

FOR IMMEDIATE RELEASE

Plaza Premium Group Celebrates 20th Anniversary with the Launch of New Lounge Concept *Plaza Premium First*

A new independent lounge experience redefining personalised hospitality
in Hong Kong International Airport



Caption: *Plaza Premium First is conveniently located near Gate 1 at Hong Kong International Airport*

(Hong Kong, 20 July 2018) Plaza Premium Group, the world’s largest independent airport lounge network, celebrates its 20th anniversary with the launch of a new lounge concept, ***Plaza Premium First***, in Hong Kong International Airport. The exclusive brand redefines and curates the airport lounge experience with personalised hospitality designed to meet elite travellers’ discerning needs.

Designed by award-winning Hong Konger Kinney Chan, the lounge has been imagined as a calming oasis for travellers to escape the hustle and bustle of the busy terminal. Natural materials, soothing colours, and artwork including a large forest mural have been installed to create a tranquil and serene ambiance. Whether sitting back with a premium whisky or crafted cocktail, indulging in a gourmet meal, or soothing the senses with a relaxing massage, travellers can curate their own pre-flight experience before embarking on the next stage of their journey.

Operating under a pay-per-use system, *Plaza Premium First* offers a number of exclusive, best-in-class services. The personalised journey begins with a welcome tour from a Lounge Ambassador, a refreshing drink featuring TWG-made tea mocktail, and a 10-minute complimentary neck and shoulder massage (subject to availability). The lounge is also equipped with private shower rooms coupled with **Elemis** skincare amenities (subject to availability) and complimentary Wi-Fi to ensure a seamless, comfortable experience for travellers. Infinity Rooms, each hosting 20 guests or more, offer a customised hospitality experience with flexible VIP or meeting package options.

The lounge introduces Plaza Premium Group's newest table-service restaurant, **Primo**, which offers à la carte dining with seasonal made-to-order entrées, all-inclusive and self-serving hors d'oeuvre, and breakfast options. Highlighted dishes from the à la carte selection include *Maine Lobster and Capellini* served with aromatic lobster velouté, and *Traditional Marinated Goose with Marinated Egg* served with steamed rice. For those looking for a vegetarian option, *Plaza Premium First* has partnered with **Green Monday** to be the first airport lounge in Asia to serve the **Beyond Meat Burger** served with sweet potato fries, a revolutionary plant-based burger. Children can select from options including *Pancake and Scrambled Eggs with Syrup*, *Mixed Berries and Whipped Cream* for breakfast and *Macaroni and Cheese served with Sautéed Green Peas and Sweet Potato Fries* for dinner.

Guests looking to unwind with a beverage can enjoy the offerings at **AeroBar**, an iconic bar featuring an extensive premium whisky selection by Pernod Ricard including **Glenlivet 25 years old**, **Aberlour A'bunadh**, **Longmorn 16 years old** and **Scapa Glansa**. Rotating seasonally, specialty drinks can be made to order at AeroBar including a *Classic Espresso Martini*, featuring **Lavazza Espresso Crema e Aroma**, **Absolute Vodka** and **Kahlúa**; and *Pink Rose*, mixed by **TWG** Bain de Roses Tea, **Pink Grapefruit Juice**, **Japanese Yuzu Soda** and **Thai Basil**. AeroBar also features a dessert bar with some house-made cakes such as **Gourmand 55%**, best complemented with the Italian **Lavazza** coffee.

The launch of *Plaza Premium First* in Hong Kong serves as a milestone of Plaza Premium Group and commences the Group's 20th anniversary celebrations. An established industry leader in premium airport services, Plaza Premium Group builds on their extensive experience to once again raise the bar on high-end airport hospitality services with the launch of *Plaza Premium First*. The new lounge concept serves well the needs of international airlines, financial institutions and corporations which are looking to provide value-adding hospitality to their affluent customers.

"We are thrilled to introduce *Plaza Premium First* to guests seeking personalised and extraordinary services in Hong Kong International Airport," says Mr. Song Hoi-see, Founder and CEO of Plaza Premium Group. "With the recent expansion of Plaza Premium Group in opening new outlets of Plaza Premium Lounge in Melbourne, Rome, Dammam and Cebu, *Plaza Premium First* is a reflection of the Group's commitment in providing the best-in-class services for discerning elite travellers, and is a major step forward in bringing airport lounge services to a new level of refinement."

For more information or to pre-book admission prior to arrival, visit: <https://www.plazapremiumfirst.com/>.

Lounge Use Package (Published Rates):

- 3 hours: HKD 880
- 5 hours: HKD 980
- 8 hours: HKD 1080
- 10 hours: HKD 1180

- Ends -

Notes to Editor

1. Factsheet
2. A la carte Menus
3. Executive Biographies

Images:



Caption: Crafted space making travellers feel relaxed and comfortable in an elegant and personalised environment



Caption: A dedicated VIP lounge space Infinity Room available for rental



Caption: Primo, à la carte dining area with seasonal made-to-order entrées



Caption: All-you-can-enjoy delicate desserts at dessert bar



Caption: All-you-can-enjoy salad selection and appetisers at the buffet counter



Caption: Premium whisky selection and hand-sliced Bellota-Bellota Ibérico Ham served at AeroBar

High-resolution images can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown

About Plaza Premium Group (PPG)

Headquartered in Hong Kong, Plaza Premium Group is the pioneer and industry leader in providing Premium Airport Services in over 160 locations of 41 international airports across the world, with a collective goal of ‘enhancing your airport experience’. The Group comprises four core airport services, Airport Lounge, Airport Transit Hotel, Airport Meet & Greet Service, and Airport Dining. In the past few years, The Group has won more than 60 accolades, including the ‘World’s Best Independent Airport Lounge’ for three consecutive years from 2016 to 2018 at the Skytrax World Airline Awards, the global benchmark of aviation excellence.

The Group currently employs nearly 5,000 staff and serves over 14 million passengers around the world annually. The Group is dedicated to providing quality services and possesses proprietary knowledge in airport hospitality industry. By continuously surpassing travellers’ expectation, the Group’s network is rapidly growing across major international airports around the world. For more details, visit www.plazapremiumgroup.com.

Media Enquiries

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