



PLAZA
PREMIUM
GROUP

Brand Collaboration Opportunity

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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 introduced 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

150+

Countries

600+

Airports
(International & Domestic)

24M

Passengers 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

PLAZA
COLLECTION



PLAZA PREMIUM
FIRST

Their
Patio

BLOSSOM

EXPERIENCE
COLLECTION



TRAVEL
COLLECTION



Concierge Service



mèrhàba

YQNow

Hotel



REFRESHHH
by AEROTEL

Dining



Digital Experience and Rewards Platform





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...

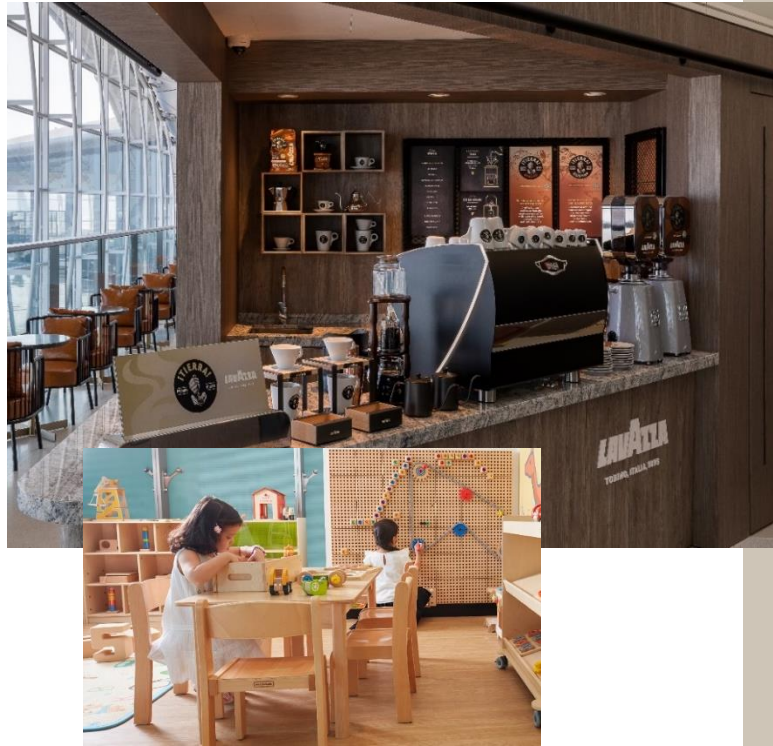
Our lounge guests enjoy a distraction-free enriched airport experience, away from office or home. In this precious dwell time, there is opportunity to engage, explore and discover.

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.



今 11:11
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



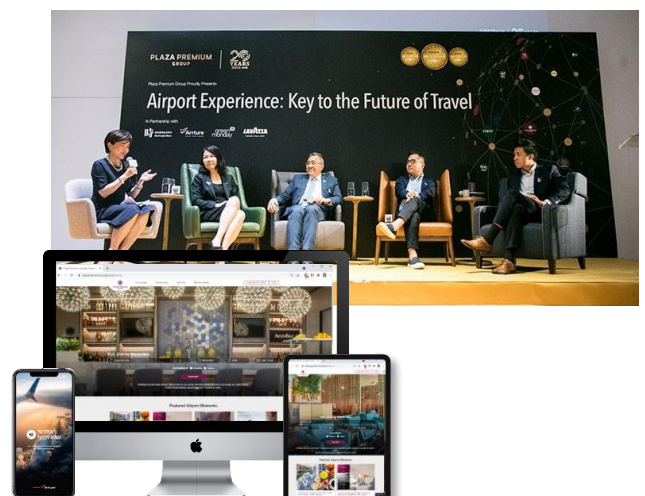
Magazine placement & cover wrap

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
Beijing Capital International Airport, China
Beijing Daxing International Airport, China
Beijing Railway Station, China
Changchun Longjia International Airport, China
Changchun West Railway Station, China
Changsha High-speed Railway Station, China
Chengdu Shuangliu International Airport, China
Chengdu Tianfu International Airport, China
Chongqing Jiangbei International Airport, China
Dalian Zhoushuizi International Airport, China
Guangzhou Baiyun International Airport, China
Guangzhou High-speed Railway Station, China
Guiyang Longdongbao International Airport, China
Guiyang North Railway Station, China
Haikou Meilan International Airport, China
Hangzhou East Railway Station, China
Hangzhou International Airport, China
Hangzhou Xiaoshan International Airport, China
Harbin Taiping International Airport, China
Hefei Xinqiao International Airport, China
Jieyang Chaoshan International Airport, China
Jilin Railway Station, China
Jinan Yaoqiang International Airport, China
Jinan Yaoqiang International Airport, China
Kailian Railway Station, China
Kunming Changshui International Airport, China
Kunming Railway Station, China
Langfang Railway Station, China
Lanzhou Zhongchuan International Airport, China
Leshan Railway Station, China
Nanchang Changbei International Airport, China
Nanjing Lukou International Airport, China
Nanjing South Railway Station, China
Nanning Wuxu International Airport, China
Nanyang Jiangying Airport, China
Ningbo Lishe International Airport, China
Qingdao Jiaodong International Airport, China
Qingdao Railway Station, China
Sanya Phoenix International Airport, China
Shanghai Hongqiao International Airport, China
Shanghai Hongqiao Railway Station, China
Shanghai Pudong International Airport, China
Shenyang Taoxian International Airport, China
Shenzhen High-speed Railway Station, China
Shenzhen Baoan International Airport, China

Shenyang South Railway Station, China
Sunan Shuofang International Airport, China
Suzhou Railway Station, China
Taiyuan South Railway Station, China
Taiyuan Wusu International Airport, China
Tianjin Railway Station, China
Tianjin West Railway Station, China
Ürümqi Diwopu International Airport, China
Wenzhou Longwan International Airport, China
Wuhan Tianhe International Airport, China
Xi'an North Railway Station, China
Xi'an Railway Station, China
Xi'an Xianyang International Airport, China
Zhengzhou Xinzheng International Airport, China
Zhuhai Jinwan International Airport, China
Hong Kong International Airport, Hong Kong SAR
I Gusti Ngurah Rai International Airport, Indonesia
Jakarta Soekarno-Hatta International Airport, Indonesia
Kita-ku Shibata, Osaka-shi, Osaka, Japan
City Terminal Umeda, Osaka, Japan
Nagoya Chubu Centrair International Airport, Japan
New Chitose Airport, Japan
Fukuoka International Airport, Japan
Kansai International Airport, Japan
Kagoshima Airport, Japan
Hiroshima Airport, Japan
Naha Airport, Japan
Kansai International Airport, Japan
Haneda Airport, Japan
Macau International Airport, Macau SAR
Kota Kinabalu International Airport, Malaysia
Kuala Lumpur International Airport, Malaysia
Langkawi International Airport, Malaysia
Penang International Airport, Malaysia
Mandalay Airport, Myanmar
Clark International Airport, Philippines
Mactan-Cebu International Airport, Philippines
Manila Ninoy Aquino International Airport, Philippines
Singapore Changi Airport, Singapore
Gimhae International Airport, South Korea
Gimpo International Airport, South Korea
Incheon International Airport, South Korea
Taiwan Taoyuan International Airport, Taiwan
Taipei Songshan Airport, Taiwan
Chiang Mai International Airport, Thailand
Don Mueang International Airport, Thailand
Hat Yai International Airport, Thailand
Phuket International Airport, Thailand



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

ASIA

Suvarnabhumi International Airport, Thailand
Udon Thani International Airport, Thailand
Cam Ranh International Airport, Vietnam
Noi Bai International Airport, Vietnam
Tan Son Nhat International Airport, Vietnam

AFRICA

Addis Ababa Bole International Airport, Addis Ababa, Ethiopia
Julius Nyerere International Airport, Tanzania
Jomo Kenyatta International Airport, Nairobi, Kenya
Robert Gabriel Mugabe International Airport, Zimbabwe

OCEANIA

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

EUROPE

Copenhagen Airport, Denmark
Helsinki Airport, Finland
Budapest Ferihegy International Airport, Hungary
Leonardo Da Vinci-Fiumicino Airport, Rome, Italy
Gothenborg Landvetter Airport, Sweden
Stockholm Arlanda Airport, Sweden
Geneva Airport, Switzerland
Zurich Airport, Switzerland
Istanbul Sabiha Gökçen International Airport, Türkiye
Edinburgh Airport, Scotland, United Kingdom
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
Vancouver International Airport, Canada
Winnipeg Richardson International Airport, Canada
Denver International Airport, United States
LaGuardia Airport, United States
Orlando International Airport, United States
Ronald Reagan Washington National Airport, United States
Dallas/Fort Worth International Airport, United States

SOUTH AMERICA

Ministro Pistarini International Airport, Argentina
Rio Galeão – Tom Jobim International Airport, Brazil
São Paulo/Guarulhos International Airport, Brazil
Ernesto Cortissoz International Airport, Colombia
Bogota El Dorado International Airport, Colombia
Palonegro International Airport, Colombia
Cartagena Rafael Núñez Airport, Colombia
Alfonso Bonilla Aragón International Cali Airport, Colombia
José María Córdova International Airport, Colombia
Cancún International Airport, Mexico

INDIA / MIDDLE EAST

Zayed International Airport, Abu Dhabi
Chhatrapati Shivaji Maharaj International Airport, India
Kempegowda International Airport, Bengaluru, India
Abu Dhabi International Airport, United Arab Emirates
Dubai International Airport, United Arab Emirates
Sharjah International Airport, United Arab Emirates
Muscat International Airport, Oman
King Fahd International Airport, Dammam, Saudi Arabia
King Khalid International Airport, Riyadh, Saudi Arabia
King Abdulaziz International Airport, Jeddah, Saudi Arabia
Queen Alia International Airport, Amman, Jordan

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.

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