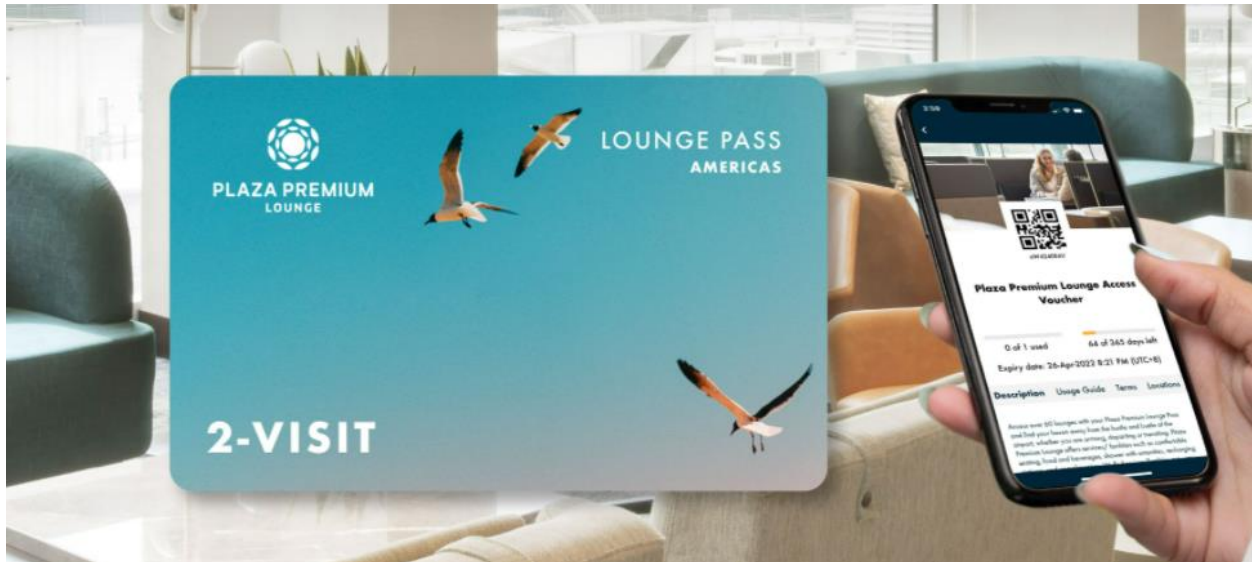


For Immediate Release

Plaza Premium Lounge Announces North American Lounge Pass and Global Spring Break Travel Promotions

The pioneer in “Making Travel Better” will offer North American travelers a new way to save with the Americas Pass and special Spring Break offers



New Plaza Premium Lounge Pass Americas or ‘Americas Pass’ grants premium airport lounge access without requiring any membership, travel passes or mileage program affiliation


(Toronto, March 2, 2022) – Following its expansion at Toronto Pearson International Airport (YYZ) with the launch of [Landmark Lounge](#) in December 2021 and with new strategic US partners last year, the industry leader in innovative airport hospitality continues its mission to “Make Travel Better” with two new offers to meet traveler demand this March.

New Plaza Premium Lounge Pass Americas (Americas Pass)

The new [Americas Pass](#) will offer North American travelers access to premium airport lounges without requiring any membership, travel passes or mileage program affiliation. The digital pass can be purchased online via Plaza Premium Lounge’s official website and then activated, stored, redeemed and shared via Plaza Premium Group’s [Smart Traveller app](#) – the world’s first global loyalty and membership program built for air travelers and airport users. As a digital pass, it is designed for seamless airport lounge access, reducing physical contact to allow for the safest travel and lounge experience.


This offering can be purchased for **\$59 USD** and is designed to deliver significant savings of up to **50%* off** (and sometimes more). With the purchase of **one** Americas Pass, travelers will receive **two visits** to any Plaza Premium Lounge, Avianca Lounge, Virgin Atlantic Clubhouse operated by Plaza Premium Group, Air France Lounge operated by Plaza Premium Group and MERA Business Lounge in the United States, Canada, Brazil, Mexico, El Salvador and Colombia. Access includes up to three hours of lounge usage each time

and twelve months of validity. Smart Traveller members will receive 150 Arrtture points* for each Americas Pass purchased that can be used to redeem various travel, electronic, beauty, and lifestyle items, as well as lounge access, airport hotel stays, and more. Travelers can sign up for free at any time at mysmarttraveller.com



Kids for Free

Free* admission for your kids across all Plaza Premium Lounges and selected partner lounges globally.



Airport Lounge Pass

Save more with PPL Pass. Great for couples, multiple trips and groups!

Use Code **SPRING10** to save 10%*

*Starting March 1 through April 17, children under 12** can access all lounges for free and travelers can save 10%* on the purchase of a regular PPL Pass or Americas Pass using code SPRING10 at check out.*

Spring Break Promotions: March 1 - April 17, 2022

With Spring break travels on the minds of many, Plaza Premium Lounge is offering all travelers, including those with children, more chances to access its fine amenities across its global network. Starting March 1 through April 17, [children under 12** can access all lounges for free](#). Families can benefit from this exciting offer by planning their visit to the lounge in advance or entering the lounge on a walk-in basis. As the journey can be just as important as the destination, Plaza Premium Lounge can ensure parents expect a tranquil and peaceful voyage with their little ones. With vast amenities to offer including fine dining options, children's play areas and wellness spa offerings, parents can be rest assured that their children and themselves will be entertained. In addition to providing a relaxing and comfortable environment for the whole family, access to Plaza Premium Lounges ensures a safe travel experience with private and spacious seating arrangements and strict COVID protocols across its network.

Beyond free access for children, from March 1 to April 17, travelers can **save 10%*** on the purchase of a regular PPL Pass using code [SPRING10](#) at check out. Valid for 12 months upon activation, the Pass can be purchased for two (\$75 USD), four (\$150 USD), or six (\$198 USD) lounge visits. The promotion also applies for the new Americas Pass. Whether travelling alone or with loved ones, members can take advantage of this offer globally at any Plaza Premium Lounge, Avianca Lounge, Virgin Atlantic Clubhouse operated by Plaza Premium Group and Air France Lounge operated by Plaza Premium Group. The Pass is also fully

integrated within the Smart Traveller app, providing the best way of earning Arrtute points and redeeming rewards.

Plaza Premium Lounges are available in Americas including Argentina (Bueno Aires), Brazil (Rio de Janeiro), (Sau Paulo), Canada (Edmonton, Montreal, Toronto, Vancouver, Winnipeg), Columbia (Barranquilla, Bogota, Bucaramanga, Cali, Medellin, Cartagena), El Salvador (San Salvador), Mexico (Cancun) and the United States) (Dallas Fort Worth, New York, San Francisco, Washington D.C.). [View a full list of Plaza Premium Lounges in Americas here.](#)

All services are available for purchase on the [Plaza Premium Lounge official website](#) now.

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**Terms and Conditions apply. Savings compared with regular walk-in rates*

***2 Children per adult. Free access for children with a walk-in purchase is only applicable to guests paying full amount and not applicable with airline, or credit card access. Not available at Plaza Premium Group lounge partners.*

About Landmark Lounge, Toronto Pearson Airport (YYZ)

Plaza Premium Lounge is pleased to introduce its new flagship Landmark Lounge, an all-inclusive airport hospitality experience open to all travelers, and the largest independently owned lounge in North America. Located in Terminal 3, International, Landmark Lounge is the most premium lounge located in Canada and serves outgoing international and transit travelers. With over 300 seats and 11,948 of square feet, Landmark offers a spacious environment and elevated experiences to make travelers feel safe and relaxed as they embark on their international travels. Featuring exquisite modern design with marble and brass accents, communal and private seating arrangements, and an expansive panoramic view of the tarmac, Landmark creates a luxurious haven for travelers with the highest level of hospitality. Elevated food and beverage options include local and organic food servicing a variety of diets from vegan to meat-lovers from the live kitchen, the aerobar offering premium bar and champagne, and contactless ordering. Providing a complete package, Landmark also offers a kids play area and nursing room, and a wellness spa offering massages and manicures, complete with showering stations. In addition, Landmark presents Lounge to Go, allowing guests the opportunity to take premium food options with them as they travel. Landmark Lounge is open daily from 15:00 – 23:00 daily. Walk in entry is available for all travelers regardless of their airline provider or ticket class starting at \$50 and via select credit cards including American Express, MasterCard and Visa. The lounge is now open to global travelers at selected hours and is available for purchase via Plaza Premium Lounge website or designated corporate partners, and walk-in is available.

About Plaza Premium Lounge

The world's first and largest award-winning independent airport lounge network. It offers all travelers, 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: www.plazapremiumlounge.com

Connect with us: FB, IG, Youtube @plazapremiumlounge and WeChat @PlazaPremiumGroup

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For more information, images, access to Plaza Premium Lounges and other hospitality services, or for interviews, please contact **Faulhaber Communications** at (416) 504 0768

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