

Joining Hands to Reshape The Future of Travel

**PLAZA PREMIUM
GROUP**

Dear Industry Fellows,

The current unseen challenges make it difficult to formulate next steps. In the “new normal”, we already anticipated services and requirement in airport lounges changed drastically and forever with focuses shifted to hygiene, safety and social distancing. Our teams have been working tirelessly to evaluate and redefine procedures and protocols to achieve efficiency and ensure top quality when our locations reopen. During the lockdown, we also trained a Task Force backed by our 22 years of operational experiences and best practices, whom we can deploy to our global network if and when needed.

During the quiet time, we have been driving digitalisation in full speed as part of our business transformation. We are convinced that going digital is the key to unlock success post pandemic, and offer convenience, comfort and agility to our customers. Meanwhile, we also grasp at this golden opportunity to revolutionise the future of travel and re-engineer customer experiences. Our dynamic global teams led by Chief Commercial Officer Bora Isbulan are leading discussions with airports, airlines, financial institutions, and corporates partners to explore strategies and develop potential business remodeling plans, with the objectives of disrupting the conventional models and innovating our own “new world of travel”. In the next few months, we will continue our strategic global expansion including India, USA and mainland China, while we work closely with an expanding network of airline partners to offer our award-winning lounge services at selected airports to ensure their passengers enjoy a safe and worry-free travel journey.

Simultaneously, our teams are having ongoing conversations internally and with partners to look at new revenue streams so all of us are prepared for strong businesses revival, including development of new products and services, transformation of existing brands to ensure they stay competitive and afresh, strategic collaboration with supply and demand chains in the airport hospitality ecosystem to launch new initiatives, negotiation with travel agents on future contracts, and re-engineering of company structure to maximise operational

efficiency, just to name a few.

Until air travel thrives again, we must unite the airport and travel ecosystem to rebuild the industry. Only by working together on creative collaborations, we can achieve cost efficiency and consolidation of resources from assets, investment opportunities to better utilisation of talents and organisational capabilities. We welcome you to join our conversation and come out of the pandemic even stronger.

“ You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete. ”

Buckminster Fuller,
Architect, Inventor and Futurist

On a separate note, the current economic downturn has caused thousands of workforce on furlough and an ever increasing unemployment rate. We strongly request the government and aviation authorities to continue its support schemes including funding and training programmes to assist our community to get through the difficulties and retain our talents. Among individual corporations, we can speak with other industries outside travel on potential employment transfer programmes and other possible solutions such as on-the-job training to enhance skillsets.

Stay safe and we look forward to meeting in person again soon.

Warmest regards,

Song Hoi-See

Founder and CEO, Plaza Premium Group