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Budapest Airport triumphs at Routes Europe Awards

In recognition of its extensive B2B marketing efforts, Budapest Airport was crowned a winner at last night's Routes Europe Marketing Awards. Some 1,200 aviation professionals witnessed the triumph of the Hungarian capital city airport at the Routes Europe Networking Evening in Bilbao.

Following consistently innovative marketing efforts which has translated into 51 consecutive months of growth – 36 of which have been double-digit – Budapest's intense aviation development initiatives have been recognised at the Routes Europe forum. Shortlisted as a nominee out of several hundred airports around the world, the Hungarian gateway was victorious in the 4-20m passenger category for its implementation of incentive programmes and continued creative marketing campaigns, having last won the prestigious accolade in 2011.

Accepting the award on behalf of Budapest Airport, Balázs Bogáts, Head of Airline Development said: "We're ecstatic to have won and I thank the airlines for the recognition! Our category has some very strong competition and has always been so closely fought so we're absolutely thrilled we have regained the title after a seven-year hiatus." He added: "It's a real team effort. The combined work of everyone involved at the airport has put us at the forefront of airline route development, plus the award signifies that it is the global airline industry which sees this too. What an honour!"

The Routes Europe Marketing Awards have become synonymous with recognising and rewarding the highest standards of marketing activities undertaken by airports. Working on the principal that those best-placed to judge an airport's marketing activities are its primary users: the airlines themselves. The carriers evaluating the selected airports took note of the substantial impact the implemented marketing concepts have made at Budapest. As a result of an average monthly passenger traffic growth of 14% in 2017, the capital city airport surpassed 13 million passengers for the first time in its history. Securing 31 new routes and 20 new destinations in the last twelve months, the airport has recorded an impressive 34% increase of destinations on its route network map in the last five years.

Kam Jandu, CCO, Budapest Airport comments: "We are so very proud for being recognised for one of the most widely-respected industry achievement awards. The award is testament to the non-stop hard work of a fantastic team. We strongly believe in our innovative marketing activities, the messages they carry, and how this translates in to real business results."



Photo caption: In recognition of its extensive B2B marketing efforts, Budapest Airport triumphed in this year's Routes Europe Marketing Awards in the 4-20 million passengers category. There to collect the prestigious accolade were: Balázs Bogáts, Head of Airline Development; Máté Ritter, Airline Development Manager; Nikoletta Gerzanics, Travel Trade Marketing Manager; Eszter Almási, Airline Development Manager; Nikoletta Huszák, Airline and Property Marketing Manager; and Sándor Saly, Senior Airline Development Manager.

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 55.438% stake, together with Caisse de dépôt et placement du Québec (21.228%), and Malton Investment Pte Ltd. (23.334%).
- Budapest Airport welcomed more than 13 million passengers in 2017, flying on the airport's services to 125 destinations across 45 countries.
- Monthly passenger traffic growth March 2018 has exceeded +17%.
- Budapest Airport's route development includes:
 - Already launched:
 - easyJet daily service to Berlin Tegel, 9 January 2018;
 - Wizz Air twice-weekly service to Stavanger, 15 March 2018;
 - Wizz Air four times weekly service to Athens, 25 March 2018;
 - Ryanair twice-weekly service to Santander, 26 March 2018;
 - Ryanair three times weekly service to Paphos, 27 March 2018.

To launch:

- LOT Polish Airlines six times weekly service to Krakow, starting 28 April 2018;
- Wizz Air five times weekly service to Basel, starting 3 May 2018;
- LOT Polish Airlines four times weekly service to New York JFK, starting 3 May 2018;
- LOT Polish Airlines twice-weekly service to Chicago O'Hare, starting 5 May 2018;
- American Airlines daily service to Philadelphia, starting 5 May 2018;
- Ryanair twice-weekly service to Marseille, starting W18/19;
- Ryanair twice-weekly service to Amman, starting W18/19.

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