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Plaza Premium Group Debuts First Elevated Lounge Concept in Europe at Leonardo da Vinci Rome Fiumicino Airport



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Rome, Italy- 9th December 2025 — Plaza Premium Group (PPG), the global leader in integrated, 360-degree airport hospitality experiences and passenger service solutions, announces the opening of its first Plaza Premium First Lounge in Europe located in the Leonardo da Vinci Rome Fiumicino Airport. The launch marks a major milestone in the Group’s European expansion and the elevated lounge brand of Plaza Premium First, bringing its signature seamless travel experience to one of the world’s most iconic cities.

Located in Terminal 1, International Departures, the 700-square-metre lounge is designed to accommodate 115 guests. The new elevated lounge concept represents a transformative evolution in Plaza Premium Group’s mission to redefine travel and provide discerning travellers with the ultimate blend of personalized hospitality, bespoke dining offerings, curated cocktails, wines and spirits, luxurious spaces and immersive cultural experiences.

At the heart of the new Plaza Premium First Rome is a commitment to setting new and exceptional standards in airport hospitality featuring indulgent amenities and uniquely Roman signature highlights designed for discerning travellers. Since debuting in Hong Kong in 2018, Plaza Premium First has grown into a distinguished global concept. Plaza Premium First Lounges are operating in the flagship locations of Hong Kong, Kuala Lumpur, Jakarta, Macau, Vancouver and most recently Phnom Penh.

“Rome represents both a gateway to Europe and a cultural capital,” said Mr. Song Hoi See, Founder and CEO of Plaza Premium Group. “This launch reinforces our mission to deliver excellence in airport hospitality through design, service innovation, and cultural authenticity. As today’s travel landscape continually evolves, we remain attuned to the changing expectations of frequent travellers, who now seek greater

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personalization and refinement at every stage of their journey. The continued success of our award-winning Plaza Premium Lounge in Rome reflects the demand for exceptional hospitality, and introducing Plaza Premium First at Rome Fiumicino Airport further strengthens our shared vision of creating experiences that goes beyond comfort—where thoughtful design, service innovation, and a genuine sense of place come together seamlessly, a proud reflection of our ethos—to make travel better for all.”

“The opening of the new Plaza Premium First Lounge in Europe at our airport reflects Aeroporti di Roma’s ongoing commitment to enhancing the passenger experience, as recognised by our 5-Star Skytrax rating,” declared Marco Troncone, CEO of Aeroporti di Roma. “Hosting the debut of this premium concept in Europe confirms Fiumicino’s role as a gateway capable of attracting leading global operators. It also strengthens Rome’s positioning as a strategic hub in the global travel network, where service excellence, comfort and local identity come together to offer a high-quality and increasingly personalised airport experience.”

Where La Dolce Vita Meets Italian Design

The design concept takes its cue from La Dolce Vita, the iconic Italian phrase that translates as “the sweet life” encapsulating a lifestyle characterised by pleasure, indulgence and the art of living well—while maintaining the global design language of Plaza Premium Group. The interiors integrate light, texture, and form to create spaces that feel both luxurious and comfortable, capturing the timeless elegance of Roman style through a harmony of natural light, warm hues, and handcrafted textures. Classical proportions anchor the space, while travertine stone, oak wood, and bronze accents pay tribute to local artistry and sustainable design. Artwork and decorative elements feature curated photography and abstract pieces linked to Italian craftsmanship and travel culture. Every element—from the biophilic touches to the energy-efficient lighting—has been thoughtfully composed to foster well-being and reflect Plaza Premium Group’s dedication to human centric design and hospitality.

Culinary Experiences

Guests can embark on a culinary journey with exquisite Italian dishes and Roman specialties complemented by international dishes featuring locally sourced ingredients. a selection of signature aperitivos. The Primo Dining Room is an exclusive dining space featuring a curated à la carte menu.

Experiential Highlights:

Setting a new benchmark in airport hospitality, Plaza Premium First continues to push boundaries with experiences that celebrate the art of travel. Each visit unfolds with thoughtful touches such as personal concierge assistance that anticipates every need.

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Private suites for rest and productivity complemented by bespoke services and effortless wireless charging, keep journeys seamless.

Beyond its elegant interiors, the lounge invites guests to unwind in an al fresco patio where constantly rotating music sets and live DJ performances create a vibrant social hub ideal for unwinding with drinks before a flight.

Families are cared for with a dedicated nursery area, every detail comes together to offer immersive comfort and engagement for guests of all ages, supporting multigenerational travel needs.

The Heart of Art and Cultural Immersion

Art is a way of life in Italy, and the Rome lounge embraces this spirit with ongoing exhibitions and curated art installations woven into the lounge experience. In collaboration with a renowned local gallery, guests are invited to discover and even acquire distinctive pieces, offering a rare chance to bring a touch of Italian artistry into their journey.

Cocktail Culture Meets Artisan Creations

The Aero Bar is highly social hub where the house mixologist recommends cocktail options, curated regional wines and espresso service to match or jumpstart your travel mood, complemented by a dedicated dessert bar for your sweet cravings. Plaza Premium First Signature Cocktail Programme: Welcome mocktails to refresh you, alongside a selection of award-winning and locally inspired cocktails. The lounge's cocktail culture centres on a selection of artisan creations, including the Nebula Plaza, a "Proudly Local" signature blend that showcases Italian flavours and history. Rye whisky and Barolo Chinato are spiced and layered with Cynar's herbal complexity and Aperol's bittersweet elegance, offering depth and intrigue to every sip. The Dolce Peccato cocktail features dark rum mingled with delicate pear coulis, nectar, and a dash of saffron syrup, presenting a luxurious taste profile for travellers seeking sophistication.

Private Executive Meeting Room and Facilities

The well-appointed private meeting room provide an elevated experience, offering customised setups accommodating prearranged options from gourmet dining to signature Italian dishes and international classics with a selection of premium drinks. The focus on customization ensures business travellers have everything needed for productive meetings in a sophisticated, private environment.

Signature Restroom and Shower Area

The restroom and shower facilities are thoughtfully appointed with a premium selection of toiletries, including iconic brands and a full array towels, plush bathrobes, and slippers for elevated comfort. Supersonic hair dryers ensure optimal grooming, while skincare miniatures, shaving sets, and dental kits cater to the complete well-being of

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guests. Guests can also enjoy express ironing, shoeshine services, and curated fragrances as add-on luxuries that provide an indulgent travel experience.

The Plaza Premium First Lounge in Rome sets a new benchmark in airport hospitality, featuring indulgent amenities and uniquely Roman signature highlights designed for discerning travellers and multigenerational families. The Rome outpost marks the latest milestone in the brand's growing network of elevated lounges that deliver world-class hospitality to travellers across continents. It joins the exclusive collection of Plaza Premium First Lounges currently operating in the cosmopolitan capitals of Hong Kong, Kuala Lumpur, Jakarta, Macau, Vancouver and most recently Phnom Penh, with more locations coming soon including Riyadh, Dallas and New York.

Access is available to all travellers regardless of airline or class of travel, with multiple entry options via Smart Traveller membership, online pre-booking, or walk-in purchase.



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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. Plaza Premium Group has over 100 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group

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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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