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Heinemann Duty Free turns 20 at Budapest Airport

Budapest Airport has marked 20 years of a closely-held partnership with Heinemann Duty Free – the family-owned travel retailer. First opening for business at the Hungarian gateway in 1998, the airport's largest commercial partner has continuously been at the core of Budapest's shopping experience.

"Gebr. Heinemann has always been a loyal and important business partner for the airport," explains Kam Jandu, CCO, Budapest Airport. "Providing a unique retail offering for all our customers, together we have expanded and established a successful duty free operation which has become the pillar of our shopping experience."

Opening its first 640m² unit 20 years ago, Heinemann now operates 2,320m² of retail space in Budapest Airport's SkyCourt, with an assortment of a central walk-through shop, two boarding gate shops, three specialist fashion stores, a Victoria's Secret unit, and a multi-brand accessories store. As part of an active working relationship, Budapest and Heinemann create many marketing initiatives together, the last five years alone presenting 30 local brands Trinity promotions, three international collaborations, two Frontier award nominations, an inaugural co-branded loyalty programme (Heinemann & Me) and the hugely successful [BARTA](#) initiative.

Experiencing a more than 50% increase in sales at Budapest since 1998 the airport persistently achieves Heinemann's highest percentage of regional products sales across the whole of the company's operations: Key to the partnership has been the focus on Hungarian products and with dedication to this cause together, Budapest Airport and Heinemann, have become one of the largest export points for local produce. Bestsellers such as Pick Salami, Zwack Unicum, Tokaj wine and chocoMe, among others, have become worldwide names.

"Over the last 20 years, Budapest has grown passenger numbers from 3.9 million in 1998 to an expected 15 million this year, representing an increase of 377%. During this time, we are delighted to have partnered with a progressive retailer like Heinemann Duty Free for the last two decades. They have evolved to become an integral part of selling Hungary's top brands to travellers from around the world, which makes Budapest Airport very proud," adds Jandu.

"For years now we have placed special emphasis on supporting the products of Hungarian manufacturers. It is no coincidence that our Budapest shop is number one in Heinemann's entire European network in the distribution of original, branded food items," emphasised Ildikó Jankovich, Director, Magyar Duty Free Kft. "Over the past years, the proportion of Hungarian premium category products reached 25 % of our turnover, which is an exceptionally good result and also meets the demands of foreign passengers. During the past five years we featured no less than 30 different Hungarian products in our Trinity promotions, involving the duty free item, the producer and the airport," added Jankovich.



Photo caption: Kam Jandu, CCO, Budapest Airport presents Ildikó Jankovich, Director, Hungarian Heinemann Duty Free with 20 bottles of exclusive 20 year old Villanyi Cuvee wine to mark their 20th year of operations at the Hungarian gateway.

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 13 million passengers in 2017, flying on the airport's services to 125 destinations across 45 countries.
- Monthly passenger traffic growth July 2018 has exceeded +13%.

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

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