

An Innovative Global Airport Rewards Programme by Plaza Premium Group



The New Way of Rewarding Experiences with Conventional Travel and Virtual Shopping
Online shopping behaviour has reached new heights because of the pandemic. The app-based Smart Traveller is designed with easy-to-navigate interface for members to check latest and exclusive offers, keep track of benefits and rewards, as well as earning and redeeming points instantly through one platform seamlessly.

The mobile application includes a Global Air Travel Reward Marketplace, which curates travel-related products and services with the likes of private lounges of airlines and alliances redeemable with points or at a discounted rate, in addition to Plaza Premium Group's airport hospitality services for members to enjoy the best of the travel world at their fingertips.

“ With millions working from home and digital connectivity taking even more of a hold on everyday habits, consumers will have greater motivations and fewer perceived barriers to more actively seek technology-enabled solutions to assist in everyday tasks like shopping. ”

[Source: COVID-19: Tracking the Impact on FMCG, Retail and Media. Nielsen, updated 21 May 2020]



Leading Contactless Services and The Power of Partnerships
Promoting contactless service is part of the heightened measures to ensure a hygienic and safe experience for all travellers and staff members.

Smart Traveller is programmed to enable multi-faceted functions, including dedicated WiFi login, instant redemption on-site of products and services, , while digital admission and food self-ordering will be introduced at a later stage, automating many processes for a worry-free member experience.

Collaboration is key to restart the travel industry. Smart Traveller is positioned to connect the airport ecosystem worldwide, including airports, airlines, alliances, travel retail and lounge operators with the provision of a smart and integrated platform to showcase their services, products and exclusive offers to international travellers.

“ Technology is not only critical to operate during these times, but it requires significant focus and attention post COVID-19 if organisations are to remain competitive and resilient in the ‘new normal’ ”

[Source: COVID-19: A time for transformation and thinking for the future. KMPG, 14 April 2020]



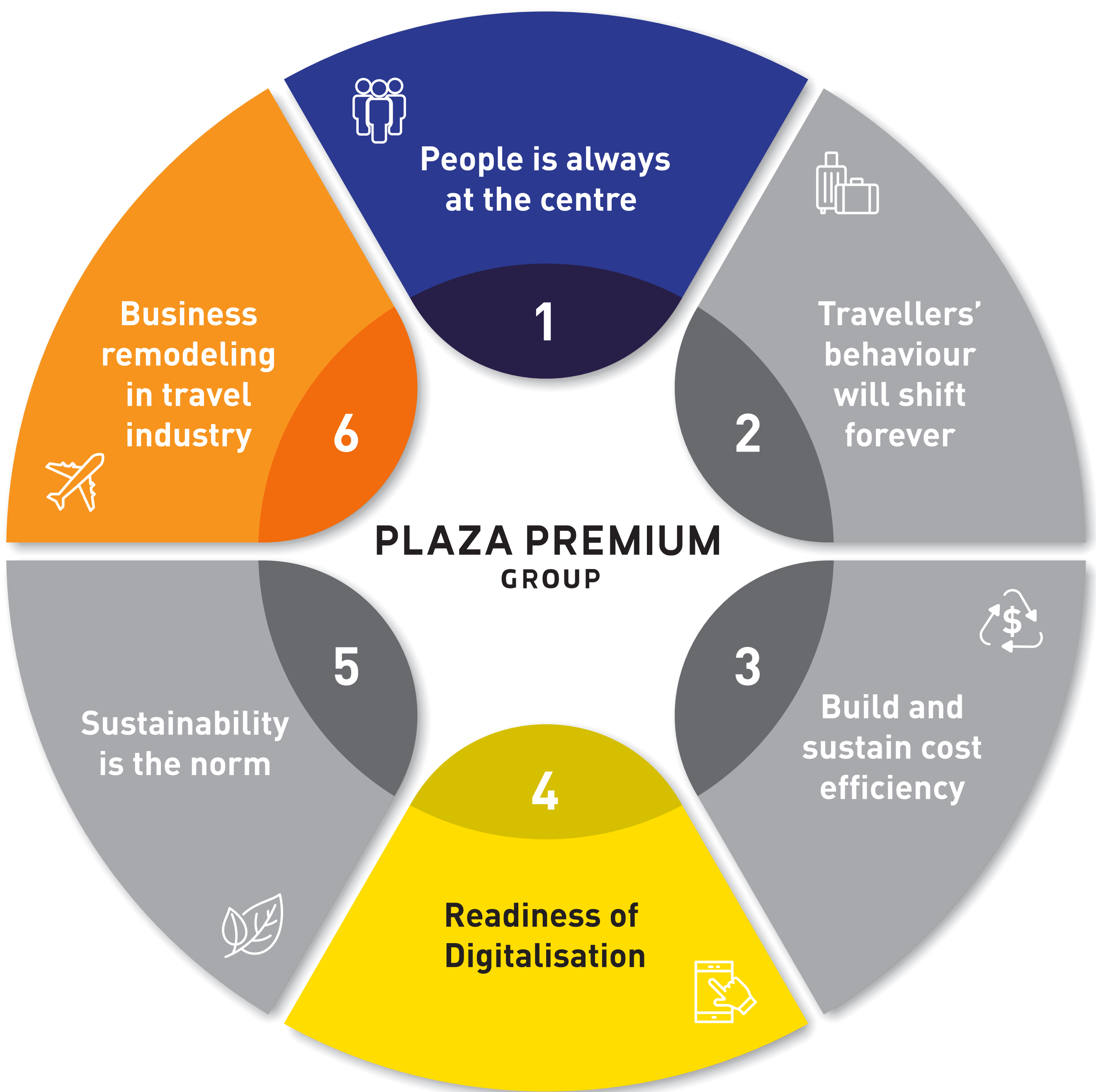
Unite the Global Airport Ecosystem
The airport ecosystem is preparing for travel revival to re-gain travellers' confidence and gradually improve revenue prospect. Of all strategies, being innovative and flexible are two key elements.

Smart Traveller offers five value-added partnership approaches for partners to choose the best suitable for their business needs:

- 1) Inclusion of partners' services and products for members to earn and redeem points.
- 2) Be part of the Global Air Travel Reward Marketplace with instant redemption and worldwide delivery.
- 3) Integrate with Smart Traveller to engage members and build relationships, delivering a seamless customer experience.
- 4) Exclusive offers to partners' member base via the Smart Traveller app.
- 5) Mutual, customised and exclusive global travel rewards experience for Smart Traveller and partners' members.

Aviation will recover. But it will take unprecedented collaboration, greater data-sharing, and more digitalisation across the ecosystem to ensure the industry emerges from the pandemic more responsive, more agile, and more financially sustainable than ever before.

[Source: COVID-19 - Aviation's recovery flight plan: Stronger ecosystem collaboration needed. Deloitte, June 2020]



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