

For Immediate Release

**Plaza Premium Group brings the travel community together with  
*We're Ready Whenever You Are* campaign**

*The Group has also launched exclusive promotions in time for the Summer travel season*

*#WeAreReady #DoltForTravel #DoltForWellbeing #DoltForSafety # LoungeBetterWithUs*



*Plaza Premium Group kicks off post-pandemic summer travel with their new  
*We're Ready Whenever You Are* campaign*

**Hong Kong, 28 July 2021** – As travellers around the world begin to pack for new adventures once again, Plaza Premium Group kicks off post-pandemic summer travel with their new *We're Ready Whenever You Are* campaign. Combining social media videos, business partner collaborations, summer promotions, giveaways, and more, the campaign invites everyone to take part in getting ready for travel to re-open. The initiative, just in time for the summer season, echoes the Group's desire to welcome global travellers and restore excitement in holidays once again.

**Get Ready to travel with summer promotions and giveaways**

Building on the excitement of summer travel, Plaza Premium Group is offering limited time promotions. From 30 July until 31 August 2021, for those who purchase the Plaza Premium Lounge Pass [online](#), the **Summer Sale promotion** offers discounts of up to 23% off and [Arrture points](#) earnings stored in the [Smart Traveller app](#), Plaza Premium Group's global membership programme. Understanding that the season is a key time for student travel, any students returning home from overseas, or exploring new horizons abroad can take advantage of the **Student Pass promotion** from 30 July onwards, which enables them to save up to 50% on a single lounge entry.

**Plaza Premium Group is ready to welcome travellers**

For the *We're Ready Whenever You Are* campaign, Plaza Premium Group invited its business partners such as Finnair, Trip.com, Marhaba services, Menzies Aviation, as well as customers, staff, media and all key stakeholders to play a crucial part in resuming travel. Showcased through the collaborative [social media video](#) created by the Group, the campaign visualises how everyone's contribution and support is essential to bringing the joy of travel back to reality. Being the global leader and pioneer in airport hospitality services, Plaza Premium Group is spearheading the

## PLAZA PREMIUM GROUP

resumption of travel and connectivity on a worldwide scale. Once customers feel ready to spread their wings again, Plaza Premium Group is ready and waiting to make their experience as comfortable, convenient, and safe as possible.

### Plaza Premium Group is supporting the travel community

While the possibility of travel has been halted over the past year, Plaza Premium Group's commitment to *Make Travel Better* has only grown stronger. To re-ignite both local and international tourism post the pandemic, the Group has taken multiple steps to ensure their services globally are ready for travellers, from implementing further health and hygiene protocols to supporting employees across the business in receiving their vaccinations, always putting health and safety as the top priority.

"Despite the pandemic's impact on the hospitality industry, we have never been more inspired to unite the entire community with all stakeholders, to ensure a swift return to travel for all. Through close collaboration between industry partners and the team's resilience over the past year, we can proudly say that *We're Ready*, for this summer and always." shares **Janis Tse, Group Marketing Director of Plaza Premium Group**. "We gathered all of our resources and energy to connect members of the hospitality ecosystem, joining forces and our shared passion for the industry to re-evaluate and fine-tune our offering, signalling *We're Ready Whenever You Are* to travel together again."

This summer, Plaza Premium Group is opening its arms to host travellers from around the world and facilitate their journeys as they step through the airport gates once again. For more information on the *We're Ready Whenever You Are* campaign, visit the [campaign website](#) and connect via social media channels on [Facebook](#) and [Instagram](#).

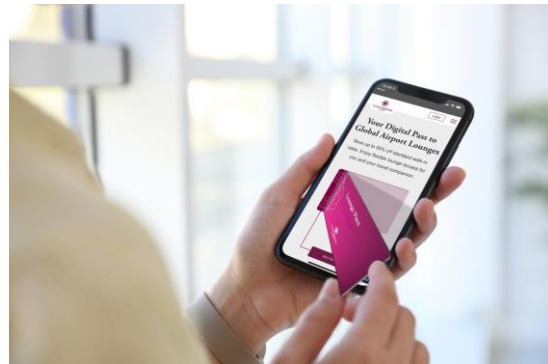
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### Images:



Janis Tse, Group Marketing Director of Plaza Premium Group is Ready



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

High-resolution image can be downloaded here:

Link: <http://gallery.sinclaircomms.com/gallery/Plaza-Premium-Group>

Password: talkofthetown

### 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 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport

## PLAZA PREMIUM GROUP

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](http://www.plazapremiumgroup.com)

Connect with us: [LinkedIn](#) @plazapremiumgroup, [Twitter](#) @PPG\_worldleader and [WeChat](#) @PlazaPremiumGroup

### **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 70 major international airports and includes Greater China (Hong Kong, Macao, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, 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](http://www.plazapremiumlounge.com)

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