reasons and without incurring any liability to a respondent or any consultant of a respondent, or member of a respondent consortia, to, amongst other things:

- (a) Not proceed with the REOI, the evaluation process, or the Licence Agreement;
- (b) Suspend or vary the process, the REOI or any part of it for any duration including indefinitely.
- (c) Change the structure and timing of the REOI;
- (d) Vary or extend any time or date in this REOI for all or any respondent or other persons, at any time and for such period, as NQA considers appropriate;
- (e) Terminate further participation in the REOI by any respondent for any reason, regardless of whether the respondent conforms with the requirements of the REOI;

- (f) Terminate any negotiations being conducted at any time with any respondent for any reason;
- (g) Require additional information or clarification from any respondent or anyone else or provide additional information or clarification;
- (h) Negotiate with any one or more respondent and allow any respondent to change its EOI;
- (i) Call for new EOIs;
- (j) Accept or reject any EOI received after the Deadline;
- (k) Postpone or delay the evaluation process or any subsequent stages or processes;
- (l) Clarify or pursue EOIs with one or more respondents at any time without prior notice to any other party; and
- (m) Not consider further any respondent or EOI for the purposes of this REOI or the evaluation process or any subsequent stages or processes.

## SITE INSPECTIONS

NQA will contact selected respondents to attend at Cairns Airport and Mackay Airport to complete a site inspection with representatives of NQA.

It is expected the site inspection for Cairns Airport will occur on Wednesday 15<sup>th</sup> March 2023, Thursday 30<sup>th</sup> March 2023, or such other date as advised by NQA.

It is expected the site inspection for Mackay Airport will occur on Tuesday 14<sup>th</sup> March 2023, Friday 31<sup>st</sup> March 2023, or such other date as advised by NQA.

Additional site inspections are welcomed and may be arranged by contacting:

### **Cairns Airport**

Taleala Wilce-Bone, Retail Specialist

E: [taleala.wilce-bone@cairnsairport.com.au](mailto:taleala.wilce-bone@cairnsairport.com.au)

M: 0466 935 369

### **Mackay Airport**

Ian Peterson, Commercial and Ground Transport Manager

E: [ian.peterson@mackayairport.com](mailto:ian.peterson@mackayairport.com)

M: 0423 732 668

## WAIVER AND LIABILITY

By lodging an EOI, the respondent will be taken to have acknowledged the following (without limiting the other waivers, disclaimers and qualifications provided elsewhere in this document):

- (a) This REOI and the EOI is not a legal offer or a contract and the process it provides for is not a tender process nor is it, or can it be, a binding agreement.
- (b) The REOI is not a process that will necessarily end in the identification of a preferred EOI or respondent.
- (c) Participation in subsequent negotiations arising out of this REOI may be restricted to a single respondent who participated in this REOI. NQA is under no obligation, contractual or otherwise, in relation to any respondent, or otherwise legally bound in any way to respondents, or obliged in any way to proceed any further with the REOI or the evaluation process of an EOI or any subsequent stages or processes.
- (d) NQA has endeavoured to provide accurate information in this REOI document. However, no warranties or representations in that respect are given by NQA. NQA is not liable for any inaccuracies, omissions, or ambiguities in, or implied by, any information in this document or in any other documents and information accompanying or referred to in this REOI or subsequently made available by NQA. NQA is not liable in relation to any claim that the respondent or any other person was disadvantaged by a lack of information or because any information provided to it was ambiguous, inaccurate, or incomplete.
- (e) NQA is under no obligation to give reasons for any decision made or not made in relation to this REOI or any EOI, including but not limited to those relating to any of the proposals received and the EOI evaluation process.

## DISCLAIMER

The information contained in this REOI is solely for potential candidates to enter into the Licence Agreement for the purposes of licensing various licence areas across Cairns and Mackay Airports for the installation and sale of advertising spaces and to assist parties in deciding whether or not they wish to make further enquiries with respect to this REOI.

This REOI is the property of NQA, and the respondents agree to keep its terms and their EOI strictly confidential and it must not be disclosed to any other party or published in any document, circular or statement without the prior written consent of NQA.

## NO REPRESENTATIONS OR WARRANTIES

Prospective parties are advised that all statistical information included in this REOI is provided for historical information purposes only. This information should not be taken as any indication of the future performance of Cairns or Mackay Airports.

NQA does not make any representation or give any warranty as to the revenue likely to be derived by the respondents who are successful in a licensing opportunity at NQA.

## ENQUIRIES

If you have any further enquiries, please contact Taleala Wilce-Bone, Retail Special, Cairns Airport or Ian Peterson, Ground Transport and Commercial Manager, Mackay Airport:

E: [taleala.wilce-bone@cairnsairport.com.au](mailto:taleala.wilce-bone@cairnsairport.com.au)

M: 0466 935 369

E: [ian.peterson@mackayairport.com](mailto:ian.peterson@mackayairport.com)

M: 04237 32 668

## **APPENDIX A**

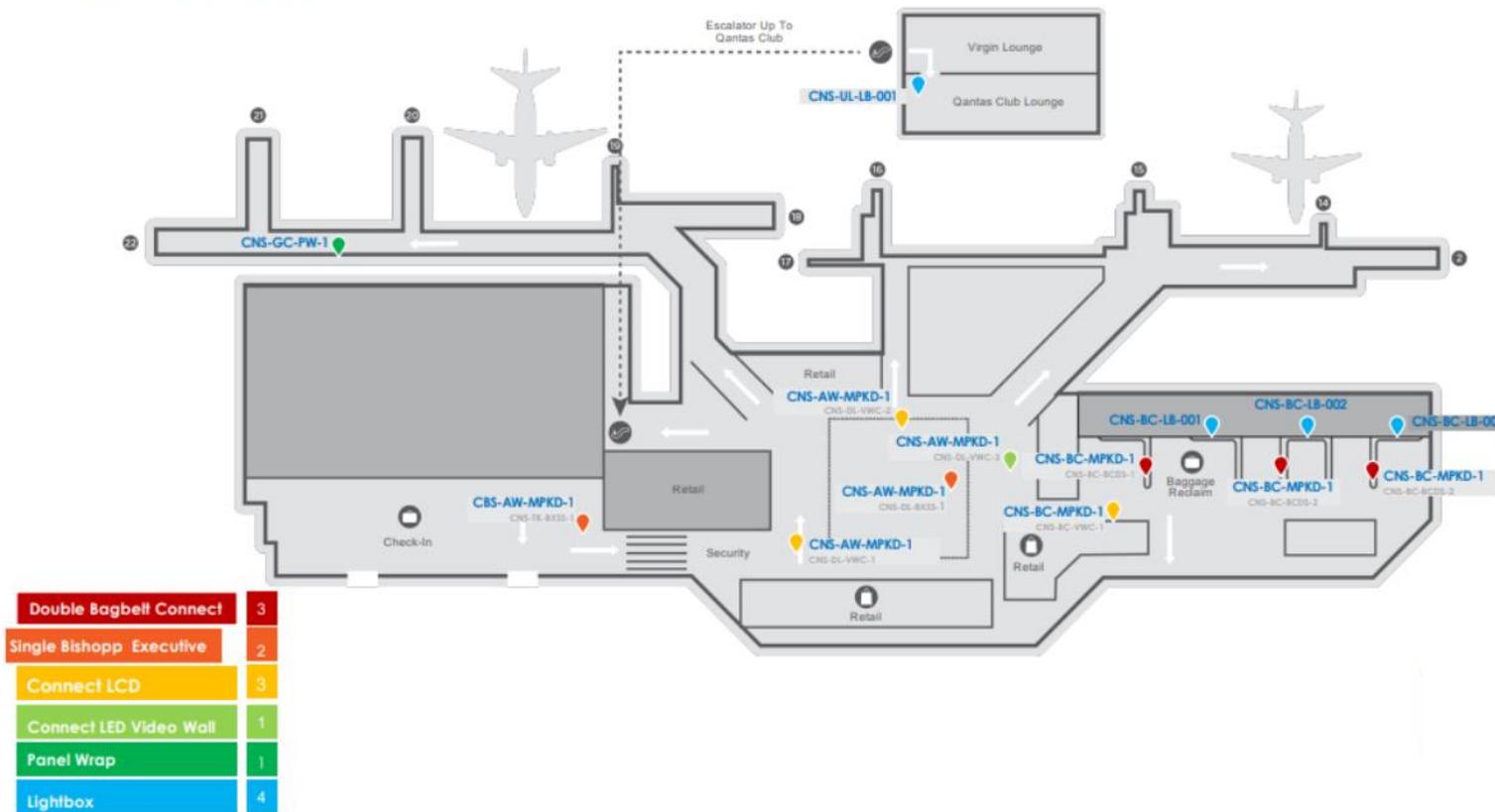
# **INTERNATIONAL TERMINAL DIGITAL OPPORTUNITY, CAIRNS AIRPORT TERMINAL PLANS, EXISTING ASSET LOCATIONS AND AERIAL DEPICTING ALL LAND HOLDINGS**

**CAIRNS AIRPORT INTERNATIONAL TERMINAL DIGITAL OPPORTUNITY**  
**LANDSIDE ARRIVALS HALL**



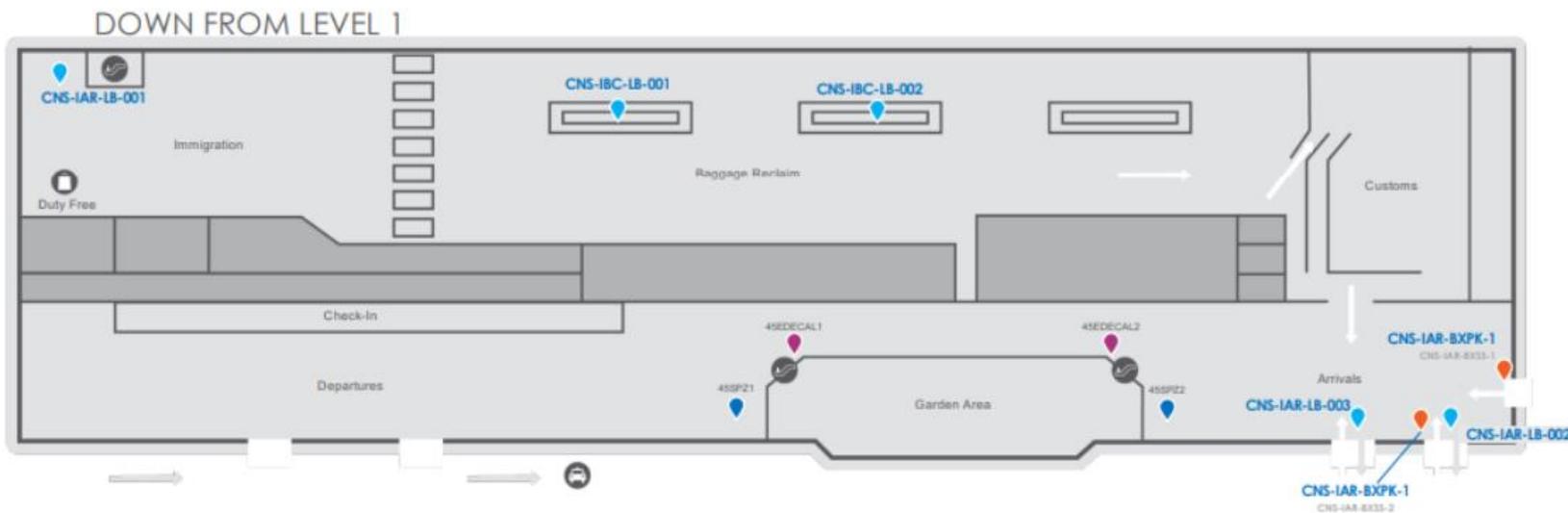
# CAIRNS AIRPORT

## Domestic Terminal



# CAIRNS AIRPORT

## International Terminal - Ground Level



Single Bishopp Exec	2
Lightbox	7
Promozone	2
Decal	2

# CAIRNS AIRPORT

## Outdoor



SUPERSITE	6
CLASSIC LANDMARK	3

**CAIRNS AIRPORT AERIAL**  
PHOTOGRAPH DEPICTING LAND HOLDINGS OCTOBER 2020



## **APPENDIX B**

### **ELECTRICITY USAGE OF EXISTING INFRASTRUCTURE**

Site Number	Description	Size Type	Power usage kW/per hr	Hours	Power usage kW/per Day
CNS-BC-BCDS-1 CNS-BC-BCDS-2 CNS-BC-BCDS-3	15 Second Advert on Double Sided Connect LCD Bagbelt Unit in Bagclaim 15 Second Advert on Double Sided Connect LCD Bagbelt Unit in Bagclaim 15 Second Advert on Double Sided Connect LCD Bagbelt Unit in Bagclaim	Digital Bag Belt	0.756	04:00hrs to 12:00Hrs	15.12
CNS-BC-VWC-1 CNS-DL-VWC-1 CNS-DL-VWC-2	15 Second Advert on Connect LCD Video Wall in Bagclaim 7 second Advert on Connect LCD Video wall in Departures 7 second Advert on Connect LCD Video wall in Departures	LCD Video Wall LCD Video Wall LCD Video Wall	0.756 0.96 0.756	04:00hrs to 12:00Hrs 04:00hrs to 12:00Hrs 04:00hrs to 12:00Hrs	15.12 19.2 15.12
CNS-DL-VWC-3	7 second Advert on Connect LED FIDS Video wall in Departures	LED Video wall	(Advertising 1.59) (FIDS 1.6)	04:00hrs to 12:00Hrs	31.8
CNS-IAR-BXSS-1 CNS-IAR-BXSS-2 CNS-TK-BXSS-1 CNS-DL-BXSS-1	7 second Advert on Single Bishopp Exec in International Arrivals 7 second Advert on Single Bishopp Exec in International Arrivals 7 second Advert on Single Bishopp Exec in Ticketing 7 second Advert on Single Bishopp Exec in Departures	Bishopp Exec Unit (LCD)	0.8	04:00hrs to 12:00Hrs	16
CNS-UL-LB-001 CNS-BC-LB-001 CNS-BC-LB-002 CNS-BC-LB-003 CNS-IAR-LB-001 CNS-IAR-LB-002 CNS-IAR-LB-003 CNS-IBC-LB-001 CNS-IBC-LB-002 CNS-IDL-LB-001 CNS-ISC-LB-001	Custom Landscape Lightbox Uper level Custom Landscape Lightbox in Bagclaim Custom Landscape Lightbox in Bagclaim Custom Landscape Lightbox in Bagclaim Custom Landscape Lightbox in International Arrivals Custom Landscape Lightbox in International Arrivals Custom Lightbox in International Arrivals Double Sided Bagbelt Lightbox in International Bag Claim Double Sided Bagbelt Lightbox in International Bag Claim Custom Lightbox in International Departures Custom Lightbox in International Security	Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox Lightbox	0.17 0.29 0.29 0.29 0.13 0.14 0.14 0.13 0.13 0.14 0.14	04:00hrs to 12:00Hrs 04:00hrs to 12:00Hrs	3.4 5.8 5.8 5.8 2.6 2.8 2.8 2.6 2.6 2.8 2.8
CNS-OD-BB-001 CNS-OD-BB-002 CNS-OD-BB-003 CNS-OD-BB-004 CNS-OD-BB-005 CNS-OD-BB-006	6 x 3 Billboard on Cairns Airport Drive Supersite Billboard on Cairns airport Drive Supersite Billboard on Cairns airport Drive Supersite Billboard on Captain Cook Highway Supersite Billboard on Captain Cook Highway Supersite Billboard on Captain Cook Highway	Billboard Billboard Billboard Billboard Billboard Billboard	0.6 0.56 0.56 0.56 0.56 0.56	04:00hrs to 12:00Hrs Sunset to Sunrise Sunset to Sunrise Sunset to Sunrise Sunset to Sunrise Sunset to Sunrise	12 6.72 6.72 6.72 6.72 6.72

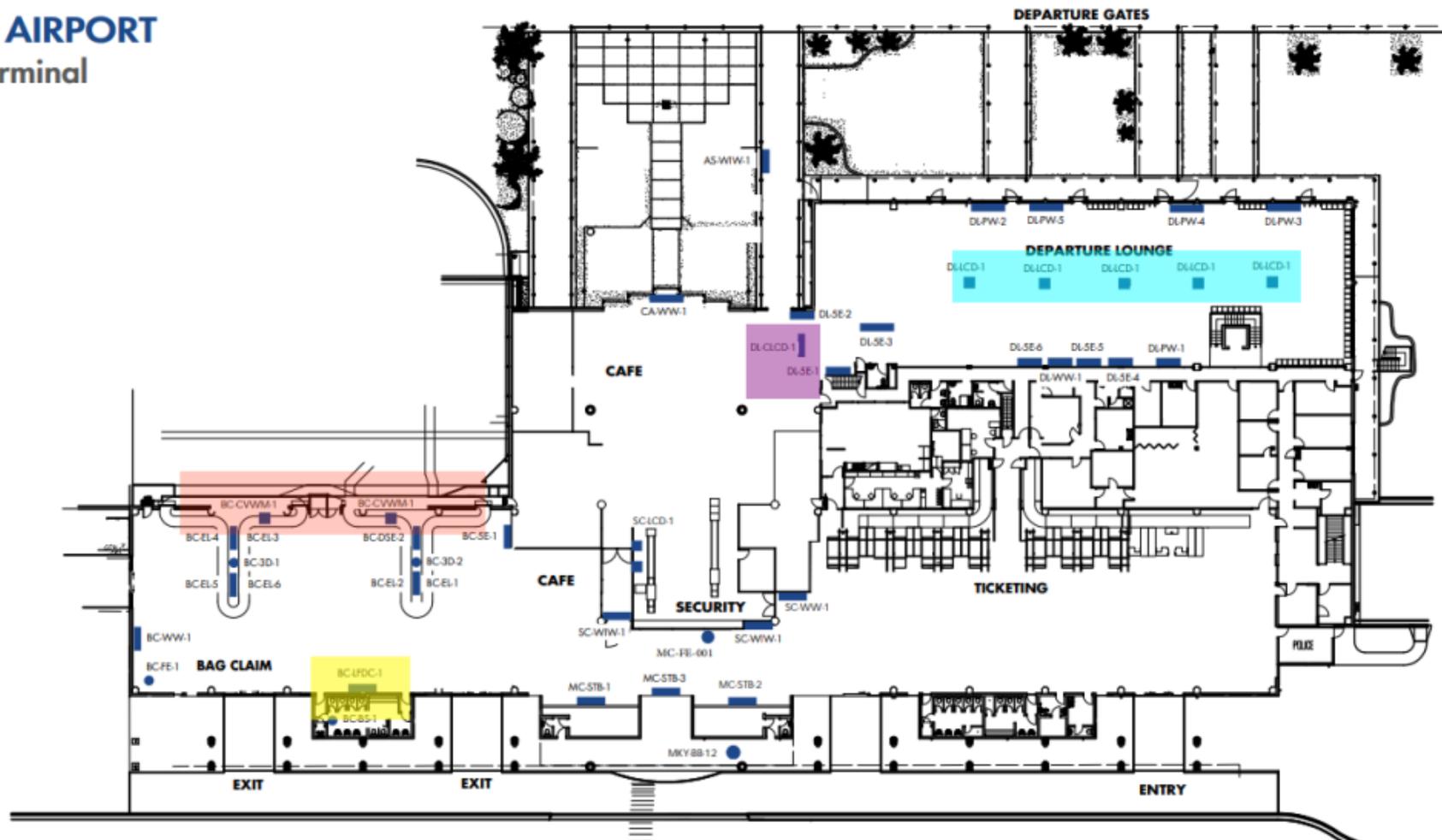
**Total**
**197.76**

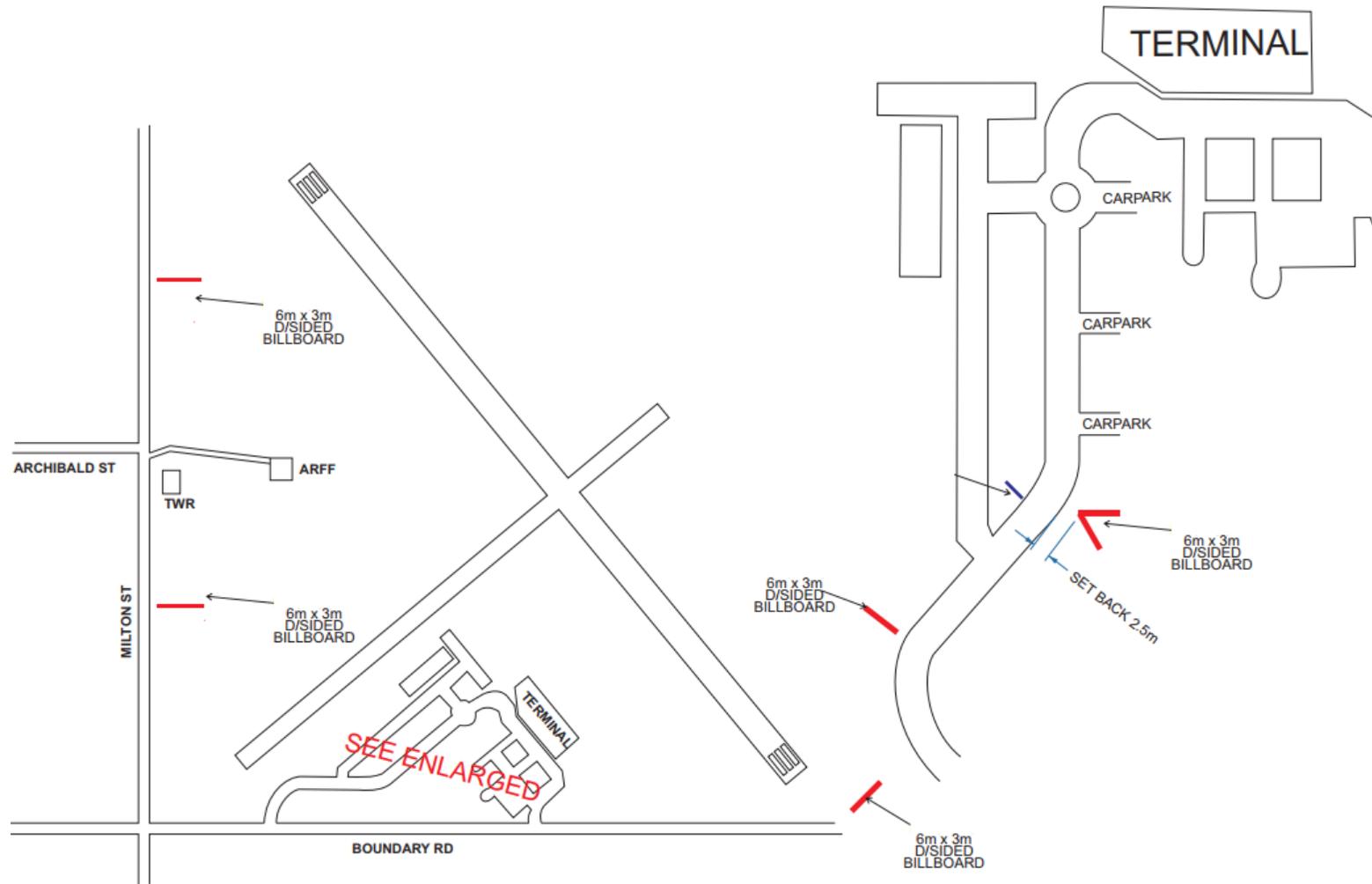
## **Appendix C**

# **MACKAY AIRPORT TERMINAL PLANS AND EXISTING ASSET LOCATIONS AND AERIAL DEPICTING ALL LAND HOLDINGS**

# MACKAY AIRPORT

## Map A - Terminal







## Appendix D

# MACKAY AIRPORT ELECTRICITY USAGE CURRENT ASSETS AND AERIAL DEPICTING ALL LAND HOLDINGS

SiteNumber	Description	Size Type	Power usage	Hours of operation	Power usage
MKY-BC-5E-001	5' Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-DSE-002	Double Sided Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-001	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-002	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-003	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-004	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-005	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-BC-EL-006	Edgelit in Bag Claim	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-001	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-002	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-003	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-004	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-005	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-5E-006	5' Edgelit in Departure Lounge	Edgelit	0.2	4.30am - midnight	3.9
MKY-DL-CLCD-1	15 Second Advert on 88" Ultra Stretch LCD in Departure Lounge	LCD Display	0.8	4.30am - midnight	15.6
MKY-DL-LCD-1	15 Second Advert on Network of 10 LCDs in Departure Lounge	LCD Display	0.8	4.30am - midnight	15.6
MKY-SC-LCD-1	15 Second Advert on 2 x 55" LCD in Screening	LCD Display	0.8	4.30am - midnight	15.6
MKY-BC-CVWM-1	15 Second Advert on 2 Medium Connect LED Video Walls in Bag Claim	Video Wall	0.8	4.30am - midnight	15.6
				<b>Total</b>	<b>117</b>

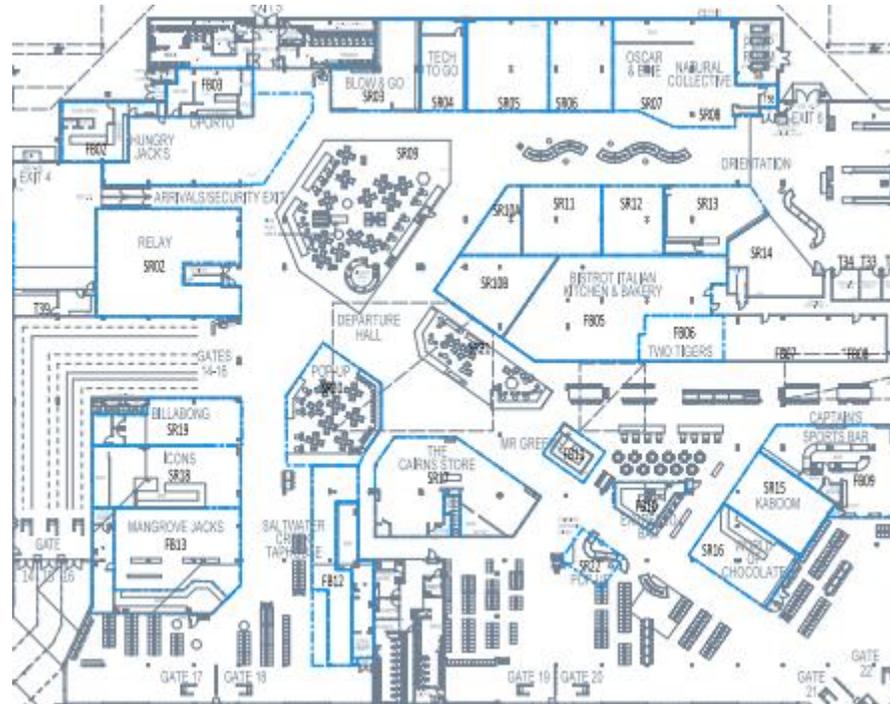
## Appendix E

### ADDITIONAL OPPORTUNITY

#### PERMANENT POP-UP ACTIVATION SITE DOMESTIC TERMINAL CAIRNS AIRPORT

PERMANENT POP-UP ACTIVATION SITE DOMESTIC TERMINAL CAIRNS AIRPORT  
PRIME LOCATION WITHIN THE DEPARTURES HALL

Opportunity to have an inline store for activations within the domestic departure's hall.



## APPENDIX F

### ADDITIONAL OPPORTUNITIES FOR LICENCING

43 Additional sites across Cairns Airport for the sole purpose of advertisement and promotion of companies, initiatives and events that are associated to add inspiration to travel to our region and attract intrastate, interstate, and overseas visitors including encouraging repeat visitation.

<b>LOCATION</b>	<b>SIGNAGE</b>
EXTERNAL	Gantry Sign (inbound)
EXTERNAL	Gantry Sign (outbound)
T2 CAR PARK	T2 (Terminal 2) Back of Northern Entry Billboard (opposite Public Pick-Up)
T2 CAR PARK	T2 Back of Exit Shelter
T2 CAR PARK	T2 Back of Main Pay Station
EXTERNAL	Captain Cook Highway Sign x 1
EXTERNAL	Captain Cook Highway Sign x 2
EXTERNAL	Captain Cook Highway Sign x 3
EXTERNAL	Captain Cook Highway Sign x 4
EXTERNAL	Captain Cook Highway Sign x 5
T1 EXTERNAL	T1 Bus Bay Signs
T1 EXTERNAL	Billboard opposite T1 International Arrivals
EXTERNAL	T1-T2 Walkway Signage x 6
T1 INTERNAL	T1 Top of Escalators
T1 INTERNAL	T1 Prior to Customs Entry (Farewell Wall)
T1 INTERNAL	T1 Post Customs/Pre-Security
T1 INTERNAL	T1 Arrivals Mezzanine

T1 INTERNAL	T1 Departures Tenancy Hoarding
T1 INTERNAL	T1 Departures Tenancy Hoarding
T1 INTERNAL	T1 Amenities Corridor
T2 EXTERNAL	T2 Bus Bay
EXTERNAL	T1 Airport Pylons x 2
EXTERNAL	T2 Airport Pylons x 2
T2 EXTERNAL	T2 Southern Bus Bay (Qantas Check-in)
T2 INTERNAL	T2 Gate 22 Walkway
T2 INTERNAL	Welcome Arch & Wall Banner (Arrivals)