

PLAZA PREMIUM GROUP

NEWS RELEASE

3 December 2020

Plaza Premium Group presents the 'Essentials of Travelling' gift in support of global travel this holiday season



Plaza Premium Group, pioneer of airport hospitality services, is supporting global travellers this festive season by presenting the 'essentials of travelling'. In line with the Group's ['We Care For Your Wellbeing Programme'](#), Plaza Premium Group has designed a gateway to safe travelling, offering a seamless airport experience from the moment a traveller arrives at the airport, to entering a Plaza Premium Lounge or Aerotel - in-terminal hotel, or making use of ALLWAYS - Meet & Greet, which can now be gifted to a loved one at this special time of year.

Plaza Premium Lounge has transformed the airport journey for travellers offering contactless experiences, reconfigured spaces for social distancing, and pre-portioned meals through 'Smart Order', a contactless food ordering system for guests to self-order dishes via their mobile. Transiting travellers or those travelling with families or in groups can opt to stay at Aerotel, an in-terminal hotel where they can relax in their own private space before their onward journey. The travel experience can be further personalised with ALLWAYS Meet & Greet services to include fast track through immigration and porter services, which will minimise their duration at the airport and contact with surfaces.

Taking the digital journey to the next level, the Group has launched a mobile-app based global airport membership rewards programme, 'Smart Traveller'. A multi-faceted design programme for travellers to earn and redeem points, and enjoy discounts, service perks from its own Plaza Premium Group brands and global travel partners.

Bundle-up this season for a worry-free airport journey

In the month of December, Plaza Premium Lounge is offering single and bundle promotions when purchased online. Passes for gifting start at USD48 for a 2-visit pass and USD115 for a 5-visit pass with **promo code XMAS2020** via www.plazapremiumlounge.com. In the season of gifting, select lounges are also offering 2-visit and 5-visit gift cards - participating lounges include Hong Kong, Singapore, Taiwan, Macau, Kuala Lumpur in Malaysia, Toronto and Vancouver in Canada, Dallas Fort Worth in the US, Rome in Italy, London in the UK, Helsinki in Finland, Delhi and Hyderabad in India, and Abu Dhabi in UAE. To

make it extra special, Smart Traveller members will earn double points across all Plaza Premium Lounge bookings.

Selected Aerotel locations including Singapore, Kuala Lumpur, Beijing in China, Abu Dhabi and Muscat in the Middle East, and London will also be offering a 30% discount from its best available rate. Travellers looking to book both Aerotel and Plaza Premium Lounge can enjoy a 30% discount on room rates in addition to an exclusive 30% off lounge access at selected Plaza Premium Lounges. In addition, ALWAYS in Toronto, Dallas Fort Worth, Macau and Delhi, will be offering a 15% discount on all online bookings.

Although travel has been on pause, Christmas hasn't been cancelled. To celebrate the return of air travel, Plaza Premium Group will be sharing travel tips and tricks for staying safe when travelling in the new normal via their FB and IG @PlazaPremiumLounge, @Aerotel and @SmartTraveller.

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High-resolution images can be downloaded here:

<https://plaza-network.box.com/s/3v12td9s62583zo2dr20jotbu6od97v8>

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 180 locations of 49 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel and Refreshhh by Aerotel; airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveller, a mobile-app based global airport membership programme that is designed for air travellers, offering uniquely-curated perks, benefits and rewards experience through points earning and redemption. 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.

To learn more: <http://www.plazapremiumgroup.com/>

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