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## Budapest Airport selects top route development specialist to spearhead retail



**Caption: Patrick Bohl – Budapest Airport’s new Head of Retail and Advertising: “I am really looking forward to working with my new team to find fresh ways in which we can deepen passenger spend, and exceed the airport’s commercial revenue targets. Myself and the team have a lot of really good ideas.”**

Budapest Airport has announced the appointment of Patrick Bohl to Head of Retail and Advertising, following a restructure at management level for the central European hub. Effective from 1 March, Patrick will lead the successful retail and advertising business unit, to continue to maximise the airport’s commercial and marketing performance.

Bohl joined Budapest Airport’s management team in 2008 as Head of Airline Business Development after spending 10 years in sales and operational roles within the airline industry, at British Airways and Malév. Bohl’s strong background in marketing and sales has been put to great use at a time when the airport’s customer base changed significantly following the demise of the national carrier Malév in 2012, with the airport maintaining, and then exceeding, pre-Malév traffic levels. (2013 passenger traffic: 8.5 million/+0.2%.) The performance-management and team building specialist will now turn his attention to non-aviation revenues with a brief to increase spend-per-passenger and to strengthen and enhance relations with current and future concessionaires. The move means Bohl will replace János Bagoly, who has been appointed Head of Commercial Planning and Strategy Development.

On his new appointment Bohl commented: "This new opportunity gives me the chance to greatly extend my management skills and knowledge base. I am really looking forward to working with my new team to find fresh ways in which we can deepen passenger spend, and exceed the airport's commercial revenue targets. Myself and the team have a lot of really good ideas."

Kam Jandu, Chief Commercial Officer, added: "We are really pleased with this powerful new appointment. Patrick's results-orientated approach and long experience in project management combines with the fact that he is a very well-known and respected figure in our industry. I fully expect to quickly see his hand in making our succeeding commercial portfolio perform even better."

## 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](http://www.bud.hu)

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