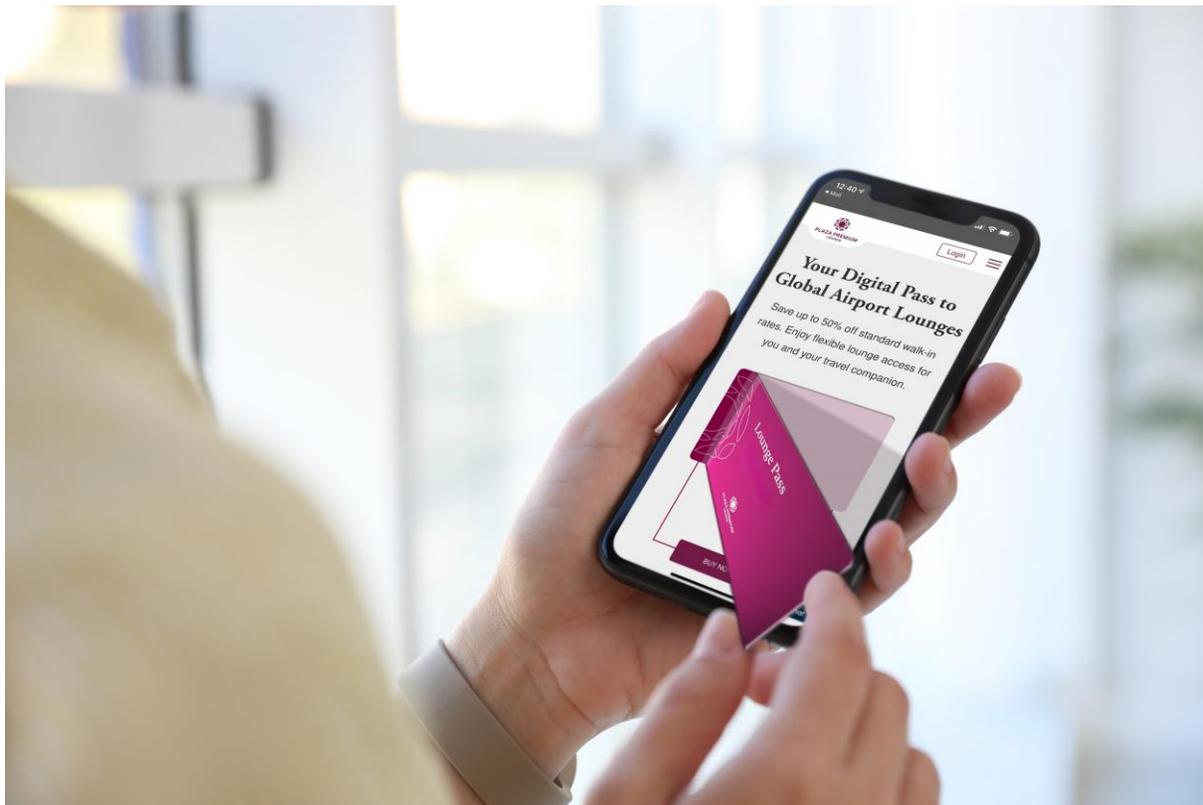


NEWS RELEASE

Plaza Premium Lounge Pass unlocks a global airport lounge experience for travellers

The new to market PPL Pass is seamlessly integrated with Smart Traveller, Plaza Premium Group's digital membership loyalty programme



The new Plaza Premium Lounge Pass is a digital means of enabling travellers to purchase airport lounge access

Hong Kong, 20 May 2021 – Launched this month, the Plaza Premium Lounge Pass (PPL Pass) by Plaza Premium Group is a digital means of enabling travellers to purchase airport lounge access and save up to 50% off standard walk-in rates. The PPL Pass can be purchased online via Plaza Premium Lounge's [official website](#) or via the [Smart Traveller website](#), and then activated, stored, redeemed and shared via Plaza Premium Group's Smart Traveller app – the world's first global loyalty and membership programme built for air travellers and airport users.

Travellers can directly and conveniently access Plaza Premium Lounges with PPL Pass

The new PPL Pass enhances the customer experience by providing travellers with a contactless, stress-free and safe pre-departure journey. The pass gives travellers direct access to over 60 Plaza Premium Lounges globally, the largest award-winning independent airport lounge network set to expand to over 500 lounges worldwide (including the Group's own branded-lounge and airline affiliates) by 2024/25. The seamless lounge offering brings customers better value, convenience, and customisation, and can be



shared with friends and family for their use when travelling. Valid for 12 months upon activation, the Pass is available for purchase via Plaza Premium Lounge's [official website](#) as well as via the [Smart Traveller website](#). The pass can be purchased for two, four, or six lounge visits, at USD75, USD150, and USD198 respectively. For a limited time only, Smart Traveller members can enjoy an **exclusive Early Bird offer** until 31 May 2021, whereby PPL Pass can be purchased at a further 10% discount and with additional Arrture points.

The PPL Pass is fully integrated with Smart Traveller, Plaza Premium Group's global membership programme, providing travellers with a digitally driven experience in a single platform, and the best way of earning [Arrture points](#) and [redeeming rewards](#). The pass offers a contactless end-to-end experience including lounge access and contactless transactions. Conveniently stored in the Smart Traveller app (or via QR code for non-Smart Traveller members), the PPL Pass can be easily retrieved when travelling.

After activation, the PPL Passes are automatically added to 'My Wallet' in the Smart Traveller app. To redeem, travellers present their Pass at the lounge reception for entry. Airport lounges are now an essential service in the airport, as they provide a safe and relaxing space where interactions with other airport users are minimized. Plaza Premium Lounges provide the highest-quality experience, including the use of lounge bays, shower facilities, all-day locally inspired meals and beverages*, free Wi-Fi and charging points. With health and safety of guests and staff as the top priority, Plaza Premium Lounges have reinforced their hygiene protocols and wellbeing initiatives with the 'We Care for Your Wellbeing' programme that includes a series of extensive measures such as social distancing, frequent sanitisation, temperature checks, and contactless experiences such as Smart-Order and digital reading materials.

Smart Traveller enhances the travel experience

Smart Traveller is a personalised digital solution, both app and web-based, to connect all Plaza Premium Group 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. It is the first global loyalty and membership programme built for air travellers and airport users, combining both Plaza Premium Group offerings and extensive 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.

To purchase the PPL Pass, visit Plaza Premium Lounge's [official website](#) and join the [Smart Traveller](#) membership loyalty programme to activate the Pass and receive exclusive offers and benefits.

-END-

**Where alcoholic beverages are offered with general lounge access (i.e. walk-in paid entries), it will also be available to PPL Pass users. Lounge facilities and length of stay vary by locations and usage is subject to availability*



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Images:



The Smart Traveller app takes users on an enhanced digital journey to maximise their airport experience



Airport lounges are now an essential service in the airport, as they provide a safe space where interactions with other airport users are minimized



Plaza Premium Lounges offer individual pre-portioned made-to-order meals, available via the Smart-Order system



*Every Plaza Premium Lounge is different and takes inspiration from local culture, art and design.
Pictured: Plaza Premium Lounge at Phnom Penh International Airport, Cambodia*

High-resolution image can be downloaded here:

Link: <http://gallery.sinclaircomms.com/>

Password: talkofthetown

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 40 major international airports and includes Greater China (Mainland China, Hong Kong, Macao, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, and Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, Turkey, and 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

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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 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

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