

SkyBus Melbourne Media Kit



Melbourne's most powerful billboard has arrived

GoTransit Media Group
BUS • TAXI • LIGHT RAIL

A world-class welcome to Melbourne

Your gateway to the cultural & sporting capital of Australia

Make your brand the first thing high-value audiences see when they arrive in Melbourne. Operating near round-the-clock service between the airport and the CBD, SkyBus transforms transit into premium mobile advertising delivering unmatched exposure with high dwell time and premium visibility on major routes

From touchdown to downtown, your message rides with the city's most influential arrivals



Melbourne Airport

Melbourne Airport has been named the **Best Airport in the Australia-Pacific** five times in the past six years by the Skytrax World Airport Awards. It now **welcomes 3.3 million passengers each month**, making it one of the busiest and most influential travel hubs in the region.

Airport Map



Sources: melbourneairport.com.au | skybus.com.au

SkyBus Passenger Overview

Average age,
travelling alone

41.6



Primary reason
for travel

Leisure



Average party
size

1.5



Secondary reason
for travel

Business

50%



50%



Captive Audience

A 25-minute journey ensures
extended ad exposure

Meet your SkyBus Audience

Experience-Driven Millennials

Young professionals seeking entertainment, exploration, and social enrichment.

Frequent visitors to pubs, restaurants and events.

IDX Score
250



Ideal for nightlife, tech, F&B, travel and lifestyle brands

Luxury Travel Connoisseurs

Premium spenders, enjoy luxury hotels, cultural experiences, fine dining.

Value exclusivity and sophistication.

IDX Score
208



Ideal for luxury travel, high-end retail, cultural institutions

Urban Glamour Shoppers

Style-conscious individuals who love premium retail and beauty.

Visit malls often and shop for fashion, skincare and wellness.

IDX Score
192



Ideal for cosmetics, fashion, spa and retail activations

Affluent Family Escapists

High-income parents who invest in quality family time.

Enjoy upscale family entertainment, resorts and shopping.

IDX Score
207



Ideal for family-friendly luxury, travel, dining and retail brands

Post-Journey Movement

Lumos's audience insight analytics clearly indicate that SkyBus riders continue their journeys from Southern Cross Station into high-density activity hubs across Melbourne, reflecting key consumer and lifestyle intersections.

Retail Core & CBD

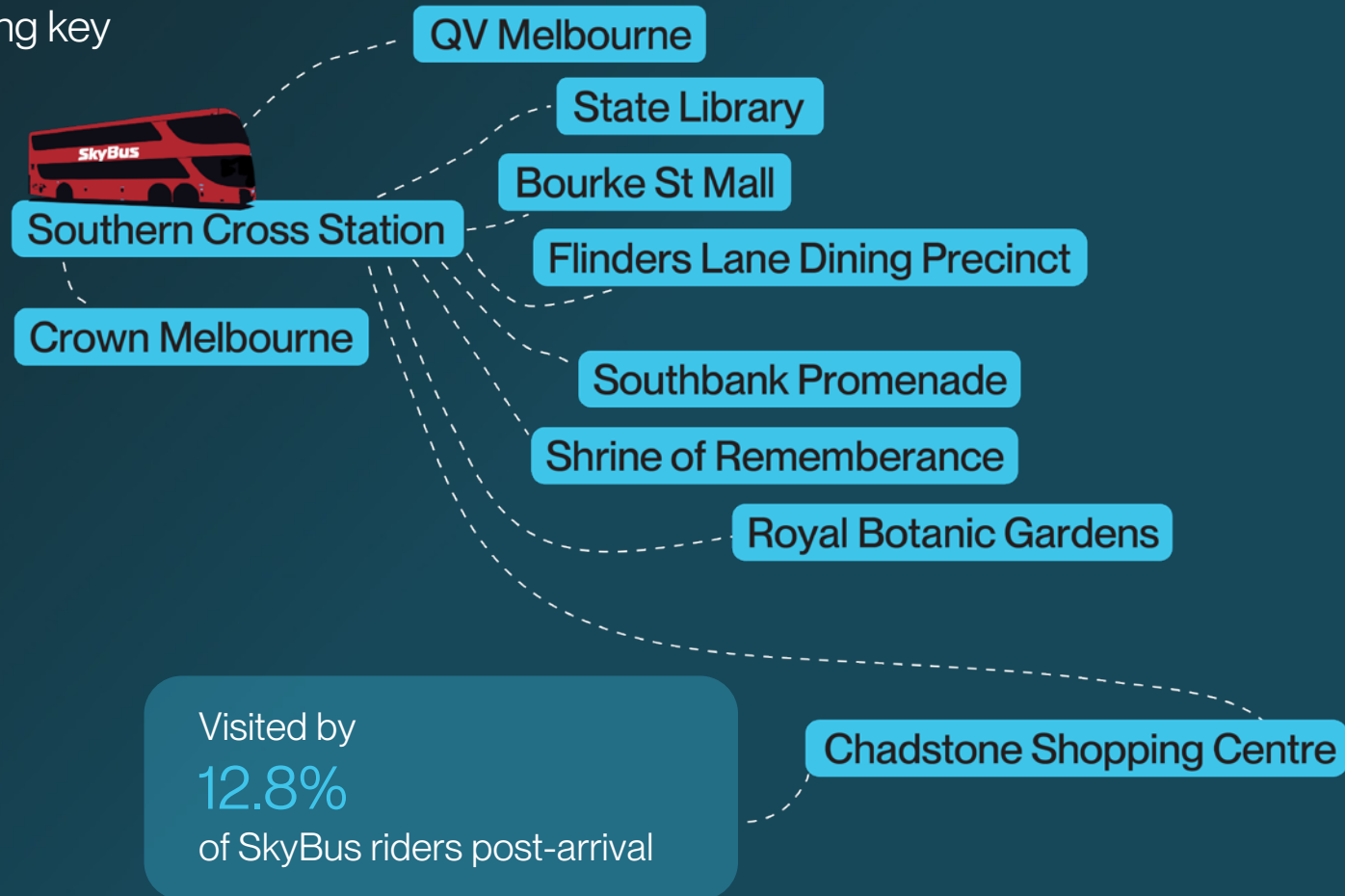
Bourke Street Mall
Chadstone Shopping Centre
QV Melbourne
State Library

Entertainment & Dining

Crown Melbourne
Flinders Lane Dining Precinct
Southbank Promenade

Tourism & Lifestyle

Royal Botanic Gardens
Shrine of Remembrance



Melbourne City Express



Own the moment, out of home and take advantage of large format advertising.

With a SkyBus vehicle leaving every 10 minutes during peak services, external advertising on our Melbourne City Express fleet lets you reach over 800,000 travelers each day.

 Melbourne City Express

Double Decker Full Wrap

Additional SkyBus Services

Take your campaign beyond the Melbourne City Express and connect with audiences across Melbourne's key suburban corridors.



— Sunshine Express — Eastern Express — Peninsula Express

SkyBus Routes



Sunshine Express

Melbourne City Express

Eastern Express

Peninsula Express



All routes start and end at
Melbourne Tullamarine Airport

Frequency

SkyBus operates 7 days a week,
365 days a year

Sunshine Express

Every 30 minutes

Melbourne City Express

Every 10–15 minutes

Eastern Express

Approx. every 60 minutes

Peninsula Express

Approx. every 60 minutes

During operating hours



Additional SkyBus Formats

— Sunshine Express — Eastern Express — Peninsula Express

Megaside



Showcase



Mini Superside



Portrait



Key Melbourne Events

Australian Open
Tennis Championship



January

Melbourne Fashion
Festival



March

Melbourne
Food & Wine Festival



March

Formula 1
Australian Grand Prix



March

Melbourne International
Comedy Festival



March/April

Rip Curl
Pro, Bells Beach



April

RISING, festival of
art & performance



June

AFL
Grand final



September

Australian Motorcycle
Grand Prix



October

Melbourne Cup
Carnival



Oct/Nov

ALWAYS LIVE,
contemporary music



Nov/Dec

Boxing Day
Test



December



Not available for use in Very Remote regions of Australia. Compatible
streaming services required. Requires Kayo Basic. Minimum broadband
speed of 25Mbps required. Selected content only. The F1 FORMULA 1
logo, F1 logo, FORMULA 1, F1, FIA FORMULA ONE WORLD
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