



NEWS RELEASE

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**PLAZA PREMIUM LOUNGE LAUNCHES FIRST-EVER GLOBAL BRAND CAMPAIGN
“YOUR AIRPORT MOMENT”**

Curation of unique and memorable airport experiences around the world

Plaza Premium Lounge, the world’s largest independent airport lounge network, celebrates unique airport experiences with global travellers by launching “[Your Airport Moment](#)” campaign to include [brand videos](#), print and online advertising, airport billboards and a campaign landing webpage in addition to a social media initiative with #myairportmoment to run in March 2019.

Based on the concept of “Everyone is a Traveller” and working with Hong Kong-based award-winning creative agency Toast Communications, three creatives and accompanying videos portrait the precious airport moments for solo travellers, business travellers, and families and friends – the many hats every individual wears in their travel journeys. “Airports have become a destination of its own and savvy travellers like to travel in style – whether you are chilling out at lounges, shopping or enjoying a local signature dish before embarking your next adventure, we invite you to share your unique airport memories with the global audiences.” said Janis Tse, Marketing Director of Plaza Premium Group.

The campaign will appear on more than 50 print media and outdoor locations covering the brand’s key strategic locations: Australia, Hong Kong, India, mainland China, Malaysia, the Middle East and U.K. “In the beginning of a new year, this is the perfect timing to launch a global campaign to continue our 20th anniversary celebration and showcase our global footprint. In addition to raising brand awareness, the campaign is one of our key initiatives to engage our guests as well as our worldwide staff for reinforcing brand loyalty and advocacy. Ultimately, they are all our target customers and Plaza Premium Lounge is the total solution for everyone.” Janis continued. Plaza Premium Lounge has further grown with 11 new locations opened in past three years.

The social media programme will go live in March 2019. Travellers posting their best and unique airport moments with dedicated hashtag #myairportmoment will have a chance to win one-year Plaza Premium Lounge gift cards with access to the global locations. The winner selection will be subject to the final decision of Plaza Premium Group and Plaza Premium Lounge.

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With over 70 locations across 30 international airports, the award-winning Plaza Premium Lounge is located in Greater China (mainland, Hong Kong, Macau and Taiwan regions), Asia Pacific (Australia, Cambodia, Indonesia, Malaysia, Philippines and Singapore), Americas (Brazil and Canada), Europe (Finland – opening February 2019, Italy and U.K.), India and the Middle East (Oman, Saudi Arabia and United Arab Emirates.) Advance [online booking](#) for single use and on-location pay-in option are available; while travellers with eligible credit cards and privilege cards are entitled to access the lounge. The brand’s travel reward programme partner [Arrture](#) also offers point earning and redemption. For loved ones, friends and valued business partners, Plaza Premium Lounge [gift card](#) is the ideal gift all year round.

About Plaza Premium Lounge

Plaza Premium Lounge, the world’s largest independent airport lounge network, gives travellers a haven away from the hustle and bustle of the airport, by providing a space with excellent services and facilities for travellers departing, transiting and arriving at 30 major international airports around the world. In July 2018, an extension of the flagship brand, Plaza Premium First is launched to offer a refined, elevated lounge experience for elite travellers.

Comfortable seating, enticing food and beverage selection, showers with amenities, private resting suites, VIP rooms, recharging stations, Wi-Fi, computer workstations are but a few of the services offered to enhance the airport experience.

As the first airport lounge network to achieve ISO 9001:2008 certification, Plaza Premium Lounge is committed to consistently providing quality services for valued guests. By putting the best ideas and practices from across the network and around the world into action, Plaza Premium Lounge focuses on innovative and quality products and services.

On top of the sublime and opulent independent airport lounges that are in operation, Plaza Premium Lounge also manages lounges for leading airlines, alliances and banks including but not limited to Cathay Pacific Airways, Singapore Airlines, China Eastern Airlines, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more. www.plazapremiumlounge.com

About Plaza Premium Group

Headquartered in Hong Kong, Plaza Premium Group is the pioneer and industry leader in offering Global Airport Hospitality solutions in over 160 locations of 42 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 Accommodation, 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 across the globe. For more details, visit www.plazapremiumgroup.com.

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