

15 August 2016

## Budapest Airport offers world-class retail selection

(Text prepared by Budapest Airport)

Budapest Airport's retail and F&B reconstruction project has seen almost 50% of the commercial areas in SkyCourt re-modeled since winter 2015. Crucially completed by the summer peak to ensure passengers could enjoy the services provided by significantly reinvigorated retail and F&B areas, close to 6,000m<sup>2</sup> has been upgraded or renewed, with the development venture already experiencing high-yielding results during the summer travel season.

One of the hits of the summer at the airport – primarily for ladies – was the opening of the Spanish Desigual fashion store in SkyCourt. Showcasing vibrant dresses, shoes, bags and accessories, the brand entered Hungary a few years ago. The unit at the airport has already proven popular among passengers with time to browse the merchandise before departure, particularly during summer sales. In addition, on the left-hand-side of SkyCourt's mezzanine, one of the prime locations offering a great view of the airfield, a specialist sports bar – O'Leary's – was opened before Euro '16. With 25 screens, guests can follow sports events around the world, as well as watching the domestic sports channels on offer. O'Leary's is a new brand in domestic F&B, joining other popular Irish places, offering a sporty vibe as well as a wide selection of beer and hamburgers on 270m<sup>2</sup>.

Tashba – an acronym resulting from combining the Spanish word 'tapas', the Japanese 'sushi', and the word 'bar' – opened in the spring in the middle of the ground floor of the SkyCourt. Increasingly popular in Hungary, Tashba has already experienced significant growth due to its exclusive view, as well as the masterly performance of its chef.

This year Swarovski has welcomed passengers at a new location, with an independent branded store. The Innsbruck-based company, known for its jewellery and crystals, opened its 38m<sup>2</sup> unit in the passageway leading to the boarding gates of Terminal 2A. The specialised 'watch island', occupying an area of similar size in the boarding zone of Terminal 2B, is a novelty essentially for Non-Schengen passengers where customers due to fly to Canada, Qatar, Dubai, Russia, or Turkey, can pick up international brands including Tissot, Longines, Oris, Certina, Police, Swatch, or Lacoste.

At the heart of Budapest's retail is Hungarian Duty Free, established by Hamburg-based Heinemann, attracting passengers with its traditional duty-free unit on 1500m<sup>2</sup> as well as branded stores such as Tommy Hilfiger and Hugo Boss. Heinemann also operates the only Victoria's Secret boutique in Hungary at the airport.

"This year we took a major step in renewing our retail and F&B offer, something we aim to continuously keep up to date and relevant," said Kam Jandu, Chief Commercial Officer, Budapest Airport. He added: "We've increased the numbers of transactions in all outlets, even more so than the passenger growth numbers, showing us that passengers are more satisfied than ever as we respond to changing trends in fashion, retail, and gastronomy. One of the

objectives of our BUD:Shopping promotion started this year – to make passengers realise that it is worth coming to the airport earlier. We’ve succeeded in giving our customers a pleasurable environment to browse in, amongst world-class products representing excellent value, which are often unique to the airport.”



Photo caption: Central to Budapest Airport’s SkyCourt is Hungarian Duty Free, established by Gebr. Heinemann. As a major part of the Hungarian gateway’s retail and F&B reconstruction project this year, Heinemann finished a series of changes and face-lifts to its brand stores during the fifth anniversary celebrations of the opening of SkyCourt, the flagship retail and F&B shopping centre in the airport’s Terminal 2B.

#### 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 10.2 million passengers in 2015, flying on the airport’s services to 96 destinations across 36 countries.
- Monthly passenger traffic growth in the period to end-July 2016 has exceeded +6.5%.

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

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