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Budapest Airport shortlisted for two Frontier Awards

Budapest Airport's retail marketing team saw the return of passenger traffic as the perfect opportunity to once again present passengers with the Hungarian gateway's various campaigns and promotions, leading to Budapest being among the few European airports shortlisted in the nominations for this year's Frontier Awards.

Presented next month during the Tax Free World Association Exhibition & Conference in Cannes, the Frontier Awards honour airports, retailers, suppliers and products throughout the aviation industry. Known for its creative campaigns, Budapest goes head-to-head with not only one of the world's busiest airports, London Heathrow, but also some huge brands including Lagardère, Hershey, and Rituals – testament to the innovative and inspiring marketing at the airport.

The nominations are for "Marketing Campaign of the Year" for its sustainability promotion, LIVE CONSCIOUSLY. THINK GREEN, and for "Collaboration of the Year" for Budapest's Trinity promotion held in conjunction with Heinemann Duty Free and Royal Tokaji, one of the most admired wine brands in the world.

Andrea Trencsén, Head of Marketing, Budapest Airport commented: "We're immensely proud to be recognised in not one, but two categories this year which pays tribute to the hard-work we continue to put into the concept and principles for each campaign. Trinity promotions are one of the most successful forms of cooperation at Budapest Airport and we were delighted to work alongside Heinemann Duty Free and Royal Tokaji once again in the initiative."

Trencsén added: "Retail marketing is no exception. As a committed advocate of sustainability, we considered it important to involve our biggest partners – the passengers – in a 'journey' which focused on sustainable consumption and the 'green' products of airport retail outlets. Throughout the LIVE CONSCIOUSLY. THINK GREEN campaign, we experienced unprecedented cooperation and support from our commercial partners, despite the fact that this activity was not specifically aimed at increasing sales."

The retail spend per passenger in August YTD outperformed the equivalent period in 2019, with Food & Beverage +18.2%, Specialty Retail +2.9% and Duty Free +0.3%. This has predominantly been driven by the development of the pre-order kiosk in F&B and increased penetration in souvenirs, sunglasses, and casual/sports fashion.

Budapest Airport maintained all tenancies during the pandemic with all shops and restaurants re-opened once again. In 2022 the gateway expects to reach 85% of its retail income registered in 2019.



Photo caption: Budapest Airport has been shortlisted for this year's Frontier Awards "Marketing Campaign of the Year" for its LIVE CONSCIOUSLY. THINK GREEN sustainability promotion – a joint campaign with Heinemann Duty Free, Swarovski, Desigual, Hard Rock, Memories of Hungary, Living Toys, and Michal Negrin.



Photo caption: Budapest Airport's second Frontier Awards nomination goes to its Trinity promotion with Heinemann Duty Free and Royal Tokaji.

Notes for Editors

- **Budapest Airport** is the best airport in the Region, as recognised by Skytrax in nine consecutive years from 2014 to 2021, based on passenger ratings. Budapest Airport became the lead airport in terms of passenger growth and together with its airline partners is a key contributor to the development of tourism in Hungary and Budapest. www.bud.hu

For more information:

Kerry Parks, Account Manager, Budapest Airport Aviation Development PR
PPS Media & Events
(44) 7808 172723 or kerry@pps-publications.com