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Budapest Airport shortlisted for World Routes Marketing Awards, Chicago 2014

Following consistently extensive marketing efforts which has translated into month-on-month growth averaging over 7% throughout 2014, Budapest Airport's intense aviation development initiatives have been recognised with the airport's shortlisting for this year's World Routes Marketing Awards, taking place at the 20th World Route Development Forum, Chicago, 20-23 September. Budapest Airport is a nominee in the 4-20m passenger category for its implementation of incentive programmes and continued creative marketing campaigns.

This year's significant growth has been boosted by nine new routes, while four entirely new airlines have also come to Budapest with Emirates' launch of daily services (from October) following close behind the announcement of the arrival of transavia France, Air Serbia and Vueling.



Photo caption: Flashback: Budapest Airport previously triumphed in the World Routes Marketing Awards in Berlin in 2011. The Commercial Business Unit hopes to re-enact the celebrations at this year's event in Chicago, 22 September.

Kam Jandu, Chief Commercial Officer, Budapest Airport comments: "We are thrilled at being shortlisted for one of the most widely-recognised industry achievement awards. The nomination is testament to the non-stop hard work of the great team we have working for us. We strongly believe in our innovative marketing activities, the messages they carry, and how this translates in to real business results. In spite of losing a national airline two years ago, we are on course to break our all-time passenger record in 2014 and we look for more good news in Chicago."

The Routes Marketing Awards were created in 1997 to recognise excellence in airport marketing as voted by airlines, providing the airline community the chance to have their say as to which airport they think provides the best overall marketing service. The winners of the World Routes Marketing Awards will be announced at a ceremony hosted by Chicago Department of Aviation and Choose Chicago at the city's Field Museum 22 September.

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 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport's services to 99 destinations across 34 countries.
- Budapest Airport's route development for 2014 include:
 - Already launched:
 - Norwegian thrice-weekly service to London Gatwick, 30 March
 - Air Serbia daily service to Belgrade, 30 March
 - Jet2.com twice-weekly service to Leeds Bradford, 3 April
 - transavia.com France thrice-weekly service to Paris Orly, 15 April
 - Wizz Air weekly service to Alicante, 14 June
 - Vueling thrice-weekly service to Barcelona, 21 June
 - Pegasus four times weekly service to Istanbul Sabiha Gökçen, 16 July
 - To launch:
 - Wizz Air twice-weekly service to Kutaisi, starting 30 September
 - Emirates Airlines daily service to Dubai, starting W14

To find out more on Budapest Airport, visit www.bud.hu

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