

PLAZA PREMIUM GROUP

NEWS RELEASE

PLAZA PREMIUM GROUP EXPANDS NORTH AMERICAN NETWORK TO MEET TRAVELER DEMAND

Global Leader in Airport Hospitality Sees Steady Growth Across Offerings

(Dallas, TX, February 14, 2022) [Plaza Premium Group](#), the pioneer and industry leader in innovative global airport hospitality services, continues its mission to “Make Travel Better” for North American travelers as they return to the skies. In December, 45 percent of Americans traveled and nearly six percent of trips were to another country, the highest rate since the start of the pandemic, according to Skift’s Travel Tracker [report](#). That momentum aligns with Plaza Premium Group’s recent data that shows steady month-over-month growth in lounge, Aerotel and meet & greet bookings, and demonstrates that convenience through all aspects of the journey will remain a priority for consumers in 2022.

“Over the years during the pandemic, the travel industry and general consumer needs have expectedly and drastically evolved, and expectations from the market have also changed. Our data points to a growing interest in adding lounge or other premium services to their journey,” said Stuart Vella, Vice President Business Development, North America. “As the industry leader, we have been consolidating resources and efforts to support demand and distribution in the market through organic growths and partnerships – to ensure a comforting, peace-of-mind airport experience in the future is of top priority. We’ve had 20 percent growth across Plaza Premium Lounges in Canada, and even more encouragingly, over 60 percent growth in both Plaza Premium Lounges & ALWAYS Meet and Greet services in the United States last quarter. That increase alongside an uptick in international travel indicate a pivot to recovery in the North American market.”

Plaza Premium Group has bolstered its independent lounge presence in North America throughout the pandemic and is ready to meet demand as one third of Americans expect to increase their travel spending in the next 12 months. The first U.S. location opened in September 2020 at Dallas Fort Worth International Airport (DFW) followed by new strategic partners in 2021 with lounge openings at JFK, Boston, San Francisco and Washington D.C. In 2022, Plaza Premium Group is expecting to expand its network in the Americas, with additional airport lounges and other airport hospitality services in Boston, Chicago, Denver, Houston, Newark, Orlando etc. Most recently Plaza Premium Lounge has expanded at the Toronto Pearson International Airport (YYZ) with the Landmark Lounge and the new Concept Lounge in December 2021, the largest independently owned lounge in North America, as well as an all-inclusive airport hospitality experience open to all travelers. With disruptive flight schedules and airline industry labor shortages already impacting first quarter 2022, the independent operation that Plaza Premium Lounge offers allows immediate accessibility to all travelers, without allegiance to a credit card, an airline or loyalty program. Consumers are responding to that access in droves - for instance, DFW had a quarterly growth of 106 percent in bookings.

In addition, the company has expanded offerings that consider the current traveler’s behavior, values and concerns. The launch of [ALWAYS airport meet & greet services](#) at DFW and YYZ is designed to reduce stress at every point in the airport from greetings at arrival gates, buggy service, fast-track assistance, porter service, airport lounge access and escort to transportation pick-up. The on-site Wellbeing Ambassadors at each location also guarantee that sanitary and precautionary measures are deployed in

accordance to local health and safety guidelines. As part of heightened hygienic measures, freshly made, pre-portioned and pre-packaged food items are also offered at the self-serve counters.

For a full list of locations and services, visit www.plazapremiumgroup.com and learn more about North American Plaza Premium Lounge spaces in Toronto, Vancouver, Edmonton, Winnipeg in Canada, and Dallas, New York City, Boston, Washington D.C., and San Francisco.

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Images:

- [DFW](#) Flagship Lounge
- [Toronto](#) New Lounge December 2021

Image credit: Plaza Premium Group

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 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. Connect with us: [FB](#), [IG](#), [Youtube](#) @plazapremiumlounge and @PlazaPremiumGroup

About Plaza Premium Lounge

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, Macau, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand), Australia (Brisbane, Melbourne, Sydney), Americas (Argentina, Brazil, Canada, Columbia, El Salvador, Mexico,

United States), Europe (Denmark, Finland, Hungary, Turkey, Italy, Sweden, Switzerland, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates) and South Africa (Durban, Johannesburg, Ethiopia).

The brand has been awarded the “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. 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 & 2021. 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: <https://www.plazapremiumlounge.com/en-uk> Connect with us: [FB](#), [IG](#), [Youtube](#)
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