

# PLAZA PREMIUM GROUP

## Plaza Premium Group Celebrates Grand Opening of Two New Airport Lounges at Dallas Fort Worth International Airport



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**Dallas, USA - 21 April 2026** --- Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, celebrates the grand opening of two new airport lounges at DFW Airport: Plaza Premium First and Plaza Premium Lounge. This landmark launch marks the debut of Plaza Premium First in the United States and establishes an expanded flagship presence for PPG in one of the world's busiest and most connected aviation hubs.

Located in Terminal D, the two new lounges are designed to meet the needs of a broad range of travellers, from discerning guests seeking a highly personalized premium experience to business and leisure passengers looking for comfort, convenience and quality airport hospitality. Inspired by the culture and character of Dallas-Fort Worth, both lounges blend local culinary touches, thoughtful design and international service standards to create elevated pre-flight experiences.

The official opening was marked by an inaugural ceremony attended by Mr. Jonathan Song, Chief Commercial Officer of PPG, Pascal Bélanger, PPG's Senior VP for the Americas, Eric Pateman, PPG's Senior VP for North America, Prasan Verma, PPG's Chief Technology Officer, alongside Kenneth Buchanan, DFW's EVP, Chief Revenue Officer, and the DFW team, alongside senior leadership and invited guests. The event celebrated a major milestone in PPG's continued expansion in North America and

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reinforced the Group's commitment to delivering best-in-class airport hospitality experiences in strategic global gateways.

"It is a pleasure to celebrate this milestone in Dallas today as we officially open Plaza Premium First and Plaza Premium Lounge at Dallas Fort Worth International Airport," said Mr. Song Hoi See, Founder and CEO of Plaza Premium Group. "This grand opening marks an important step in our growth in North America and reflects our commitment to making travel better through exceptional hospitality, thoughtful design and service innovation. With the debut of our first Plaza Premium First in the United States, alongside an enhanced Plaza Premium Lounge offering, we are proud to bring travelers in Dallas a new standard of comfort, personalization and culinary excellence that responds to the evolving expectations of today's global travellers."

"As one of the world's most connected airports, we continue to see strong demand for elevated travel experiences and we are thrilled that Plaza Premium Group has chosen DFW to introduce the first-ever Plaza Premium First and Plaza Premium Lounge in the United States," said Ken Buchanan, DFW's EVP, Chief Revenue Officer. "This investment enhances the range of premium options available to our customers and supports DFW's role as an international gateway."

## **Plaza Premium First**

Plaza Premium First at DFW offers the brand's most elevated airport hospitality experience, defined by bespoke service, privacy, refined dining and indulgent amenities. Upon arrival, guests are welcomed by a dedicated lounge ambassador and escorted to their table for a full sit-down dining experience, complemented by a self-serve buffet, tableside ordering, and drink and dessert trolley service. Menu highlights include Brisket Benedict, Prime Steak Tips and Duck Tacos, alongside desserts such as ube cheesecake and warm bread pudding.

The beverage program features a curated selection of complimentary craft cocktails, wine and beer, alongside a reserve list of select bottles available for purchase. The lounge also emphasizes comfort and privacy through leather seating, subtle locally inspired design touches, luxurious shower facilities and dedicated relaxation areas, with personalized service at the heart of every visit.

## **Plaza Premium Lounge**

Plaza Premium Lounge at DFW offers a premium yet welcoming environment centered on comfort, convenience and relaxation. Designed as an accessible contemporary lounge experience, it features a rotating buffet, self-serve coffee, tea and soda water, as well as an à la carte menu with dishes such as the Smash Burger, Korean Fried Chicken Sandwich, crispy dumplings and fried green tomatoes. Guests can also enjoy locally

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inspired culinary offerings including buttermilk biscuits, blueberry cobbler muffins and cranberry orange muffin bread from family-owned Dallas bakery Maui Foods, paired with local beverages such as Hop & Sting craft beer, TX Whiskey and Garrison Brothers Cowboy Bourbon. A mix of open seating and private seating areas, high-speed Wi-Fi and charging stations throughout the lounge further support a seamless travel experience.

## **Art, access and service**

Both lounges reflect Plaza Premium Group's signature design philosophy, blending local inspiration with international influences to create seamless pre-flight experiences for domestic and international travellers alike. Plaza Premium Lounge serves as a platform for community engagement, offering opportunities for local artists, galleries, and organizations to display their work, while Plaza Premium First features the brand's Global Art Program with a curated collection developed in collaboration with international art partners, transforming the lounge from a transit point into an intimate gallery that embodies discovery and showcases gifted artists from creative communities.

Access to both lounges is available for purchase, with Plaza Premium Lounge starting at \$70 for a two-hour stay and Plaza Premium First starting at \$115 for a two-hour stay, with additional hours available for an added fee. Both lounges are open daily from 7 a.m. to 11 p.m., and access is available to travellers departing within three hours of their scheduled flight.

Further elevating the journey, PPG also offers ALWAYS Meet & Assist at DFW and will introduce Beyond First, a fully curated premium airport experience pairing Plaza Premium First access with concierge support, porter service and chauffeured limousine transfers. These services reinforce PPG's broader vision of delivering integrated airport hospitality solutions beyond the lounge itself.

## **Supporting DFW International Airport's Growth**

Dallas-Fort Worth International Airport serves nearly 86 million passengers annually, offering service to 193 domestic and 78 international destinations worldwide, further solidifying its position as one of the busiest and most connected airports in the world. Currently, Dallas-Fort Worth produces over \$78 billion in economic impact each year by connecting passengers through business and leisure travel.

Continued passenger growth and expanded international routes underscore North Texas' rising prominence as a global gateway. Plaza Premium Group's growing presence at Dallas-Fort Worth International Airport recognizes this momentum, supporting the airport's evolution with elevated hospitality experiences designed for an expanding global traveler base.

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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 30 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 177 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 7,000 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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