MEDIA RELEASE

Plaza Premium Group commits $20 million to Australian expansion as it marks a decade in the market

Sydney Airport's first independent pay-per-use domestic lounge headlines a new phase of investment across the group's Australian network



Plaza Premium Lounge Sydney Domestic T2 (Render)

SYDNEY, 29 October 2026 - Plaza Premium Group (PPG), the global leader in 360-degree airport hospitality and passenger service solutions, has announced a $20 million investment programme in Australia, accelerating its domestic lounge expansion and upgrading existing facilities as it marks ten years of operations in the country.

The investment represents a significant commitment to the Australian market, with three major developments already identified: a new independent domestic lounge at Sydney Airport, a complete rebuild of its Brisbane International lounge, and a new domestic lounge at Cairns Airport.

The expansion comes as PPG builds on a decade of growth in Australia, where it first entered the market in 2016 with the country's first independent international airport lounge at Brisbane Airport.

Today, the group operates airport hospitality facilities across Sydney, Melbourne, Brisbane and Adelaide, forming part of a global network spanning 600 airports in 150 countries and serving 30 million travellers annually.

A new phase of Australian growth

The centrepiece of the announcement is Plaza Premium Lounge Sydney Domestic, a new 113-seat, 545 sqm facility scheduled to open at Sydney Airport's Terminal 2 (T2) in early December.

The lounge will be the first independent pay-per-use lounge in Sydney Airport's domestic precinct, offering departing passengers access regardless of airline, ticket class or frequent flyer status.

Its opening will coincide with the completion of Sydney Airport's $200 million T2 redevelopment, one of the terminal's most significant upgrades in more than 30 years.

Handling over 25 million domestic passengers annually across T2 and T3, Sydney Airport’s domestic precinct is a high-frequency area. Specifically, T2 serves as the heavy-traffic hub for major domestic carriers and key trunk routes like Sydney-Melbourne and Sydney-Brisbane. The development of the new domestic lounge strengthens PPG's operational presence at Sydney Airport and directly supports the terminal’s long-term growth and passenger experience.

Alongside the Sydney opening, PPG is undertaking a complete rebuild and redesign of its Brisbane International lounge, returning investment to the airport where the business first established its Australian presence.

The Brisbane investment comes as the city prepares for increasing international demand ahead of the 2032 Olympic and Paralympic Games. Brisbane Airport expects annual passenger numbers to grow from around 25 million to almost 35 million by 2032 and is investing more than $5 billion in airport infrastructure and passenger facilities - placing PPG’s lounge redevelopment within a broader transformation of the Queensland gateway.



Plaza Premium Lounge Brisbane International Departures (Render)

A new independent domestic lounge is also planned for Cairns Airport in early 2027, extending PPG's domestic network following the opening of its Adelaide Domestic lounge in November 2025.

Further Australian developments are scheduled for mid-to-late 2027.

"A decade ago, we introduced our independent lounge concept to Australia in Brisbane with a vision to bring premium airport hospitality to every journey," said **Mei Mei Song, Chief Transformation Officer at Plaza Premium Group**.

"Ten years in Australia, ten lounges and ten consecutive years of Skytrax airport lounge awards - these are milestones we are incredibly proud of. Australia has become one of our most vital growth markets globally, and this $20 million investment reaffirms our long-term commitment to the region as we continue to redefine the travel experience across major Asia-Pacific transit hubs."

Expanding the airport hospitality market

PPG's Australian investment forms part of its broader strategy to expand independent airport hospitality services across both domestic and international terminals.

The group pioneered the independent airport lounge concept in 1998, introducing an alternative to traditional airline lounges by providing access to travellers regardless of airline affiliation or class of travel.

Its continued expansion into Australia's domestic aviation market reflects a growing focus on travellers seeking lounge access outside traditional airline membership and loyalty programmes.

Cyrus Wong, General Manager, Oceania at Plaza Premium Group, said the company's investment would build on the foundations established over its first ten years in Australia.

"A decade after entering Australia, we are proud to launch our biggest domestic project yet.

“Whether it is a business traveller needing a quiet hour to work, a family heading on holiday, or anyone wanting a comfortable space to relax, we are making a premium airport experience a normal, easy part of domestic travel."

Global recognition reinforces expansion

The Australian investment announcement follows a period of significant international recognition for PPG.

In September, the group was named World's Best Airport Lounge Group at the 2026 Skytrax World Airline Awards, continuing a ten-year record of recognition at the awards.

Plaza Premium Lounge Adelaide was also named Oceania's Leading Airport Lounge at the 2026 World Travel Awards.

The new Sydney lounge will feature contemporary design, quiet workspaces, high-speed connectivity, locally inspired food and beverage offerings, barista coffee and a full-service bar.

It will be available to departing T2 passengers through advance bookings or walk-in access.

Mark Zaouk, Group Executive Commercial, at Sydney Airport, said: “The arrival of Plaza Premium Lounge marks another exciting milestone in the transformation of T2, introducing our first independent, non-airline lounge in the domestic terminals, open to all passengers regardless of airline or ticket class. It’s giving passengers more choice in how they experience the airport and forms part of our broader transformation of the domestic precinct, with new retail, dining and passenger experiences creating a more contemporary T2.”

Access to the Premium Plaza Lounge at Sydney T2 domestic airport starts at AUD $54 and is open for bookings at www.plazapremiumlounge.com .

ENDS

Images

Renders of the Sydney, Brisbane and Cairns lounges can be downloaded here.

Media contact

Michele Mitschiener
Director of Global Communications, Plaza Premium Group
Email: michele.mitschiener@plaza-network.com

About 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, ALLWAYS - 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, alliances, and corporations worldwide. PPG is the world's most awarded independent airport hospitality company, with over 200 awards and accolades globally. Notably, Plaza Premium Group was honoured as "World's Best Airport Lounge Group" at the prestigious Skytrax World Airline Awards, the Group's most significant accolade to date, and one that elevates its recognition from a single lounge brand to the leading lounge group worldwide. The honour capped an unprecedented 10 consecutive years of Skytrax wins, following Plaza Premium Lounge's nine straight years as the World's Best Independent Airport Lounge from 2016 to 2025.

With a team of nearly 8,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

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

Connect with us: LinkedIn, YouTube: @Plaza Premium Group; Facebook, Instagram: @plazapremiumlounge; X: @We_Are_PPG; WeChat, Weibo, Xiaohongshu: @環亞全球出行 PlazaPremiumGroup; Instagram (mysmarttraveller): @mysmarttraveller