

FOR IMMEDIATE RELEASE

**Plaza Premium Group Launches "Joy of Gifting" Campaign,
Bringing Global Lounge Access to Loved Ones this Festive Season**



Hong Kong – 20 November 2025 – Plaza Premium Group (PPG), the world's leading provider of integrated airport hospitality and passenger service solutions, is delighted to announce its 2025 "Joy of Gifting" campaign.

This festive initiative empowers travellers to share the gift of comfort and convenience by offering a Global Lounge Pass to their friends and loved ones, giving them access to 88 PPG airport lounges across Europe, the Americas, Asia, the Middle East, UAE, and Africa.

Whether it's for business or leisure, this pass transforms weary airport waits into relaxing, productive, or celebratory moments, especially during the busy festive travel season.

The global passes can be gifted across our suite of award-winning lounges, from key airport hubs such as Hong Kong, Dubai, Toronto, Rio de Janeiro, Singapore, Dallas and London, to our 'la dolce vita' lounge in Rome, and our new Khmer inspired new lounges in Phnom Penh, and many more! There will also be a host of festive menus and treats on offer for travellers.

"Our Joy of Gifting campaign enables everyone to surprise the special people in their lives with a unique and valuable travel experience," said Mei Mei Song, Chief Transformation Officer, Plaza Premium Group. "It is all about sharing those little moments of comfort that make a big

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difference. Giving a Global Lounge Pass means giving more than just access - it's the gift of peace, luxury, and care wherever your journey takes you."

Reasons to choose a Global Lounge Pass for gifting:

- Easy online purchase of Global Lounge Passes, redeemable at 88 eligible Plaza Premium lounges globally
- Part of Smart Traveller (ST): Membership benefits. Points earning & redemption. Special deals, discounts and more globally
- Value for Money: The more you buy, the more you save (Up to 50%)
- Shareability: Instantly share the lounge passes with friends and family. Forward via email or the Smart Traveller (ST) app
- Validity: The pass is valid for 12 months from date of activation

For more information on how to gift a Plaza Premium Global Lounge Pass and details of the campaign, visit <https://www.plazapremiumlounge.com/en-uk/ppl-pass/ppl-pass-home>

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Download high-res photo here:

<https://www.dropbox.com/scl/fo/yyf9m0m8yzj0pihhpo4cu/ANSKryQ4WqP14f-YE4JrHF8?rlkey=vhzufdii1kv280j8lv7zrgjm&st=oq6461xi&dl=0>

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Smart Traveller: A World of Rewards Await in Every Airport

Smart Traveller is Plaza Premium Group's Global Travel Digital Experiences & Rewards Programme, designed to enhance airport experiences for travellers. It offers exclusive rewards and tailored benefits for every journey, whether departing, in transit, or arriving in airports across the world.

Powered by Plaza Premium Group's (PPG) proprietary technology Arrture, the personalised digital solution seamlessly combines all the Group's hospitality offerings into one easy-to-use app. Members can also enjoy rewards, exclusive offers, benefits, and service packages from PPG and its partners.

The Smart Traveller programme currently has almost 1.4 million global members since launching in 2019. Smart Traveller is designed to enhance the travel experience by providing a comprehensive one-stop solution that includes access to airport lounges, hotels, boutique marketplaces, and a variety of lifestyle services.

As a global airport rewards program, Smart Traveller allows frequent travellers to earn points and redeem them throughout their airport journey for enhanced airport services, including lounge access, accommodation options, dining experiences, and personalized meet-and-greet services.

The Smart Traveller marketplace currently possesses a wide curated selection of travel and lifestyle products which can be redeemed via the point reward system. Different products will be available at different locations, making the experience even more interesting, and encouraging members to visit new places to unlock new benefits, enhancing journeys everywhere.

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 24 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, ALWAYS - 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.

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Plaza Premium Group has over 100 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 6,000 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>

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