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## Budapest Airport, Heinemann Duty Free and Wizz Air collaborate in revolutionary BARTA travel retail concept

With the potential to revolutionise the duty free and travel retail industry, Budapest Airport, in collaboration with Heinemann Duty Free and Wizz Air, will be introducing a new travel retail concept in a unique trial this month. First announced in June at the Future Travel Experience Europe and Ancillary event in Dublin, the [BARTA](#) (Brand, Airline, Retailer, Technology, Airport) initiative goes beyond the existing airport-retailer-brand relationship, bringing an airline into the mix for the first time with anticipated sizeable increased revenues and footfall for all involved.

“Airlines are the first engagement for every passenger travelling through an airport, from ticket purchase to check-in, and have 100% digital connectivity with the travellers,” explains Kam Jandu, CCO, Budapest Airport. He added: “Bringing an airline into a travel retail relationship and working with its highly efficient connectivity with consumers can only serve to improve sales growth across the board.”

During a three-month trial period starting on 1<sup>st</sup> March 2018, any departing Wizz Air passenger spending over €50 or €75 in the Hungarian gateway’s Heinemann Duty Free store will receive a €4.50 or €7.50 voucher, respectively. Customers may redeem these vouchers on board in the WIZZ Café, choosing any product from the airline’s wide selection of hot drinks, fresh sandwiches, snacks, soft drinks or alcoholic beverages.

The offers will be promoted via the digital channels of all parties, including wizzair.com and the Wizz Air App. Crucially this is the first time that Budapest Airport’s largest airline has participated in such a shopping promotion which offers an outreach to up to 1.75 million travellers booking Wizz Air seats this summer.

“Budapest is a forward-thinking airport and expectations are high that this initiative will create new income streams for the airline, the retailer, the brands, as well as the airport. Working together through BARTA principles opens up the opportunity to drive growth by presenting travellers with retail offers at every stage of the journey from sofa to shop to seat.” enthused Jandu.

“We all serve one common goal: it is to make air travel a truly joyful event for everybody. Thus, the promotion fits in perfectly with our philosophy to accompany our customers along their journey through individually tailored offers and services at all touchpoints. We are very proud to be celebrating this pioneering cooperation together with our longstanding partner Budapest Airport and Wizz Air and we anticipate excellent results from this,” says Ildikó Jankovich, Managing Director Heinemann Duty Free at Budapest Airport.

“Wizz Air constantly strives to improve its services and product portfolio to best meet the needs of its savvy customers. As Budapest Airport’s largest airline serving 66 destinations, we are excited to launch another innovative initiative which will create further value for customers who choose Wizz Air,” said George Michalopoulos, Chief Commercial Officer at Wizz Air.

“Budapest Airport, Heinemann and Wizz Air have been working a very long time on devising this revolutionary digital retail promotion strategy, and Future Travel Experience is proud that the partners chose to use FTE’s BARTA framework to bring it to market. We look forward to the chance to present initial results from this 2018 trial at the Future Travel Experience Europe and Ancillary Conference and Exhibition in Dublin 6-8 June 2018,” said Daniel Coleman, Founder, Future Travel Experience.



Photo caption: At the Future Travel Experience Europe and Ancillary event in June, Kam Jandu, CCO, Budapest Airport discussed the [BARTA](#) initiative (Brand, Airline, Retailer, Technology, Airport) with a panel including Davit Mamulaishvili, Head of Revenue Development, Wizz Air (left); Ildikó Jankovich, Managing Director, Heinemann Duty Free Hungary; chaired by TRBusiness Managing Editor Charlotte Turner. Jandu stated: “Working together through BARTA principles opens up a new opportunity to drive growth.”

#### 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 January 2018 has exceeded +17%.

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

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## **About Gebr. Heinemann SE & Co. KG**

Gebr. Heinemann is one of the top players on the international travel retail market and the leader on the European market. It is the only family-run business among the global players of the travel retail industry. As a distributor, Gebr. Heinemann supplies more than 1,000 customers in over 100 countries. In the retail sector, the company operates more than 320 Heinemann Duty Free & Travel Value shops, fashion label boutiques under license and concept shops at 77 airports in 28 countries, along with shops at border crossings and aboard cruise liners. The company has been designing its Duty Free & Travel Value Shops since 2008 in accordance with an exceptional brand concept. Today, the Heinemann Duty Free brand is present at numerous airports worldwide including Sydney. In total, the retail operation now serves more than 40 million customers across 120,000 square metres of retail space every year. Gebr. Heinemann has 6,000 employees around the world.

## **About Wizz Air**

Wizz Air is the largest low-cost airline in Central and Eastern Europe, operates a fleet of 88 Airbus A320 and Airbus A321 aircraft, and offers more than 550 routes from 28 bases, connecting 145 destinations across 44 countries. At Wizz Air, a team of approximately 3,500 aviation professionals delivers superior service and very low ticket prices making Wizz Air the preferred choice of 28.2 million passengers in 2017. Wizz Air is listed on the London Stock Exchange under the ticker WIZZ and is included in the FTSE 250 and FTSE All-Share Indices. Wizz Air is registered under the International Air Transport Association (IATA), Operational Safety Audit (IOSA), the global benchmark in airline safety recognition. The company was recently named 2017 - European Airline of the Year by Aviation 100, a renown annual publication that recognizes the year's most outstanding performers in the aerospace industry.

### **For more information on Wizz Air:**

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