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## Plaza Premium Group's Smart Traveller Wins Best Cross-Regional and Partnership Campaign Honours at Loyalty & Engagement Awards 2026



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**Hong Kong - 4 May 2026** - Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, is proud to announce that its global digital rewards platform, Smart Traveller, has been recognised with two top honours at the 7th Loyalty & Engagement Awards Ceremony 2026, organised by Marketing-Interactive Magazine.

Smart Traveller received the **Best Cross-Regional Loyalty Campaign** Silver Medal and **Best Partnership Loyalty Campaign** Silver Medal awards, underscoring the platform's strong performance in delivering impactful, customer-centric loyalty initiatives across multiple markets and partners. These wins recognise Smart Traveller's impact in building a compelling, cross-regional loyalty offering, as well as the strength of its partnership-driven approach in highly competitive travel and hospitality categories.

Smart Traveller stood out for its ability to connect with diverse audiences across regions while maintaining a cohesive global brand experience.

The Best Cross-Regional Loyalty Campaign award, a new category introduced this year, highlights Smart Traveller's success in engaging travellers across markets

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through a strategically adapted approach that provided a consistent and relevant rewards experience. The Best Partnership Loyalty Campaign award underscores the platform’s success in forming valuable collaborations with its clients that enhance the customer journey.

“Winning in both categories is a strong validation of the vision behind Smart Traveller,” said Simon Huang, Managing Director, Smart Traveller. “It reflects our commitment to building a loyalty platform that not only connects travellers across markets and connecting our partners to travellers but also helps shape the future of travel rewards.”

As a key pillar of PPG’s digital ecosystem, Smart Traveller continues to drive the Group’s ambition to redefine travel loyalty through innovation, connectivity and collaboration by delivering smarter, more personalised experiences, enabling customised experiences for our clients as well as our customers, at every stage of the journey.



## **PLAZA PREMIUM GROUP**

Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 30 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world’s largest airport transit hotel chain, Refreshhh by Aerotel, ALWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG’s commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines,

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alliances, and corporations worldwide. Plaza Premium Group has over 180 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 7,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

**Smart Traveller** is Plaza Premium Group's global digital rewards program designed to enhance airport experiences for travellers. It offers exclusive rewards and tailored benefits for every journey, whether departing, in transit, or arriving. The Smart Traveller app includes features such as Link My Card for easy lounge access, Flight Information Displays (FIDs) for real-time flight updates, and Smart Order for convenient food and beverage service. With Smart Traveller, travellers can access over 100 Plaza Premium Lounge and Plaza Premium First locations worldwide, offering relaxation before flights. Rewards can be earned not only through lounge visits but also from dining at selected outlets and hotel stays, allowing travellers to accumulate points redeemable for various airport services and travel experiences.

Plaza Premium Group has over 100 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for eight consecutive years from 2016 to 2024.

With a team of over 6,000 dedicated talents worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

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

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