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Maserati Ghibli joins Budapest Airport's SkyCourt retail drive; 15 Trinity campaigns build on 250% sales success record

A Maserati Ghibli is drawing the crowds to Budapest Airport's tremendously successful retail promotions space in the airport's flagship SkyCourt this month. While the €100,000 car is an advertisement for the premium marque, taking full advantage of the airport's impressive must-pass-must-see audience, the retail promotions space will also be used for a scheduled 15 Trinity promotions this year, starting with luxury Szamos Chocolates this month – last year's Trinity promotions (in partnership with duty free/Travel Value concessionaire Heinemann) generated sales increases exceeding 250% for each product being promoted. Once again Hungarian brands will feature prominently during the 2014 Trinity promotions, including Royal Tokaji Wines, Zwack Unicum, Pick Salami and other fine goods and foods.

Valentine's campaign spills into March as YouTube hits fly past 71,000

Taking full advantage of topical and seasonal themes, bud:shopping also staged a highly successful "I Miss You Already" St Valentine's promotion in February. bud:shopping staff recorded surprise farewell messages from family and friends in the departures 'kiss n'fly' zone and replayed them on hand-held heart-shaped monitors to their surprised loved ones in the departures retail areas, where they were also presented with a bud:shopping promotional gift. Nearly 10,000 weekly hits were still being recorded on the YouTube video well into mid-March as total views approached 72,000.

Watch the video: <http://www.youtube.com/watch?v=QA7Bah5MM28>

With an insatiable appetite for enhancing both the passenger experience and retail spend, Kam Jandu, Chief Commercial Officer, Budapest Airport, leads a delegation to the ACI EUROPE Airport Trading Conference & Exhibition in Zurich this week to meet with business partners from airport retail, food & beverage and other travel services partners from around the world with a mission to share ideas and experiences.

Jandu comments: "While Budapest ranked first among other benchmark airports in the ACI ASQ retail scores (shopping facilities category) in 2013, we fully recognise the importance of continuing to maximise our commercial opportunities and find new ways to generate non-aviation revenues. Myself and János Bagoly (Head of Commercial Planning & Strategy) are looking forward to meeting other key airport retail executives, brands and operators in Zurich – providing us with an opportunity to share knowledge and discuss ideas for the airport's ambition to continually improve our retail offer."



Photo Caption: Drawing the crowds to BUD’s retail promotions space – the Maserati Ghibli, an impressive advertisement in the airport’s flagship SkyCourt.



Photo Caption: Giving passengers a taste of Hungary – bud:shopping’s Trinity campaign with Heinemann Duty Free and Szamos Chocolates, one of 15 such promotions with a track record delivering a sales increase exceeding 250% per product. Other recent enhancements to the passenger/customer experience include the re-opening of the observation terrace and complimentary Wi-Fi throughout departures and arrivals.

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 49.67% stake, together with Caisse de dépôt et placement du Québec (18.17%), Malton Investment Pte Ltd. (18.17%), Aero Investment S.á.r.l. (10%) and KfW IPEX-Bank GmbH (4%).
- Budapest Airport welcomed 8.5 million passengers in 2013, flying on the airport’s services to 99 destinations across 34 countries.

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

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