

NEWS RELEASE

16<sup>th</sup> July 2021

**Virgin Atlantic reopens Clubhouse at New York JFK airport**

- From 19<sup>th</sup> July, Upper Class customers and Flying Club Gold members can once again enjoy access to the airline's award-winning Clubhouse at JFK
- Enhanced measures have been put in place to ensure the health and safety of customers, while the Clubhouse continues to offer its renowned hospitality
- New partnership with Plaza Premium Group brings an enhanced customer experience

Virgin Atlantic is delighted to announce the reopening of its Clubhouse at New York JFK airport from 19<sup>th</sup> July 2021.

Upper Class customers, Flying Club Gold members as well as Delta's Gold, Platinum, and Diamond Medallion members, can once again enjoy access to the airline's flagship North America lounge enjoying a complimentary a la carte menu featuring five-star dining, tapas dishes and afternoon tea plus a wide selection of cocktails, wine and soft drinks.

Customers visiting in the morning can choose from a selection of breakfast favourites including eggs benedict, avocado on toast and a full English breakfast and for those visiting later in the day, the chicken tikka masala and the famous vegan Beyond Burger are on offer, washed down by a selection of beverages including the iconic Virgin Redhead cocktail.

The Clubhouse experience has been tailored to ensure the safety of customers. Customers will be encouraged to remain in their seated areas and enjoy table service from the Clubhouse team.

In addition, Virgin Atlantic is pleased to announce a new partnership with Plaza Premium Group which will now be responsible for the day to day running of the JFK Clubhouse under the guidance of the Virgin Atlantic team. Virgin Atlantic will also work with Plaza Premium for the Clubhouses in Boston, San Francisco, Washington and Johannesburg once they reopen as travel restrictions around the world start to relax.

Whilst customers will continue to enjoy the Clubhouse experience they know and love, the award-winning Plaza Premium group will bring a wealth of experience to the Virgin Atlantic Clubhouse offering. 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.

**Corneel Koster, Chief Customer and Operating Officer commented,** "We're delighted to welcome customers back to our Clubhouse at New York JFK offering the signature Virgin Atlantic experience we know they have missed over the past 18 months. With the friendly faces of our Clubhouse team, enhanced health and safety measures at every touchpoint and our innovative food and beverage offering, we will ensure our customers fly safe and fly well.

"We look forward to expanding our partnership with Plaza Premium Group to our Clubhouses in North America and South Africa. Our shared values of top-notch hospitality, the most hospitable teams in the

industry, a pioneering mindset and dedication to innovation will ensure our customers enjoy every moment of their journey as travel restrictions begin to relax and demand for global travel returns fast.”

**Bora Isbulan, Chief Commercial Officer, Plaza Premium Group said,** “Plaza Premium Group is delighted to be collaborating with Virgin Atlantic, one of the world’s most innovative and respected airline brand, in offering seamless services in their Clubhouses. With 22 years of experience in creating exquisite, award-winning airport moments, the PPG team look forward to serving Virgin Atlantic passengers a memorable and deliver each of these signature lounge experiences to life. This unique partnership sees two global travel brands offering the brand’s unique perspectives on airport hospitality, design and service that leaves an imprint with each visit. We are here with aligned mission and goals, joining hands to offer an elevated airport journey in supporting the return of travel. We are looking forward to working with like-minded partners to bring a brand new lounge experience and provide world-class lounge experience in welcoming global travellers.”

Virgin Atlantic and Plaza Premium Lounge have also agreed on the co-development of lounges in other key hubs within the airline’s network. Details will be announced at due course.

-ENDS-

Images:



*Lounge area - Virgin Atlantic Clubhouse at John F. Kennedy International Airport*



*Bar - Virgin Atlantic Clubhouse at John F. Kennedy International Airport*

**High-resolution image can be downloaded here:**

<https://plaza-network.box.com/s/s772gg35to5b5imiiuf6krl40zl0t6hi>

For further press information please contact the Virgin Atlantic press office on [press.office@fly.virgin.com](mailto:press.office@fly.virgin.com) or call 01293 747373.

### **About Virgin Atlantic**

Virgin Atlantic was founded by entrepreneur Sir Richard Branson 36 years ago with innovation and customer service at its core. In 2021, Virgin Atlantic was voted Britain’s only Global Five Star Airline by

APEX for the fifth year running in the Official Airline Ratings as well as receiving Diamond status, the highest possible standard by APEX and Simplifying for delivering the highest standards of cleanliness and demonstrating an unwavering commitment to keeping our customers and teams safe. Headquartered in London, Virgin Atlantic and its holiday business, Virgin Atlantic Holidays, employs over 5,700 people worldwide, serving 27 destinations across four continents. Sustainability remains central to the airline and in September 2019, Virgin Atlantic took delivery of its first Airbus A350-1000 aircraft - helping to transform the fleet into one of the quietest and most fuel efficient in the sky. By 2022, the airline will operate a streamlined fleet of 37 twin engine aircraft following the retirement of its 747s and A332s, and its simplified fleet will be 10% more efficient than before the Covid-19 crisis.

Alongside shareholder and Joint Venture partner Delta Air Lines, Virgin Atlantic operates a leading transatlantic network between the UK and US with onward connections to over 200 US and international cities. On 3 February 2020, Air France-KLM, Delta Air Lines and Virgin Atlantic received approval from the US DOT to launch an expanded trans-Atlantic joint venture, offering a comprehensive route network, convenient flight schedules, competitive fares and reciprocal frequent flyer benefits, including the ability to earn and redeem miles across all carriers.

For more information visit [www.virginatlantic.com](http://www.virginatlantic.com) or [www.virginholidays.co.uk](http://www.virginholidays.co.uk), Twitter and Instagram @virginatlantic @virginholidays

### **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 200 locations of more than 62 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.