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Budapest Airport makes Frontier Awards shortlist yet again, only this time in three categories!

Budapest Airport has once again been shortlisted in the nominations for this year's Frontier Awards – the internationally-recognised honours of the travel retail industry, which are presented on 21 October during Tax Free World Association Exhibition & Conference in Cannes, one of the world's largest gatherings of travel retail professionals.

After being shortlisted in two categories last year, the Hungarian gateway's industrious retail marketing team's campaigns have been nominated in three separate categories in 2015:

- Speciality Concept of the Year for its 'Most Beautiful Jewellery for You' promotion with Swarovski, FreyWILLE, and Michal Negrin;
- Best Partnership Initiative of the Year for its Trinity promotion held in conjunction with Heinemann Duty Free and Royal Tokaji winery;
- Marketing Campaign of the Year by a Retailer/Airport' for its 'Lock your Love' Valentine's Day promotion.

"On the back of our most successful retail sales year-in history, we approached 2015 with even more belief in the effectiveness of our innovative marketing activities. These nominations prove we're on the right path," says Kam Jandu, Chief Commercial Officer, Budapest Airport.



Photo caption: Budapest Airport has been shortlisted in three categories for this year's Frontier Awards. Royal Tokaji participated in its fourth Trinity promotion with Heinemann Duty Free, the producer-retailer-airport campaign which has been selected as part of the 'Partnership of the Year' nomination.

Reasons for the Frontier Awards nominations:

'Our most beautiful jewellery for you' promotion – 210% sales increase

Swarovski, FreyWILLE, and Michal Negrin joined Budapest Airport in a joint month-long promotion, installing innovative levitating displays to catch the passenger's eye, generating a little shimmering magic throughout the terminal...

The popularity of the campaign saw a notable increase in brand-recognition, as well as the number of visitors to each shop, with FreyWILLE recording an extraordinary 210% sales increase.

Trinity promotion – 5,000 bottles sold

Heinemann Duty Free, the leading retailer at Budapest (and 'The World's Fastest Airport Concessionaire' for the second year running at the Airbus-sponsored anna.aero-Budapest Airport Runway Run earlier this month), once again joined forces with the airport in what is steadily proving to be the gateway's most successful retail promotion.

Initiating its fourth Trinity campaign, Royal Tokaji gave passengers a 'sense of place' by building a complete wine cellar in the SkyCourt, taking customers on a wine tasting trip in the Tokaj region, while offering wine samples from a variety of grapes.

Almost 19,000 passengers tasted Royal Tokaji wines during the promotion, resulting in the sales of 5,000 bottles, generating another record 140% revenue increase.

Valentine's Day promotion – 'Lock your Love at Budapest Airport'

Budapest Airport showed its commitment to its partners, passengers – and romance – by providing an opportunity for travellers to 'lock their love' to a giant heart-shaped 'wall of love' during its St. Valentine's promotion. More than 700 padlocks were lovingly attached to the romantic feature in the space of a few days. Now permanently placed in the airport's newly-opened observation terrace, anyone can 'lock their love' in Budapest...forever.

Watch the video: <https://www.youtube.com/watch?v=fQ54FWeyPA4>

Jandu concludes: "We're extremely proud of being shortlisted for the highly-acclaimed Frontier Awards again this year. We work hard to make sure our ideas are innovative, creative, fun, and engaging, for all our passengers, and time and time again this has proven to also bring success to our retailers. Working in joint ventures with our partners really is a win, win, affair."

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-August 2015 has exceeded 15%.

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

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