

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)

30M

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

BLOSSOM

EXPERIENCE
COLLECTION



TRAVEL
COLLECTION



Concierge Service



ALLWAYS partners



YQNow

Hotel



AEROTEL

REFRESHHH
by AEROTEL

Airport



Digital Experience & 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.



↑ 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



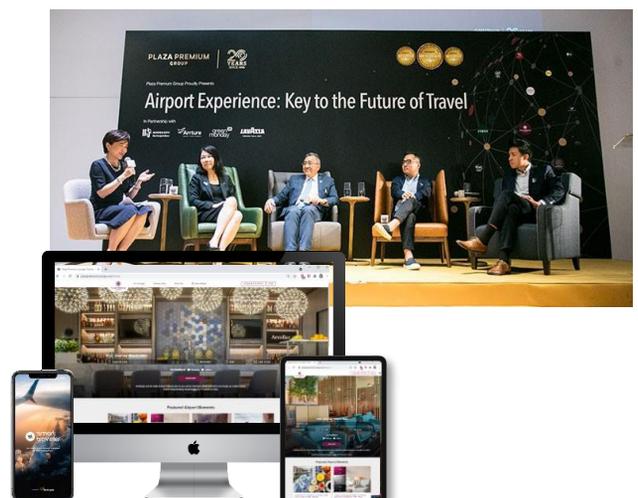
Magazine placement & cover wrap

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 economies of scale, global reach and expertise.



150

Countries

600

Airports (International & Domestic)

30M

Passengers Served Annually

ASIA

- Cox's Bazar Airport, Bangladesh
- Hazrat Shahjalal International Airport, Bangladesh
- Osmani International Airport, Bangladesh
- Phnom Penh International Airport, Cambodia
- Beijing Capital International Airport, China
- Beijing Daxing International Airport, China
- Beijing Railway Station, China
- Beijing North Railway Station, China
- Changchun Longjia International Airport, China
- Changchun West Railway Station, China
- Changsha High-speed Railway Station, China
- Changsha Huanghua International Airport, China
- Chengdu Shuangliu International Airport, China
- Chengdu Tianfu International Airport, China
- Chongqing Jiangbei International Airport, China
- Dalian Zhoushuizi International Airport, China
- Dali Fengyi Airport, China
- Dehong Mangshi Airport, China
- Fuzhou Changle 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
- Kailin 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
- Libo Railway Station, China
- Lijiang Sanyi International Airport, 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
- Qingdao North Railway Station, China
- Quanzhou Jinjiang International Airport, 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
- Tengchong Tuofeng Airport, China
- Tengzhou East Railway Station, China
- Tianjin Binhai 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
- Xishuangbanna Gasa International Airport, China
- Zhangjiakou Prince City Railway Station, China
- Zhangjiakou Railway Station, China
- Zibo Railway Station, China
- Zhengzhou Xingzheng International Airport, China
- Zhuhai Jinwan International Airport, China
- Hong Kong International Airport, Hong Kong SAR
- Adi Sumarmo International Airport, Indonesia
- Depati Amir Airport, Indonesia
- Dhoho Airport, Indonesia
- El Tari International Airport, Indonesia
- Halim Perdana Kusuma Airport, Indonesia

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150

Countries

600

Airports (International & Domestic)

30M

Passengers Served Annually

ASIA

I Gusti Ngurah Rai International Airport, Indonesia
Jakarta Soekarno-Hatta International Airport, Indonesia
Jenderal Ahmad Yani International Airport, Indonesia
Juanda Airport, Indonesia
Kualanamu International Airport, Indonesia
Lombok International Airport, Indonesia
Pattimura Airport, Indonesia
Sam Ratulangi International Airport, Indonesia
Sepinggan Airport, Indonesia
Soekarno-Hatta International Airport, Indonesia
Sultan Hasanuddin International Airport, Indonesia
Sultan Mahmud Badaruddin II Airport, Indonesia
Sultan Thaha Airport, Indonesia
Syamsudin Noor Airport, Indonesia
Yogyakarta Airport, Indonesia
Chubu Centrair International Airport, Japan
Fukuoka International Airport, Japan
Hiroshima Airport, Japan
Kansai International Airport, Japan
Kagoshima Airport, Japan
Nagoya Chubu Centrair International Airport, Japan
New Chitose Airport, Japan
Naha Airport, Japan
Narita Airport, Japan
Haneda Airport, Japan
Macau International Airport, Macau SAR
Johor Bahru Senai International Airport, Malaysia
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
Suvanna Bhumi International Airport, Thailand
Udon Thani International Airport, Thailand
Buon Ma Thuot Airport, Vietnam
Cam Ranh International Airport, Vietnam
Can Tho International Airport, Vietnam
Cat Bi International Airport, Vietnam
Chu Lai Airport, Vietnam
Da Nang International Airport, Vietnam
Dien Bien Airport, Vietnam
Dong Hoi Airport, Vietnam
Lien Khuong International Airport, Vietnam
Noi Bai International Airport, Vietnam
Phu Bai International Airport, Vietnam
Phu Cat Airport, Vietnam
Phu Quoc Island International Airport, Vietnam
Pleiku Airport, Vietnam
Tho Xuan Airport, Vietnam
Tuy Hoa Airport, Vietnam
Tan Son Nhat International Airport, Vietnam

AFRICA

Cairo International Airport, Egypt
Addis Ababa Bole International Airport, Ethiopia
King Shaka International Airport, South Africa
O.R. Tambo International Airport, South Africa
Julius Nyerere International Airport, Tanzania
Enfidha Hammamet Int. Airport, Tunisia
Monastir Habib Bourguiba Airport, Tunisia
Jomo Kenyatta International Airport, 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

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150

Countries

600

Airports (International & Domestic)

30M

Passengers Served Annually

EUROPE

Copenhagen Airport, Denmark
Helsinki Airport, Finland
Frankfurt International Airport, Germany
Budapest Ferihegy International Airport, Hungary
Leonardo Da Vinci-Fiumicino Airport, Italy
Göteborg-Landvetter Airport, Sweden
Stockholm Arlanda Airport, Sweden
Geneva Airport, Switzerland
Zurich Airport, Switzerland
Istanbul Sabiha Gökçen International Airport, Türkiye
Edinburgh Airport, Scotland, United Kingdom
East Midlands International Airport, United Kingdom
Isle of Wight Airport, United Kingdom
Manchester International Airport, United Kingdom
London Heathrow Airport, United Kingdom
London Gatwick Airport, United Kingdom

SOUTH AMERICA

Ministro Pistarini International Airport, Argentina
Riogaleão – 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

NORTH AMERICA

Calgary International Airport, Canada
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
El Salvador International Airport, El Salvador
Austin-Bergstrom International Airport, United States
Cincinnati/Northern Kentucky International Airport, United States
Cleveland Hopkins International Airport, United States
Dallas/Fort Worth International Airport, United States
Detroit Metropolitan Wayne County Airport, United States
Denver International Airport, United States
Dulles International Airport, United States
LaGuardia Airport, United States
Hartsfield-Jackson Atlanta International Airport, United States
Jacksonville International Airport, United States
John Glenn Columbus International Airport, United States
Louis Armstrong New Orleans International Airport, United States
Milwaukee Mitchell International Airport, United States
Oakland International Airport, United States
Orlando International Airport, United States
Palm Springs International Airport, United States
Pittsburgh International Airport, United States
Portland International Airport, United States
Reno-Tahoe International Airport, United States
Ronald Reagan Washington National Airport, United States
Sacramento International Airport, United States
San Francisco International Airport, United States
St. Louis Lambert International Airport, United States
Will Rogers World Airport, United States

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150

Countries

600

Airports (International & Domestic)

30M

Passengers Served Annually

INDIA / MIDDLE EAST

Zayed International Airport, Abu Dhabi
Chhatrapati Shivaji Maharaj International Airport, India
Kempegowda International Airport, India
Abu Dhabi International Airport, United Arab Emirates
Dubai International Airport, United Arab Emirates
Haramain High Speed Railway, Madinah
Prince Mohammed Bin Abdulaziz International Airport, Madinah
Duqm International Airport, Oman
Muscat International Airport, Oman
Abha International Airport, Saudi Arabia
Al Jouf Domestic Airport, Saudi Arabia
Al Qaisumah-Hafar Al Batin Airport, Saudi Arabia
Arar Domestic Airport, Saudi Arabia
Bisha Domestic Airport, Saudi Arabia
Dawadmi Domestic Airport, Saudi Arabia
Gurayat Domestic Airport, Saudi Arabia
Ha'il International Airport, Saudi Arabia
Haramain High Speed Railway - Jeddah, Saudi Arabia
Haramain High Speed Railway - Makkah, Saudi Arabia
Najran Regional Airport, Saudi Arabia
Prince Abdul Majeed bin Abdulaziz International Airport, Saudi Arabia
Prince Abdul Mohsin bin Abdulaziz International Airport, Saudi Arabia
Prince Naif Bin Abdulaziz International Airport, Saudi Arabia
Prince Sultan Bin Abdul Aziz International Airport, Saudi Arabia
Taif Regional Airport, Saudi Arabia
Turaif Domestic Airport, Saudi Arabia
Wadi Al Dawasir Airport, Saudi Arabia
King Fahd International Airport, Saudi Arabia
King Khalid International Airport, Saudi Arabia
King Abdulaziz International Airport, Saudi Arabia
Queen Alia International Airport, 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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**PLAZA
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