



NEWS RELEASE

9 September 2020

**The World's First Common-Use Airport Lounge Concept Plaza Premium Lounge Debuts in the USA  
at Dallas Fort Worth International Airport**

*The newly opened lounge implements new standard of hygienic measures  
to ensure a safe and worry-free lounge environment*

The flagship brand of the pioneer and industry leader of airport hospitality services Plaza Premium Group, the world's first common-use airport lounge concept Plaza Premium Lounge makes its debut in the USA on 1 September at Dallas Fort Worth International Airport, following the Group's airport meet and greet service ALWAYS launched last year. The latest opening is the 18<sup>th</sup> location joining the Group's lounge portfolio in the Americas with locations currently in Edmonton, Toronto, Vancouver and Winnipeg of Canada, and Rio de Janeiro of Brazil.



*Plaza Premium Lounge DFW  
3-D Illustration of Texas Map at AeroBar*



*Plaza Premium Lounge DFW  
main entrance*

"USA market is always part of our strategic plan to expand in the Americas. We have been communicating with DFW Airport while our team worked to ensure the new hygiene protocol is in place when we are ready to open. This is certainly a good time to introduce our Skytrax-winning Plaza Premium Lounge experience to travellers as the airport's domestic traffic resuming steadily since April. The latest airport statistics showed there were more than 3 million domestic passengers in July 2020. Combining ALWAYS meet and greet services, we are now able to present a seamless airport hospitality journey at the airport." says Song Hoi-see, Founder and CEO of Plaza Premium Group.

"At DFW Airport, our focus on the customer continues to drive our business strategies, programmes, enhancements and partnerships," said Ken Buchanan, EVP of Customer Experience and Revenue Management of DFW Airport. "We welcome partnering with Plaza Premium Group because their hospitality services are highly respected. We are confident the Plaza Premium Lounge will be a popular destination in Terminal E."

Located near Gate E31, it is the only common-use airport lounge in Terminal E with a two-minute walk away from Skylink connecting travellers to other terminals. Guided by the Group's "[We Care for Your Wellbeing](#)" campaign, the newly opened lounge implemented heightened hygienic measures to take care of travellers by encouraging social distancing, assisting guests at self-serve food counters and ensuring all common touched areas are disinfected frequently.



*Plaza Premium Lounge DFW*



*Plaza Premium Lounge DFW  
Guest checking-in*

Occupying more than 1,400 square feet, the WiFi-enabled space with lounge chairs and dining seating offers charging pods in addition to AeroBar with high chairs, creating zones to suit different travellers' preferences when they depart and transit at the terminal. AeroBar is accentuated with a 3D ceramic illustration portraying the shape of Texas map, offering a drink menu of wines, liquors and beers including local brands with the likes of Rahr, Shiner and Dallas Blonde or Italian Lavazza coffee. As part of heightened hygienic measures, pre-portioned and pre-packaged food items are offered at the self-serve counters.

Opens between 6am and 1pm daily in September, Plaza Premium Lounge DFW can be accessed with eligible American Express card and select travel pass. All travellers can also book in advance on [www.plazapremiumlounge.com](http://www.plazapremiumlounge.com) or walk-in for 3-hour use at USD45, while younger guests aged between two and 11 receive 30% off and each paying guest gets one complimentary access for a child aged under two. From opening month to 30 November 2020, all walk-ins and online reservation is entitled to a 30% discount. Operation hours will be modified from October onwards, for details, please contact the lounge team at +1 972 973 6468 or email [dfwte@plaza-network.com](mailto:dfwte@plaza-network.com).

Guests visiting the new lounge can join the app-based Smart Traveller, Plaza Premium Group's Global Airport Rewards Programme, via downloading for free on [Apple Store](#) and [Google Play](#) to receive a welcome 100 bonus points to unlock a new way of rewarding experiences including 20% off each following visit at Plaza Premium Lounges globally, double points in birthday month, year-round member benefits, and many more.

A selection of high-res images can be downloaded in the following link:

<https://plaza-network.box.com/s/nbgslnus9ics5jqr2axiv9ogjy6ie6gh>

- end -

### **About Plaza Premium Lounge**

Plaza Premium Lounge is the world's first and largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand's footprint spans over 35 major international airports and includes Greater China (Hong Kong, Macao, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates).

The brand has been awarded the "World's Best Independent Airport Lounge" for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, as well as the "Best Independent Airport Lounge 2018" by *Business Traveller Asia Pacific* magazine. In 2020, Plaza Premium Lounges at Hong Kong International Airport and Kuala Lumpur International Airport are re-certified with ISO 9001:2015 on provision of quality airport lounge services.

To learn more: [www.plazapremiumlounge.com](http://www.plazapremiumlounge.com)

Connect with us: [FB](#), [IG](#) and [Youtube](#) @plazapremiumlounge

### **About Plaza Premium Group**

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 170 locations of 46 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises five core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel and Refreshhh by Aerotel; airport meet & greet services ALWAYS and a range of Airport Dining concepts. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, Lufthansa, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

The Group has won more than 60 accolades in the last five years, including "World's Best Independent Airport Lounge" for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and "Best Airport Lounge Operator" for 2018 & 2019 by *TTG Asia* magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. In addition, the group's Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia.

Plaza Premium Group currently employs over 5,000 staff and serves more than 16 million global passengers annually. By continuously innovating and striving to surpass travellers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

Connect with us: [LinkedIn](#) @plazapremiumgroup and [Twitter](#) @PPG\_worldleader

### **Media Contacts:**

Global: Maggie Leung, Senior Manager, PR & Corporate Communications  
T: +852 3960 1595; [maggie.leung@plaza-network.com](mailto:maggie.leung@plaza-network.com)

Stephanie Li, Assistant Manager, PR & Corporate Communications  
T: +852 3960 1456; [Stephanie.li@plaza-network.com](mailto:Stephanie.li@plaza-network.com)