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## Budapest Airport – the only European airport shortlisted for Frontier Award

Budapest Airport's retail marketing team have been full of surprises this year – not only for passengers during their various campaigns and promotions, but also with their extraordinary achievement by being the only European airport shortlisted in the nominations for this year's "Marketing Campaign of the Year" Frontier Award.

With colourful and creative campaigns, 2014 has been Budapest Airport's biggest retail marketing year yet, and a hugely successful one in award nominations with one entry in The Moodie Report Trinity Forum Awards in Taipei last month and two shortlisted recommendations at this year's Frontier Awards – the 'Oscars' of the travel retail industry, which were presented last night during TFWA World Exhibition & Conference in Cannes.

The nominations were for "Marketing Campaign of the Year" for Budapest Airport's Valentine's Day promotion, and for "Partnership Initiative of the Year" for its Trinity promotion held in conjunction with Heinemann Duty Free and Zwack Unicum, the popular 220-year-old Hungarian herbal liqueur.

Watch the videos:

Valentine's Day promotion: <http://www.youtube.com/watch?v=QA7Bah5MM28>

Zwack Unicum Trinity promotion: [http://www.youtube.com/watch?v=l\\_SQjxozY-l](http://www.youtube.com/watch?v=l_SQjxozY-l)

"We are immensely proud of our achievement in being shortlisted in the international recognised Frontier Awards. We were the only airport in the whole of Europe to be nominated in one category which shows us we are on the right path with our creative and enjoyable campaigns for our passengers," explained Andrea Trencsén, Head of Marketing and Innovation, Budapest Airport.

Besides the increase in retail revenues – the popularity of the Trinity promotion saw over 8,200 bottles sold, with sales increasing by an impressive 340% – Hungary's gateway is continuously working on new ideas and promotional concepts to surprise passengers and offer them a unique experience, while building deeper business relationships with different brands, retails partners and suppliers, not only locally but internationally as well.

Trencsén adds: "The continued recognition we have received this year is tribute to our hard-working great team. Being shortlisted for another of the most widely-recognised achievement awards is indication that, not only do we believe in our innovative marketing activities, but the industry does as well."



Photo caption: At this year's Frontier Awards being presented at TFWA World Exhibition & Conference in Cannes: Budapest Airport's Patrick Bohl, Head of Retail and Advertising; Andrea Trencsén, Head of Marketing and Innovation; and Zoltán Keresztessy, Commercial Marketing Manager.

### 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 8.5 million passengers in 2013, flying on the airport's services to 99 destinations across 34 countries.
- Monthly passenger traffic growth in the period to end-September 2014 has exceeded +7%.

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

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