



PLAZA  
PREMIUM  
GROUP

# Media Pack

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# PLAZA PREMIUM GROUP

## Who we are

The global leader  
in integrated  
360°travellers  
hospitality  
solutions

Plaza Premium Group is found where travellers' paths cross. Having introducing the world's first independent airport lounge concept. Today, we operate the world's largest network of international airport lounges and award-winning airport hospitality experiences and passenger service solutions. We have the power and experience to make every airport travel experience memorable for your brand and business.



## Our Global Network

**250+** Locations

**70+** International Airports

**30+** Countries & Regions

**20+** million  
Passengers Served  
Annually

Plaza Premium Group represents a new world of exploration with global reach. Our multiple award-winning, integrated, 360° airport services are a guiding light for those seeking to simplify, empower their journey and enrich their airport experience. We will not rest on our laurels, we will keep innovating and pushing boundaries to Make Travel Better.

## PPG | PORTFOLIO

### Lounge

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PLAZA  
COLLECTION



PLAZA PREMIUM  
**FIRST**

Their  
Patio

BLOSSOM



EXPERIENCE  
COLLECTION



TRAVEL  
COLLECTION



### Concierge Service

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ALLWAYS partners



mèrhaba

YQNow

### Hotel

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**REFRESHHH**  
by AEROTEL

### Dining

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THEBAR



### Rewards & Membership Programme

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# Global and cosmopolitan audiences Discerning customer focus Collaborative branding curations

Even the time-starved find spare moments of dwell time while waiting for a flight...

Our lounge guests enjoy a distraction-free enriched airport experience, away from office or home. In this precious dwell time, there is opportunity to engage, explore and discover.

Our global airport lounge portfolio hosts an array of affluent guests. We service first and business class passengers, business and frequent travellers, as well as premium credit card holders and high net worth individuals from the world's top 50 banks. We invite a journey in a world away from traditional forms of advertising, we present a personal, emotional and engaging means of extending brand affinity to our lounge guests, an option that is unique and refreshing.

- **Naming & Styling Rights**
- **Experience Activation Zones**
- **Sampling & Tastings**
- **Private Room & Dedicated Area Reservation**
- **Product Placement**
- **Digital Screen Network**
- **Branded Giveaways & Marketing Collateral Placement**
- **PPG Owned Media Channels & Initiatives**



## Naming & Styling Rights

Naming rights offers a high visibility and allows guests to engage with products to enhance the customer experience through branding in-lounge service and facilities, such as the bar, private room, playrooms, nursing room, massage and other wellness spaces.



## Experience Activation Zones

Activation zones are available in the high foot fall areas in the lounges, across the entire lounge network enabling brand activations that are enticing, engaging and immersive.

There is also an option of having trained brand ambassadors to strengthen the brand affinity, being successful sales conversion, and deepen the engagement.

## Sampling & Tastings

Airport lounges offers an ideal environment to surprise and delight guests, perfect if looking to launch a new product in the market.

From premium beverages to gourmet food; launching a custom menu; to sample tasting to hosting a tasting session with VIPs; the PPG Culinary Council can customise a programme providing exposure and engagement.



## Product Placement

Product placement at the right touchpoint inside the lounge is a fantastic brand recall to our guests regardless of whether you are propositioning a new brand in the market, or you would like to ensure you are top of mind to your target audience. The experience is multi-faceted as it can combine placement with experience and engagement.



## Private Room & Dedicated Area Reservation

Together with your lounge invitations you can offer your premium guest an exclusive lounge experience with a dedicated area for your guests and brand exposure. This can be packaged together with a priority lane, room naming and decoration in-lounge, as well as a dedicated food menu.



↑ 男女  
SHOWER | 淋浴間  
PRIVATE RESTING SUITE |  
私人休息間  
← VIP ROOM | 貴賓房  
MEETING ROOM | 會議室

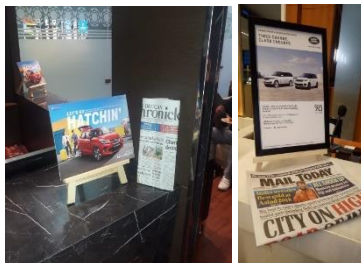


## Digital Screen Network

A wide arrange of HD and high impact digital screens are available at each lounge across the whole lounge network, making this the perfect medium to maximise the exposure within this captive environment.



Static Poster



Countertop display



Branded Giveaway



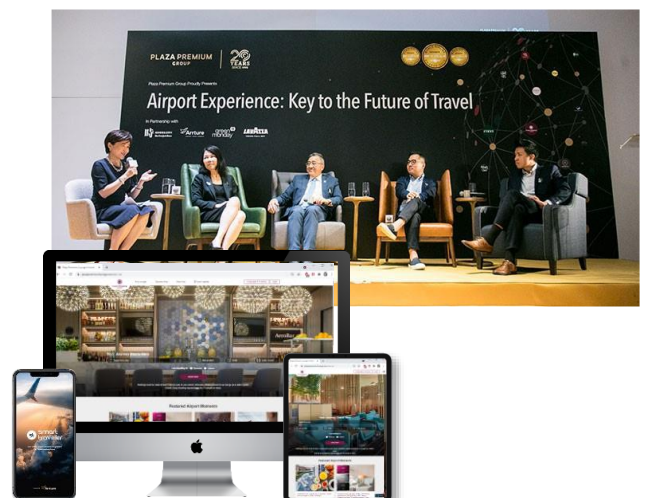
Magazine placement & cover wrap

## Marketing Collateral Placement & Branded Giveaways

Together with the brand activation, you can complement this with product and collateral placement, and branded giveaway to our guests.

## PPG Owned Media channels & events

Across over 15 mediums on and offline, engagements that explore advertising opportunities across the global network -from website, magazines, in-lounge placements, digital banners, leaflets, survey, social media, Smart Traveller loyalty app, as well as forums, talks, trade shows etc.







# We are global, bringing in global reach and scalable solution.

## ASIA

Phnom Penh International Airport, Cambodia  
Siem Reap International Airport, Cambodia  
Sihanouk International Airport, Cambodia  
Beijing Capital International Airport, China  
Beijing Daxing International Airport, China  
Guangzhou Baiyun International Airport, China  
Shanghai Pudong International Airport, China  
Changsha High-speed railway station, China  
Shenzhen High-speed railway station, China  
Guangzhou High-speed railway station, China  
Shanghai Hongqiao International Airport, China  
Qingdao Jiaodong International Airport, China  
Hong Kong International Airport, Hong Kong SAR  
Jakarta Soekarno–Hatta International Airport, Indonesia  
Nagoya Chubu Centrair International Airport, Japan  
Macau International Airport, Macau SAR  
Kuala Lumpur International Airport, Malaysia  
Kuching International Airport, Malaysia  
Penang International Airport, Malaysia  
Langkawi International Airport, Malaysia  
Clark International Airport, Philippines  
Mactan-Cebu International Airport, Philippines  
Manila Ninoy Aquino International Airport, Philippines  
Singapore Changi Airport, Singapore  
Taiwan Taoyuan International Airport, Taiwan  
Taipei Songshan Airport, Taiwan  
Suvarnabhumi International Airport, Thailand

## AFRICA

Addis Ababa Bole International Airport, Addis Ababa, Ethiopia  
Jomo Kenyatta International Airport, Nairobi, Kenya  
O.R. Tambo International Airport, Johannesburg, South Africa  
Durban International Airport, South Africa  
Hosea Kutako International Airport, Windhoek, Namibia

## OCEANIA

Adelaide Airport, Australia  
Brisbane International Airport, Australia  
Cairns Airport, Australia  
Melbourne International Airport, Australia  
Sydney International Airport, Australia  
Christchurch International Airport, New Zealand  
Queenstown Airport, New Zealand

## EUROPE

Copenhagen Airport, Denmark  
Gothenburg-Landvetter Airport, Denmark  
Helsinki Airport, Finland  
Frankfurt Airport, Germany  
Budapest Ferihegy International Airport, Hungary  
Leonardo Da Vinci-Fiumicino Airport, Rome, Italy  
Isle of Man Airport, UK  
Stockholm Arlanda Airport, Sweden  
Istanbul Sabiha Gökçen International Airport, Turkey  
London Heathrow Airport, United Kingdom  
London Gatwick Airport, United Kingdom

## NORTH AMERICA

Edmonton International Airport, Canada  
Montréal-Pierre Elliott Trudeau International Airport, Canada  
Toronto Pearson International Airport, Canada  
Winnipeg Richardson International Airport, Canada  
Vancouver International Airport, Canada  
John F. Kennedy International Airport, United States  
Dallas/Fort Worth International Airport, United States  
Denver International Airport, United States  
Dulles International Airport, United States  
San Francisco International Airport, United States  
Newark International Airport, United States  
Boston Logan International Airport, United States  
Orlando International Airport, United States

## SOUTH AMERICA

Rio de Janeiro – Tom Jobim International Airport, Brazil  
São Paulo/Guarulhos International Airport, Brazil  
Cancun International Airport, Mexico

## INDIA / MIDDLE EAST

Indira Gandhi International Airport, New Delhi, India  
Kempegowda International Airport, Bengaluru, India  
Rajiv Gandhi International Airport, Hyderabad, India  
Chandigarh International Airport, India  
Dr Babasaheb Ambedkar International Airport, Nagpur, India  
Sri Guru Ram Dass Jee International Airport, Amritsar, India  
Abu Dhabi International Airport, United Arab Emirates  
Dubai International Airport, United Arab Emirates  
Muscat International Airport, Oman  
King Fahd International Airport, Dammam, Saudi Arabia  
Riyadh King Khalid International Airport, Saudi Arabia  
King Abdul Aziz International Airport, Jeddah, Saudi Arabia

## CONTACT

Want to find out more about branding  
and partnership possibilities in our  
global portfolio of lounges?

Let's talk. We are sure we can  
create an impactful solution for you.

### HEADQUARTERS

**Becky Lim**

Managing Director, Commercial  
[becky.lim@plaza-network.com](mailto:becky.lim@plaza-network.com)

### NORTH ASIA

**Natalie Ng**

Director of Sales  
[natalie.ng@plaza-network.com](mailto:natalie.ng@plaza-network.com)

### SOUTHEAST ASIA

**Cavin Loh**

Regional Director of Sales & Marketing  
[cavin.loh@plaza-network.com](mailto:cavin.loh@plaza-network.com)

### EUROPE, MIDDLE EAST & AFRICA

**Yasemin Akcay**

Sales Director  
[yasemin.akcay@plaza-network.com](mailto:yasemin.akcay@plaza-network.com)

### UNITED STATES

**Deborah Mahoney**

Regional Director of Sales  
[deborah.mahoney@plaza-network.com](mailto:deborah.mahoney@plaza-network.com)

### CANADA

**Mukul Kumar**

Sales Manager  
[mukul.kumar@plaza-network.com](mailto:mukul.kumar@plaza-network.com)

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