

Sajtóközlemény / Press release

Heinemann gives a fresh look to its brand stores at Budapest Airport - flying start to the summer travel season

Gebr. Heinemann stepped up and streamlined its retail presence at Budapest Airport by finishing a series of brand shop facelifts just before the beginning of the summer 2016 travel season. Last year Heinemann increased its sales above the record passenger growth of Budapest Airport and the new shops, with well-sought international fashion and accessories brands, will add to this rise in sales.

Heinemann Duty Free, as well as the brand shops, are operated by Hungarian Duty Free, a 100% affiliate of Gebr. Heinemann, the largest retail partner of Budapest Airport. Gebr. Heinemann operates over 300 Heinemann Duty Free & Travel Value Shops as well as fashion label boutiques under license and concept shops at 78 airports in 28 countries. Overall retail sales turnover at Budapest Airport last year alone surpassed 110 million Euros (of which 53 million Euros were the share of Heinemann) - a significant 20% growth, exceeding the 12.5% passenger growth figure.

Participating in this growth, Heinemann now operates 2,217m² of retail space in the SkyCourt terminal of Budapest Airport, with a mixture of a classic walk-through Heinemann Duty Free & Travel Value Shop, two Heinemann Duty Free & Travel Value shops at the boarding gates in Terminal 2A and 2B, three special retail fashion stores in SkyCourt, a Victoria's Secret Shop in Terminal 2A, and also a multi-brand accessories store.

At the fifth anniversary of the opening of SkyCourt, Gebr. Heinemann has finished a series of changes and face lifts of their brand shops - with a range of luxury brands like Hugo Boss, Longchamp, Mont Blanc and designer lifestyle brand Tommy Hilfiger. In response to detailed customer feedback Heinemann has created a multi-brand accessories shop at duty free prices in SkyCourt.

Raoul Spanger, Executive Director Retail, Gebr. Heinemann says: "We always love to come up with surprises for travellers and the enhanced shopping experience with world-class brands we are now presenting in the SkyCourt is a great example for this. The increase of sales since the face-lift of the shops speaks for itself. Besides the presentation of international brands, our aim is to create an unparalleled local sense of place. The regional Hungarian products like Szamos Marcipan, Pick Salami or Zwack Unicum are bestsellers. Since 1998 we have a very fruitful partnership with Budapest Airport and we're looking forward to an even more successful period."

A special feature of the "Heinemann & Me" customer loyalty program is also proof of the close collaboration between Gebr. Heinemann and Budapest Airport. Since 2014 the membership has incorporated cooperation with an airport. The Budapest Airport logo is seen on all promotional materials and the airport offers their own "Local Services". Members can use Heinemann benefits and all local services airport-wide.

Encouraging passengers to arrive early at the airport Budapest Airport supports the launch of new brand concepts by introducing the so-called “unique shopping experience” campaign this spring.

Speaking at the opening ceremony of the new brand shops Jost Lammers, CEO, Budapest Airport said: “As a triple Skytrax ‘Best Airport Award’ winner, Budapest Airport continues its efforts to find the right answer to the multiple and diverse needs of our customers. The high professional standards of Heinemann help us to offer a unique airport experience to millions of airline passengers ranging from backpacking students to business people coming from the 96 destinations served from Budapest. The success of our retail partners offering both international brands and exclusive Hungarian local products - the so-called Hungaricum - gives another boost to air travel and the popularity of Hungary as an outstanding tourism destination.”

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Notes to editors:

About Budapest Airport

Budapest Airport is the best airport in Eastern Europe, as recognized by Skytrax in 2014, 2015 and 2016 based on passenger ratings. Budapest Airport Ltd., the operator of Budapest Ferenc Liszt International Airport is owned by a consortium of German (KfW IPEX-Bank GmbH 5%) Canadian (Caisse de dépôt et placement du Québec 20.167%) and Singaporean (Malton Investment Pte Ltd. 22.167%) investors led by AviAlliance GmbH (52.666%). The terminals of the airport were home to 44 airlines, which transported 10.3 million passengers (12.5% growth rate in 2015 vs. 2014) to 95 airports in 36 countries in 2015.

About Gebr. Heinemann SE & Co. KG

Gebr. Heinemann is one of the top players on the international travel retail market and the leader on the European market. It is the only family-run business among the global players of the travel retail industry. As a distributor, Gebr. Heinemann is supplying more than a 1,000 customers in 100-plus countries. In the retail sector, Gebr. Heinemann operates more than 300 Heinemann Duty Free and Travel Value shops, fashion label boutiques under license and concept shops at 78 airports in 28 countries along with shops at border crossings and aboard cruise liners. The family-run business has developed a branding concept designed to make its duty free and travel value shops truly unmistakable. The Heinemann Duty Free brand is now present at numerous airports worldwide, with its biggest Duty Free Shop at an airport in Sydney. On 115.000 square metres the retail operation now serves more than 40 million customers annually.