

30 January 2015

## Budapest Airport honours outstanding retail partners

Budapest Airport hosted its 8<sup>th</sup> Annual Awards Ceremony last night, recognising those closely-held retail business partners which stood out in various domains during its record-breaking year when the airport passed the nine million passenger milestone for the first time. The Annual Awards Ceremony is an opportunity to honour and thank airlines, and other aviation associates, which play a key role in Budapest Airport's success, but this year, for the first time, special awards were also made to the commercial partners for their specific contributions to the parallel enhancement of Budapest's retail development in 2014.



Photo caption: For the first time, winners at the 8<sup>th</sup> Annual Award Ceremony, hosted in Budapest Airport's Terminal 1 Event Center, specifically included commercial/retail partners. (More photos are available on application)

Category	2014 Winner
Best Developing Retail Store Regular Size	Relay (Terminal 2B)
Fastest Growing Retail Store Regular Size	Playersroom (Szinga-Sport Kft.)
Best Developing Retail Store Large Size	Boss/Ralph Lauren (Magyar Duty-Free)
Best Developing Commercial Service Provider	Interchange (Terminal 2B)
Best Developing F&B Outlet	SkyCourt Mini Food Court (SSP Hungary)

Retail Service & Sales Awards (employees nominated by managers & peers)	Tiborné Zatoshil	Memories of Hungary
	Eszter Hoffmann	Guess & Calvin Klein
	Andrea Sztankovics	Swarovski Boutique

More than 200 guests from the airport's concessionaires, carriers, operations partners, and many other agencies and enterprises attended the evening. By also promoting the bud: sport theme throughout the evening, the airport underlined its prominent upholding of the sporting values of team spirit, a "can-do" attitude and a continuous desire for development.

### **The winners have their say:**

Fritz Janach, Managing Director, Heinemann Duty Free Hungary: "We're elated! The past year's record growth at the airport has obviously had a strong retail dividend. We are going all out to build upon that by consolidating our strongest offers, while adapting our concepts within our locations at Budapest, to increase ambience and desirability for our customers."

Christoph Stump, Director Retail, Gebr. Heinemann: "Tonight this room is full of the commercial partners who have travelled a long road with Budapest Airport – a journey which has now delivered last year's stunning results. The feeling of togetherness and single-mindedness among all the enterprises is palpable. To do our jobs well was award enough, but this recognition will be a further supreme boost as we again move forward together to tackle new heights in 2015."

## **Maximising commercial and marketing performance**

The appointment of Patrick Bohl as its new Head of Retail and Advertising last March, saw Budapest Airport start 2014 with a redoubled focus to take its commercial and marketing performance and, indeed, the airport has achieved its most successful retail year ever.

During 2014 the airport staged more "Trinity" promotions than ever before, with 15 highly profitable and popular marketing campaigns showcasing international and local Hungarian brands, supported by Heinemann Duty Free. Besides an overall increase in the airport's retail revenues, the promotions themselves achieved improvements ranging from 150-300%.

Meanwhile, there have been several entirely new additions to Budapest Airport's commercial/retail offer including "Memories of Hungary", a boutique souvenir shop in Terminal 2B, "The Terrace" in Terminal 2A – a bar offering stunning views to the apron – and, most recently, Victoria's Secret's arrival in the airport's flagship retail SkyCourt complex – which is also Hungary's first-ever opening for the global store brand.

With a number of important retail contracts approaching maturity the year ahead will also see the airport take the opportunity to refresh the retail offer available in SkyCourt for which the Commercial Business Unit is considering wide-reaching invitations to tender in April. These and other initiatives which will be supported with plans to run further Trinity promotions throughout 2015.



Photo caption: Budapest Airport's SkyCourt will see a complete review in 2015 when a number of retail contracts reach maturity. Hungary's first-ever Victoria's Secret shop was opened this month by Kam Jandu, Budapest Airport's Chief Commercial Officer and Fritz Janach, Managing Director, Heinemann Duty Free Hungary – one of a number of prominent new outlets expected to arrive in 2015.

"We are enormously happy with the results of last year and will continue to strive towards an ever improving shopping experience at Budapest Airport," comments Kam Jandu, Budapest Airport's Chief Commercial Officer. "The inclusion of our commercial associates in this year's awards ceremony has given us the perfect opportunity to thank our exceptional partners for their hugely important role in giving our travellers choice and value for money."

### 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-December 2014 has exceeded +7%.

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

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