



**PLAZA PREMIUM  
LOUNGE**

NEWS RELEASE

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**Plaza Premium Lounge Extends Lounge Experience to High-speed Railway Lounges in China**

*The first “DragonPass x Plaza Premium Lounge” High-speed Railway Lounge debuts in Changsha*

World’s largest award-winning independent airport lounge network Plaza Premium Lounge extends its airport lounge operating expertise across China’s major high-speed railway stations, in collaboration with global digital platform for premium travel services, DragonPass. This initiative is set to raise a new benchmark of hospitality at railway stations to serve travellers better.

The first “DragonPass x Plaza Premium Lounge” lounge experience has recently been introduced in Changsha South High-speed Railway Station. Recording up to 5.5 million passengers monthly, Changsha High-speed Railway Station is China’s key transit hub connecting major cities like Guangzhou, Shenzhen, Wuhan and Shanghai. Following the inauguration, two other co-created high-speed railway lounges are set to launch in the nation’s top-tier travel hubs. Further details will be announced in due course.

“Extending our global hospitality experience of over 20 years and award-winning lounge services beyond airports is a game-changing opportunity for us,” shares Song-Hoi-see, Founder & CEO of Plaza Premium Group. “The strategic partnership with DragonPass represents a milestone for us to explore a new territory in travel. Passenger traffic of high-speed railway in China have skyrocketed in recent years and even more so post pandemic, high-speed railway is an alternative way of travel for many in China and we look forward to bringing our world-class hospitality across the region,” Song continues.

DragonPass distributes digitally a wide range of premium travel services including lounge access, limousine transfer, fast-track access, meet & assist, dining, valet parking, baggage portage and advanced medical services. The global membership program has been consistently providing products and services across airports and high-speed railway stations with innovative, one-stop member services. With the mission in providing quality travel services what cater to diverse needs of travellers, the new collaboration between DragonPass and Plaza Premium Group is committed to enhance the experience at high-speed railway lounges from ambience, dining, entertainment to service quality.

“In the unordinary year of 2020, we discovered the coexistence of opportunities and challenges. With the rapid development and expanding network, high-speed railway will become an essential means of transport for affluent travellers. Despite the pandemic, we see bright prospect on the development of high-speed railway in China, we believe 2021 will be a milestone year for high-speed rail travel experience. By partnering with Plaza Premium Lounge, the award-winning industry leader in airport hospitality, we hope to take high-speed rail



hospitality to the next level with our shared vision, consolidated expertise and resources, to deliver service excellence and create seamless, convenient and quality travel journeys.” shares Cai Ke Hui, Founder of Dragon Pass Company Limited.

The new “DragonPass x Plaza Premium Lounge” Changsha South High-speed Railway Lounge was officially opened on 26<sup>th</sup> January, 2021. It is strategically situated on the ground level of the railway station, with two entrances which enable travellers to access the lounge from both sides of the station. Spanning 700 square metre and accommodating up to 290 guests, the new lounge design embodies subtle elements of Changsha’s heritage, with accents of red that symbolises fortune and prosperity. As part of Plaza Premium Lounge’s experience promise to promote family-friendliness and sustainability, the lounge features a nursing room and a “Playroom”, the only dedicated kids’ zone at the train station, featuring educational and sustainably-made toys by international toy brand Masterkidz. Committed to provide a safe and hygienic environment, the lounge follows Plaza Premium Lounge’s [We Care For Your Wellbeing](#) programme with zoning to facilitate privacy and social distancing, comfortable seating and dining areas. In addition, guests are also offered seamless dining experience with Smart Order, a contactless food ordering system accessible via smart mobile devices. All meals are individually portioned and pre-packed, offering a selection of delicacies and drinks.

Open daily from 6:30am to 10pm, the lounge is complimentary for DragonPass members and is open to all passengers starting at RMB88 for two hours. A part of the lounge space is designated to support those in need, such as members of the military, seniors or disabled individuals where they can access lounge seating free of charge.

A selection of high-res images can be downloaded in the following link:

<https://plaza-network.box.com/s/529u8y9j6uqla18dmsnn2lg8e0pqid6i>



*Entrance and reception area at “DragonPass x Plaza Premium Lounge” Changsha South High-speed Railway Lounge*



*Dining area at “DragonPass x Plaza Premium Lounge” Changsha South High-speed Railway Lounge*



## PLAZA PREMIUM LOUNGE



*Lounge seating area at  
“DragonPass x Plaza Premium Lounge” Changsha South  
High-speed Railway Lounge*



*Individually portioned and pre-packed meals served at  
“DragonPass x Plaza Premium Lounge” Changsha South  
High-speed Railway Lounge*

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### **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 (Mainland China, Hong Kong, Macao, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, Turkey, 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. In 2020, Plaza Premium Lounge in Rome was voted “Europe’s Leading Airport Lounge” and Plaza Premium Lounge Dubai “Middle East’s Leading Airport Lounge by World Travel Awards. In 2020, the brand has successfully been awarded ISO 9001:2015 for its Hong Kong Headquarters, proving the quality management in providing airport lounge services.

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



## PLAZA PREMIUM LOUNGE

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: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

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### **About DragonPass Company Limited**

As a benefit aggregator for premium services available at airports and high-speed railways, DragonPass provides one-stop services to partners through innovative customer led technology solutions in offering better service to users with partners.

Under the impetus of complex and changing needs, as well as the drive of digitalisation, DragonPass focuses on the establishment of digital membership platform, and continue in enhancing membership rights through incorporating with technological advancement. This accelerates the development of building structure of memberships and ecology for users and creates high value for business partners.

As of January 2021, DragonPass network covers over 140 counties and regions, 600 cities, 700 airports and high-speed railway stations. DragonPass provides services for more than 30 million members and 400 renowned enterprise including banks, credit cards, insurance, airport, hotels, internet and mobile phone globally.

To know more: <https://www.dragonpass.com.cn/>

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