



NEWS RELEASE

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Plaza Premium Lounge Dubai Creates a Lasting Impression for Travellers Departing Dubai International

Comprehensive range of services to serve individual, business and family travellers



Plaza Premium Lounge Dubai - Reception featuring image of Dubai city skyline



Plaza Premium Lounge Dubai – Family Suite for a maximum of six guests with butler service

Highlights of Plaza Premium Lounge Dubai:

- 1,260-square-metre Plaza Premium Lounge Dubai with a maximum capacity of 300 guests, the largest independent pay-per-use airport lounge at Terminal 3 in the busiest transit hub in the Middle East
- Special features: Four Family Suites, dedicated Playroom, “first-class” enclosed private napping space, cigar lounge, male and female prayer rooms
- Global cuisine freshly prepared at live kitchen includes Arabic, Asian and International flavours in addition to specially created kid’s and infant’s menus

“Dubai is a city known for its ancient and modern attractions as well as a world-class destination for leisure, business and events, attracting nearly 16 million tourists in 2018. It’s already marking 15 million by November 2019 and with Expo 2020 coming in October, expanding our award-winning Plaza Premium Lounge into Dubai is our promise to make travel better for millions of travellers departing Dubai International.” shares Song Hoi See, Founder and CEO of Plaza Premium Group. “The airport is also a popular transit hub connecting Asia and Europe, our lounge at Terminal 3 will become popular for transit travellers to enjoy a relaxing moment.”

Situated on the upper level overlooking departure gates A2 and A3, the lounge resembles a balcony sweeping with natural lights from the airport's high ceilings. Guests unwinding at the lounge can appreciate the apron views while watching the movement of travellers on the walkways underneath.

Ocean and sand movement throughout the interior inspired by Dubai's unique landscape

Hong Kong-based designer Kinney Chan incorporated elements to interpret the waves of desert and ocean in movements. Beginning at the reception is a blue backdrop portraying Dubai's city skyline, while rounded corners applied throughout the space exhibit the idea of sand dunes, and feature walls mimic the movement of sands in the wind.

Family friendly and private space available for small groups

Plaza Premium Lounge Dubai is the only airport lounge at the terminal to offer four 10-square-meter Family Suites catering to the needs of big families or small groups with the inclusion of services by a team of multi-lingual butlers who speak Arabic, Russian, Hindi, Tagalog and Turkish. Travellers opting for the Family Suite will also enjoy Arabic coffee and dates, and welcome drinks. As part of the brand's promise to promote family-friendliness and sustainability, the new family-friendly feature Playroom – the only dedicated kids' zone at the terminal – is highlighted by colourful murals of camels, palm trees and iconic buildings in Dubai, the perfect spot for families to keep children entertained with educational and sustainably made toys by international toy brand Masterkidz while parents enjoy some "time-off".

"First-class" cabin seats as private napping space

Five shower rooms are available for guests to freshen up before a long-haul flight while business travellers needing a private space find Plaza Premium Lounge's signature honeycomb workstations to conduct last minute business calls. A unique feature added are the single-person, in-flight cabin lookalike relaxation seats with sliding door to convert the personal space into a private napping area.

Bar, cigar lounge and glocal cuisine

Appreciating the local culture, AeroBar is an enclosed space with feature walls illustrating a modernised take on the movement of sand and wind and includes a dedicated entry to a cigar lounge. Following the brand's "go green" culinary approach to reduce carbon footprint and to support the local community, the lounge presents a "glocal" cuisine freshly made in live cooking station with ingredients sourced locally to create Arabic, Asian and International cuisines. A range of must-try, signature Arabic dishes include *Sumak Hara (Local fish baked with flavored spices, bell pepper and tomato sauce)*, *Emirati Majboos Dejaaj (Slow cooked combination of chicken, rice, spices and vegetable*

medley), Bamia Bil Laaham (Meat and okra cooked in rich tomato sauce) in addition to Asian flavors Pescado Encocado (Fish filet cooked in coconut, spices, lemon grass and bell pepper), Nasi Goreng with Satay (Stir fried rice with meat, vegetables and peanut-marinated chicken skewer) and Butter Chicken (Marinated chicken tikkas cooked in a rich sauce of ghee, onions, tomatoes and cream). Specially designed menus for kids and infants are also available in addition to gluten-free options on request for travellers with special dietary requirements. Knowing travellers look to keep hydrated and nourished prior to onward journeys, the lounge introduces Hydration Station with fruit-infused drinks such as Citrus and Mint, Blueberries and Mint, Cucumber and Mint, and Mixed Berries and Mint.

Dubai lounge is the sixth Plaza Premium Lounge in the Middle East, joining existing locations in Abu Dhabi (two), Dammam, Riyadh and Salalah. It is also the latest addition to the brand's global network of more than 70 locations in Greater China, Asia Pacific, Americas, Europe and India.



Plaza Premium Lounge Dubai - AeroBar



Plaza Premium Lounge Dubai with Apron View

Plaza Premium Lounge Dubai can be accessed through select travel passes and credit cards that provide lounge access. All travellers can also book through www.plazapremiumlounge.com while walk-in guests enjoy a special opening promotion of 25% discount until 29 February 2020. Lounge access starts at USD 53 including VAT for three hours usage per person.

About Plaza Premium Lounge

Plaza Premium Lounge is the world's first and largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand's footprint spans over 35 major international airports and includes Greater China (Hong Kong, Macao, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates).

The brand has been awarded the "World's Best Independent Airport Lounge" for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, as well as the "Best Independent Airport Lounge 2018" by *Business Traveller Asia Pacific* magazine.

To learn more: www.plazapremiumlounge.com

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About Plaza Premium Group

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 160 locations of more than 45 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises five core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport hotel and leisure service Aerotel and Refreshhh by Aerotel; airport meet & greet service Allways and a range of Airport Dining concepts. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, Lufthansa, China Eastern Airlines, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

The group has won more than 60 accolades in the last five years, including "World's Best Independent Airport Lounge" for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and "Best Airport Lounge Operator" for 2018 & 2019 by *TTG Asia* magazine. In addition, the group's Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia.

Plaza Premium Group currently employs over 5,000 staff and serves more than 15 million global passengers annually. By continuously innovating and striving to surpass travellers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: www.plazapremiumgroup.com

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