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Budapest Airport initiates first international Trinity

After achieving considerable success with several local product Trinity campaigns last year, working again in close partnership with Heinemann Duty Free, Budapest Airport has launched its first promotion in cooperation with an international brand, Beam Suntory. Closely collaborating with the retailer and the brand, the Hungarian gateway has also brought aboard its new advertising concessionaire, IAAC, to enhance the proven alliance through digital media.

Evoking the vibe of an authentic bourbon bar in the central SkyCourt retail promotional space throughout March, passengers will be invited to be part of Jim Beam's bourbon story and taste the various legends including: Jim Beam Kentucky Straight Bourbon; Jim Beam Double Oak; Jim Beam Black; and Maker's Mark.

"We've always referred to our Trinity promotions as a good example of the cooperative working partnerships we are fortunate to experience at Budapest," states Patrick Bohl, Head of Retail and Advertising, Budapest Airport. He continues: "Each campaign requires full support from the airport, retailer and brands, and this year we've included IAAC to kick-start our Trinity campaigns. Branching out to an international brand brings new opportunities in what has become one of our most effective retail promotions."

Alongside Budapest's renowned themed retail activities which focus on specific events throughout the year, Hungary's capital city airport has another 13 Trinity promotions planned for 2017, including well-known Hungarian brands such as Bock Estate Wine and Royal Tokaji Winery.

"Forecasted retail growth for 2017 continues to outperform passenger traffic growth," added Bohl. "Last year one of our Trinity retail partners experienced a five-fold boost to its turnover, both in terms of product sold and value. This exceptional success is one we work hard to replicate for all parties involved in our promotions."





Photo caption: Marking the start of Budapest Airport's first international Trinity campaign are: Gergő Kovács, Commercial Marketing Specialist, Budapest Airport; Tim Brock, Key Account Manager, Beam Suntory Global Travel Retail; Elizabeth Bryan White, Account Manager, Beam Suntory European Travel Retail; Patrick Bohl, Head of Retail and Advertising, Budapest Airport; Ildikó Jankovich, Managing Director, Hungarian Duty Free (Gerb. Heinemann); and Eszter Udvardy, Activity and Assortment Manager.



Photo caption: Budapest Airport's international Trinity represents the story of Beam Suntory, inviting travellers to taste a selection of bourbons. From classic Kentucky to specially-blended, passengers will have the opportunity to try part of the collection which embodies the Jim Beam range.

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 11.4 million passengers in 2016, flying on the airport's services to 111 destinations across 38 countries.
- Monthly passenger traffic growth in the period to end-February 2017 has exceeded +14.8%.

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

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