

# PLAZA PREMIUM GROUP

NEWS RELEASE

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## **Plaza Premium Group strikes strategic partnership with YQ Now to offer meet & assist services at over 600 airports worldwide**

*Plaza Premium Group expands its offering by strengthening its meet and assist service, solidifying its position as the world's leader in airport hospitality services*

Plaza Premium Group, pioneer and industry leader in innovating global airport hospitality services has struck a strategic partnership with YQ Now, the leading meet and assist specialist. Supplementing the Group's existing services and products, namely Skytrax-winning airport lounge experiences, creative in-terminal airport hotels, own branded meet and greet services, and a portfolio of airport dining concepts, YQ Now brings an extensive range of meet and assist services across 600 airports in 140 countries. Representing more than 90% of the world's airport concierge services locations, the partnership between Plaza Premium Group and YQ Now will further expand the Group's meet and assist portfolio beyond Allways, its own meet and greet brand.

"Our approach to airport hospitality is holistic and thorough. Our new partnership with YQ Now will allow us to offer the world's largest range of airport hospitality services, we will be able to sell and bundle lounge and hotel access with meet and assist services, across different airports, extending our ability to take care of travellers throughout the airport journey, from departure to transit to arrival," Plaza Premium Group Founder and CEO Song Hoi See shares. "This partnership aligns with our commitment to Make Travel Better, especially during the current circumstances when travellers desire more personalised services to ensure worry-free airport experiences.

Behzad Malik, Commercial Director (Meet and Greet Services) of Plaza Premium Group adds, "The partnership will enable us to build different product offerings both domestically and internationally to all passengers. We have a strong track record in delivering first rate meet and assist services through our own brand - Allways Meet & Greet - adding in YQ Now's network will grow our sales channels significantly to more sectors including financial institutions, corporates and airlines."

Founded in 2009, YQ Now is a global specialist in providing premium airport concierge services. With meet and assist at its core, the company also offers a complementary portfolio of services including airport buggy, visa on arrival, airport lounge experience, baggage porter and limo transfer to create a seamless end-to-end airport experience for travellers in over 600 airports around the globe. YQ Now's existing corporate clients include VISA, HSBC, Citi Bank, May Bank, Aspire Life Style and DBS.

Allways Meet and Greet Services remains Plaza Premium Group's licensed and trademarked branded asset. In the coming months, a range of global meet and assist services with safety and hygiene protocols will be launched to build reassurance as travel gradually resumes, while YQ Now will continue to distribute Allways as part of its offering to its clients.



End-to-end airport meet and greet services, including limo transfer for family travellers



Professional meet and greet ambassadors for corporate travellers

Images of our meet and greet services available in the link below:

<https://plaza-network.app.box.com/s/cfm00c5o6cva4b59bbwgxlr4g4ihr04n>

### **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 170 locations of 46 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 terminal hotels Aerotel and Refreshhh by Aerotel; airport meet & greet services 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 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 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. 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 20 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.

**About YQ Now**

Founded in 2009, YQ Now is a global specialist in providing premium airport concierge services. With its meet and assist service at its core, the group also offers complementary services including airport buggy, visa on arrival, airport lounge experience, baggage porter and limo transfer to create a seamless end-to-end airport experience for travellers in over 600 airports around the globe.

To learn more: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

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