

5 March 2014

Budapest uses ITB springboard to pursue “most wanted” routes, including several unserved German destinations

Budapest Airport is using its presence at ITB this week to push for a range of highly desired new routes and frequencies, especially the launch of flights to its “most wanted” unserved points within Germany: Dresden, Hannover, Leipzig/Halle, Memmingen and Nuremberg.

The airport’s CEO, Jost Lammers, is personally spearheading the Budapest Airport presence – now in its seventh consecutive year – in an intensive joint marketing initiative with the Hungarian National Tourism Organisation (HNTO). The event also provides the airport’s Commercial Business Unit with an ideal platform to support its current partner airlines in both Germany (served by 100+ weekly flights) as well as its several other critical markets.

Attracting more than 170,000 visitors and 11,000 exhibitors from 180 countries, ITB gives Budapest Airport a unique opportunity to present a strong, unified message about Hungary as a destination by concentrating all the Budapest-Hungary stakeholders in one place, including the airport, landmark hotels, major conference centres and top resorts, along with other prominent service providers and attractions.

Commenting on the airport’s ITB attendance, Lammers says: “The importance of Budapest Airport’s presence at the continent’s largest travel and tourism fair is paramount to the growth of our airport and to further enhance inbound tourism to Hungary. According to recent statistics there are more foreigners visiting Hungary at a faster rate than those visiting the Czech Republic and Austria than ever before. So now, more than ever, it is time for us to attract new airlines and discuss improved flight connections, especially as we move into the winter schedules planning window.”



Caption: Budapest Airport celebrated cutting a big slice of the meetings and incentives business in February when a special Egyptair 777 charter arrived bringing delegates from the pharmaceuticals giant Sanofi, which chose the city for a major meeting of executives drawn from its global operations. For the first time ever, Hungary is attracting a faster growth rate in international tourists than its neighbours Austria and the Czech Republic, with the trend set to continue.

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.
- Budapest Airport's route development already announced for 2014 include:
 - Silk Way West twice-weekly cargo service to Baku, started 1 March
 - Norwegian thrice-weekly service to London Gatwick, starting 30 March
 - Air Serbia daily service to Belgrade, starting 30 March
 - Jet2.com twice-weekly service to Leeds Bradford, starting 3 April
 - transavia.com France thrice-weekly service to Paris Orly, starting 15 April
 - Wizz Air Ukraine twice-weekly service to Donetsk, starting 30 April
 - Wizz Air weekly service to Alicante, starting 14 June
 - Vueling thrice-weekly service to Barcelona, starting 20 June (in addition two Easter flights will be offered on 17 and 21 April.)

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

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