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Budapest Airport crowned Routes Europe Marketing Award winner

Budapest Airport was celebrating last night, after being crowned the winner of the Routes Europe 2023 Marketing Awards in Łódź. The Hungarian gateway beat off strong competition from other airports in the 4-20 million category to take the title at the ceremony, which took place in the monumental industrial and cultural structure of ECI in the Polish city.

Uniquely judged and voted for by airlines, the awards recognise excellence in air service development globally. Budapest's extensive B2B marketing efforts not only made a substantial impact with the judging panel, but also the airport's growth and success over the last year seeing the capital city airport surpass 12 million passengers, which is 75% of pre-pandemic passenger traffic. Securing 13 new routes, including five new destinations in 2022, the airport has already announced 12 new routes for this year, among them seven new destinations.

Balázs Bogáts, CCO, Budapest Airport exclaims: "This is an extremely proud moment for everyone at Budapest Airport. We won the accolade back in 2019, and as this is the first European awards ceremony since then, it's an added honour that we have retained the title." He added: "Our innovative marketing activities and moving forward together are at the heart of what we do at BUD which puts us at the forefront of airline route development. This award shows that the global airline industry sees this too and is testament to the hard work of a fantastic team."



Photo caption: Moving forward together: Budapest Airport's message puts the gateway at the forefront of airline route development leading BUD to be crowned Routes Europe Marketing Award winner 2023 (4-20 million passengers category).

Notes for Editors

- **Budapest Airport** secured the title of Airports Council International (ACI) Airport Service Quality (ASQ) Best Airport in Europe 2022.
- **Budapest Airport** is the Best Airport in the Region, as recognised by Skytrax for ten consecutive years from 2014 to 2023, 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

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