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Trinity campaigns continue to drive Budapest Airport retail with some lines up nearly 600%

Working in close partnership with Duty Free/Travel Value concessionaire Heinemann Duty Free, Budapest Airport has staged close to 50 Trinity campaigns since 2010. Taking full advantage of the airport's tremendously successful retail promotional space in the flagship SkyCourt, this year has already seen more than eight campaigns coordinated with Hungarian brands including several leading wine producers such as Royal Tokaji, Bock Winery, Patricius, and Vida & Vylyan wines, as well as Bestillo Palinka liqueurs and Merian gourmet foods.

With some brands experiencing a sales increase exceeding 580%, the staging of Trinity campaigns has steadily proven to be the most effective retail promotion for the Hungarian gateway and its retail partners. Initiating its seventh staging, Zwack Unicum has been present in the centre of SkyCourt throughout September, the Hungarian liqueur regularly taking advantage of the partnership between the airport and its leading retailer, Heinemann Duty Free.

"Once again, with the close cooperation of our stakeholders, this year's Trinity promotions have far exceeded our expectations. Trinity campaigns have a fantastic track record with our Hungarian products, so in 2017 we're looking to branch out with international brands, taking full advantage of the upscale shopping experience at Budapest," says Kam Jandu, CCO, Budapest Airport. He added: "Our core aspiration is to drive retail sales forward, and with this year's renewed retail and F&B offer, SkyCourt continues to prove its outstanding value for both passengers and the airport."



Photo caption: Budapest Airport showcases Zwack Unicum in a joint Trinity campaign with Heinemann Duty Free. The Hungarian liqueur is a regular on SkyCourt's centre stage, featuring in its seventh Trinity campaign at Budapest Airport in September.

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

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