

# PLAZA PREMIUM GROUP

NEWS RELEASE

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## Plaza Premium Group unveils their business transformation strategy looking towards the future of travel

*Statement from Mr. Song Hoi-see, Founder and CEO at Plaza Premium Group*

Plaza Premium Group (PPG) is on a mission to make travel better, together. The Group has embarked on a business transformation strategy to reshape the future of travel as a global leading premium airport service provider. PPG's forward-looking strategy is based on the evolving needs and behaviours of the travel market, during and post-pandemic.

### **Re-engineer travel demand strategy: *Reassess the needs of the industry and direct consumers***

Over the past years, the travel industry and general consumer needs have expectedly and drastically evolved. Expectations from the market have also changed, both from direct consumers and business partners - especially corporate brands and financial institutions who seek attractive travel benefit programmes as a tool to acquire and engage their customers. As the industry leader, PPG sees market gaps and strong opportunities for the Group to drive an industry-wide business re-modelling exercise to consolidate resources and efforts to support demand and distribution. A few key areas to support PPG's travel demand strategy include:

- **Reassess PPG's value proposition:** To enhance PPG's service offering and customer experience journey so as to meet the new demands and expectations of travellers. At the same time, the leadership team has been working closely with airport authorities and long-time corporate clients to solidify PPG's product proposition. Reshaping customer experience offerings and products to ensure a comforting, peace-of-mind airport experience in the future is of top priority.
- **Expand an end-to-end airport hospitality experience:** To address the evolving travel trend of a seamless, comforting, worry-free airport experience. On top of PPG's flagship brand Plaza Premium Lounge, we see a rising need to refine the customer offerings and airport journey to connect airport hotel accommodation, wellness services, meet-and-greet services and high standard airport dining concepts. PPG strives to offer the entire 'curbside-to-gate' airport passenger services. In doing so, a proactive approach has been taken to expand a united and seamless offering by reviewing and reformulating current product and distribution offerings.
- **Reshape distribution dynamics through strategic partnerships:** Specifically in regards to B2B and B2B2C, the anchor approach is to formulate collaborations to create a more open, more innovative and more commercially favourable trading environment. In the past months, PPG has been working closely with our industry partners including airports, airlines, financial institutions, travel benefit programmes and even other airport service providers, who were previously considered competitors. In recent months, several strategic partnerships have been formulated and announced including the global meet-and-greet service aggregator [YQ NOW](#), and Middle East's leading airport service provider [marhaba](#). PPG has a strong line of partnerships in the

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pipeline across the global network, with more announcements set to be made in the coming weeks.

- **Level up information and technology driven decision-making:** As partnerships with corporate clients have grown beyond being just a “lounge operator”, the need to level up on data and insights driven strategy is clear. Over the last two years, PPG has invested over USD5 million on technology and data management capability and will invest double that in the coming two years, enabling enhanced customer experience, product creation, operation efficiency and commercialisation for both partners and the Group.
- **Strengthen Direct to Consumer approach:** “Open to all travellers” is PPG’s fundamental customer proposition. The Group has maximised Covid-19 downtime to conduct multiple [customer surveys](#) and consult with corporate partners to re-look at the Group’s product proposition - from customer experience, operations, direct online sales, customer services and communication touchpoints - which are then reflected in all aspect of PPG’s business transformation.

## **Aggressive growth planning & supply strategy: *Addressing the diversified needs of global customers***

PPG is the world’s largest independent airport hospitality company and its network will continue to grow through anchoring strategic partnerships. In the coming years, PPG targets to expand from over 180 lounges to over 500 lounges by 2024/25 through growing both the Plaza Premium Lounge venues and through affiliate lounge networks. The plan is to expand PPG’s footprint to create a bigger, global network that is built through strategic consolidation and alliance with industry players, and that will see PPG in the top 100 busiest airports worldwide. Again, creating a more open, more innovative, more commercially favourable trade environment is the goal.

PPG has also extended lounge expertise beyond airports, with the recent opening of the brand’s first high-speed railway lounge in China, which is fast becoming a key cross-country land transport for business and affluent travellers.

Despite the Covid-19 pandemic, in the past 12 months PPG has expanded its service to include the following airport and railway stations:

- Plaza Premium Lounge: [Sydney](#), [Dallas Fort Worth](#), [Sabiha Goken](#), [Changsha High-speed Railway Station](#)
- ALWAYS meet-and-greet: Rome Fiumicino, Sabiha Goken
- In addition, approx. 50 locations are expected to be launched over the next 12 months including lounges, hotels, dining concepts and meet-and-greet services and covering regions including Americas, Australia, EMEA, Greater China, India and Southeast Asia. Announcements will be made in due course.

## **Smart Traveller: *Welcome to a new level of loyalty membership***

How does PPG connect the dots to be seamless, dynamic and digitally driven? The answer is, [Smart Traveller](#).

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PPG's global membership programme is here. Smart Traveller is the key engine to transforming PPG's end-to-end airport hospitality customer experience, distribution and business modelling. The 360° business transformation consists of multiple components evolving from upstream to downstream and vertical to horizontal aspects through the entire air travel ecosystem.

Strategic positioning of Smart Traveller:

- The first integrated digital solution, both app and web-based, to connect all PPG airport hospitality offerings with the air travel market. Smart Traveller members enjoy rewards, exclusive offers, benefits and service packages (such as lounge access bundles and upgrade options) which are constantly refreshed.
- The first global loyalty and membership programme built for air travellers and airport users, combining both PPG offerings and extensive non-PPG affiliate network offerings via a point reward system which currently houses over 1,000 specially curated travel and lifestyle products within the Smart Traveller marketplace.
- Smart Traveller is a data-centric, seamless engagement, marketing and distribution platform that connects consumers with corporate partners including airlines, financial intuitions, corporates, travel brands, retailers, airport merchants and rewards programmes. Smart Traveller's point-based trading model allows flexible commercialisation models, such as buy/sell or conversion and product bundling, to become easier, economical and completely technology-driven.
- Smart Traveller technology infrastructure is built for B2B, B2B2C and B2C, and boasts profound integration capabilities. It is also connected to Plaza Premium Group's guest admissions system which enables a more advanced, seamless customer experience upon entering PPG's locations.

Being at the forefront of reshaping the future of travel, PPG continues to support the dynamic growth of the industry by taking a lead in forming strategic partnerships with airport service providers, airlines, financial institutions and stakeholders across the ecosystem.

PPG will continue to share the best operational practices and technological know-how within the industry and play an active role in promoting the wellbeing and the revival of global travel.

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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 50 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

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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) Connect with us: LinkedIn @plazapremiumgroup, Twitter @PPG\_worldleader and WeChat @PlazaPremiumGroup 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 highspeed 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/> Connect with us: Wechat@ LongTengChuXing, Weibo@ LongTengChuXing

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