

2 March 2015

## Budapest showcases at ITB in pursuit of highly desired German routes to other destinations

Maintaining the momentum from its record-breaking year (9.15 million passengers in 2014), Budapest Airport will again be on the frontline to deliver a dedicated marketing promotion to the large international audience attending ITB Berlin this week. With the principal focus to pursue Budapest's "most wanted" unserved destinations, the Hungarian gateway will use the leading travel trade event (attracting 170,000 visitors from 180 countries) to showcase the attractiveness of Hungary and the country's growing popularity.

For the eighth consecutive year, Budapest Airport will be joining the Hungarian National Tourism Organisation (HNTO) in a joint marketing campaign to reinforce Hungary as a destination, highlighting Budapest's recent polling as TripAdvisor's 'Best Value City'. With 10 new routes and four new airlines already announced for 2015, the event will also provide the airport's Commercial Team with the perfect opportunity to boost awareness and support its current partner airlines, both in Germany, as well as other crucial markets.

Germany continues to be a key developing market for Budapest, with significant routes such as Frankfurt, Hamburg, Dortmund and Düsseldorf (the most underserved destination among the nine existing German cities), all recording continued traffic growth in 2014. After delivering over 800,000 passengers on direct German routes last year alone, the airport continues its desire to expand the market with a "most wanted" list including highly-desired destinations such as Hannover, Nuremberg and Bremen.

Commenting on the marketing opportunity at ITB Berlin, Jost Lammers, CEO, Budapest Airport says: "We continue to strengthen Budapest's position as an important and ever-expanding tourist destination. The presence of the airport at travel and tourism fairs such as ITB Berlin is paramount to our development and growth strategy. Following our record-breaking year in 2014, we are continuing with intensive efforts to generate new interest for inbound tourism as we move into the winter schedules planning window."



**Photo caption: The airport's Commercial Team will again join forces with the Hungarian National Tourism Office at ITB Berlin to promote Hungary's rapidly expanding tourism.**

### Notes for Editors

- Budapest Airport Zrt. is the operator of Budapest Airport. It is owned by an international consortium of investors, led by the privately-owned German company AviAlliance, an independent airport manager holding a 52.66% stake, together with Caisse de dépôt et placement du Québec (20.17%), Malton Investment Pte Ltd. (22.17%) and KfW IPEX-Bank GmbH (5%).
- Budapest Airport welcomed 9.1 million passengers in 2014, flying on the airport's services to 88 destinations across 35 countries.
- Monthly passenger traffic growth in the period to end-January 2015 has exceeded +12%.
- Budapest Airport's route development for 2015 include:
  - Vueling thrice-weekly services to Barcelona and Rome, starting 27 March 2015
  - SAS four-times weekly service to Stockholm Arlanda, starting 29 March 2015
  - Wizz Air twice-weekly service to Lisbon, starting 30 March 2015
  - Ryanair four-times weekly service to Athens, starting 1 April 2015
  - Wizz Air four-times weekly service to Maastricht, starting 15 May 2015
  - Wizz Air once-weekly service to Hurghada, starting 16 May 2015
  - SkyGreece Airlines twice-weekly service to Toronto, starting 22 May 2015
  - Iberia and Iberia Express seven-times services to Madrid, starting 2 June 2015
  - Wizz Air twice-weekly service to Alghero, starting 15 June 2015
  - Air Transat weekly service to Montréal-Toronto, starting 18 June 2015

To find out more on Budapest Airport, visit [www.bud.hu](http://www.bud.hu)

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