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Trinity initiatives generate 157% retail revenue sales increase at Budapest Airport

The staging of Trinity campaigns at Budapest Airport is again proving tremendously successful for the Hungarian gateway and its retail partners. Last year's Trinity promotions, in partnership with duty free concessionaire Gebr. Heinemann, generated over €1.4 million across the products being showcased. Once again, Hungarian brands, including PICK Salami, Zwack Unicum, Royal Tokaji and Bock Winery, will feature prominently in the 2015 promotions.

Participating in a third Trinity promotion, and giving passengers a spicy taste of Hungary throughout May, PICK Salami took full advantage of Budapest Airport's must-pass-must-see promotional space in the centre of the flagship SkyCourt. With every fourth consumer in Heinemann Duty Free purchasing PICK products (those spending over a specific amount also received an exclusive PICK gift box), the promotional drive generated a 157% month-on-month sales increase for the delicious traditional Hungarian staple.

In another measure of the success of this Trinity promotion, in one single day an associated Facebook game, requiring participants to answer questions about PICK history and traditions, achieved an astonishing 30,000 hits - 340 players answered correctly, with one lucky winner receiving an exclusive PICK gift box.



Photo caption: Budapest Airport's SkyCourt, the flagship F&B and shopping centre, showcased the latest Trinity campaign with Heinemann Duty Free and PICK Salami, generating a 157% increase in revenues for the delicious Hungarian salami in May. In addition to reaching out via social media platforms, passengers were also attracted to tastings by the friendly grunts of the PICK Salami curly pig.

High level interest in retail tenders

Also in May, and following the maturity of a number of important retail contracts, Budapest Airport launched a series of specialist tenders for significant areas of SkyCourt. The tenders brought in high level of interest, from a wide range of both national and international retailers. As a result the airport has distributed RFPs, expecting final bids to be received by end-July.

"We wanted to attract new dynamic players to become important partners in our plans to further elevate our retail proposition," commented Kam Jandu, CCO, Budapest Airport. "After having recorded the best-ever Q1 commercial revenues of €15 million, now is an ideal time for any potential new retailers to join Budapest Airport in commercial success." Jandu added.

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-May 2015 has exceeded +10%.

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

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