

3 October 2016

Budapest Airport shortlisted for Frontier Awards for third year running

Budapest Airport has been shortlisted in the Frontier Awards for a third consecutive year, in the newly defined category – ‘Marketing Campaign of the Year by an Airport’. Going head-to-head against two of the world’s busiest airports, London Heathrow and Seoul Incheon, the Hungarian gateway has been nominated once again for its marketing innovation and creativity.

Presented this week during Tax Free World Association Exhibition & Conference in Cannes – one of the world’s largest gatherings of travel retail professionals – the Frontier Awards honour airports, retailers, suppliers and products throughout the aviation industry.

Taking an emotional approach to marketing, Budapest has been nominated this year for its ‘Love Candy’ campaign. Held in conjunction with Herend, Szamos, Budapest & Music, Hungaricum, and Memories of Hungary, the Hungarian capital city airport appealed to the romantic side of passengers during the worldwide celebration of Valentine’s Day – presenting travellers with heart-shaped lollipops and the chance to win Herendi bonbonier boxes, Szamos heart-shaped marzipan, as well as other speciality products from the participating retailers.

“We love our passengers, and everyone loves chocolate and sweets, so linking the two proved to be another popular marketing concept at Budapest,” explains Andrea Trencsén, Head of Marketing and Innovation, Budapest Airport. “We’re immensely proud of the continued recognition we receive for our hard-work. Over the last three years we’ve created eye-catching original campaigns, and to be nominated once again is testament not only to the belief we have in our ideas, but that others believe we’ve got it right as well,” added Trencsén.



Photo caption: Budapest Airport has been shortlisted for this year’s Frontier Awards. The airport’s ‘Love Candy’ Valentine’s Day promotion has been selected as part of the ‘Marketing Campaign of the Year by an Airport’ nomination.

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-August 2016 has exceeded +5.9%.

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

For more information:

Kerry Parks, Account Manager, Budapest Airport Aviation Development PR
PPS Publications, Media & Events
(44) 1293 783851/mobile (44) 7808 172723 or kerry@pps-publications.com