

Plaza Premium Group prepares for Lunar New Year Travel Surge



Plaza Premium Group is ready to welcome Lunar New Year travellers from around the globe

(Hong Kong, 26 January 2022) The pioneer and industry leader in innovating global airport hospitality services, Plaza Premium Group, is preparing for a major travel surge during the Lunar New Year festive period, as families travel to reunite for the Spring Festival. During this key travel season, Plaza Premium Group is ready to Make Travel Better through their airport hospitality services that span airport lounges, in-terminal hotels, meet and greet services, and airport dining. All Plaza Premium Group locations and facilities offer a safe, convenient and private airport experience, whilst adhering to the highest health and safety protocols, to keep visitors safe when travelling. To bring luck to travellers in the Year of the Tiger, the Group is presenting Lunar New Year offers across Plaza Premium Lounges, Aerotels and the Smart Traveller loyalty programme.

Plaza Premium Group has already seen an uptick in travellers over the last few weeks, especially in its Asia locations, most notably Mainland China, Taiwan, Macau, Malaysia and Singapore where Lunar New Year is widely celebrated and people are travelling in order to be with their families, including members living overseas. From December 2021 to now, visitor figures to Plaza Premium Lounge in Qingdao, Macau, Taiwan, Malaysia and Singapore have increased up to three times than that of in November 2021. With Singapore being a key international transit hub as well as home to expats from China and Malaysia, Plaza Premium Lounge Singapore and Aerotel Singapore recorded a surge in up to 10% more travellers from Mainland China and 15% more travellers from Malaysia since December 2021 through to now. The numbers already demonstrate a significant increase in travel in the region, especially when compared to October and November 2021. Plaza Premium Group is confident this trend will continue over the coming

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weeks ahead of Lunar New Year which falls on 1 February to 3 February 2022, and will be further accelerated by the Beijing Winter Olympics which begin on 4 February 2022.

Land travel via high-speed railway in mainland China is also anticipated to spike in the coming weeks. Plaza Premium Group forecasts that demand for its high-speed railway lounges in Changsha, Guangzhou and Shenzhen will increase by at least 100%, as people travel across the country for both Lunar New Year and the Winter Olympics which will run until 20 February 2022.

A lucky Lunar New Year awaits with festive treats from Plaza Premium Group

From 1 February to 7 February 2022, visitors to Aerotel and Plaza Premium Lounges (and affiliated lounges) in Australia, Canada, China, Hong Kong, Macau, Malaysia, Singapore and Taiwan, can scan a digital red packet via QR code to reveal a 2022-themed lucky treat. A new red packet treat will be revealed each day, and includes offers such as: 22% off online [Plaza Premium Lounge](#) bookings; 22% off online [Aerotel](#) bookings; a 22% discount on the purchase of a 2-visit, 4-visit and 6-visit [Plaza Premium Lounge Pass](#); USD22 off an online Aerotel booking (with a minimum spend of USD100); and an extra 2022 Arrtute points upon spending USD222 or above via Smart Traveller. To take advantage of the offers, guests will need to register for the [Smart Traveller](#) loyalty programme. All discount codes will be valid from the date of scan until 30 June 2022 and can be gifted to friends via the Smart Traveller app.

During the Lunar New Year period, visitors to Plaza Premium Lounges in Australia, Canada, China, Hong Kong, Macau, Malaysia, Singapore and Taiwan will be greeted with a display of traditional and auspicious decorations. Guests can indulge in customary Lunar New Year goodies such as *lin go* (Lunar New Year sticky rice cake), and help themselves to the traditional candy box filled with special candies and snacks. In Singapore, lounge guests can even enjoy a special Lunar New Year-themed cocktail while they relax in preparation for their flight.

Those not travelling during the Lunar New Year can still enjoy a festive treat ahead of their next travel experience. Existing and new Smart Traveller members can enjoy benefits from 1 February to 15 February 2022 via the app. From 17 January to 7 February 2022, any person purchasing a Plaza Premium Lounge Pass will earn 22% more Arrtute points on top of their existing points.

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High-resolution image can be downloaded here:

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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 70 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; 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

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limited to Cathay Pacific Airways, Singapore Airlines, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2021 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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