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Plaza Premium Group Appoints Diana Borchard as Area General Manager, Chile

The executive will lead the launch of five VIP lounges at Santiago Airport and oversee the start of Plaza Premium Group's operations in Chile



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Santiago, 26 August 2026. Plaza Premium Group (PPG), the global leader in 360-degree airport hospitality and passenger service solutions, has announced the appointment of Diana Borchard as Area General Manager, Chile. In this key executive leadership role, Borchard will spearhead the launch, strategic development, and operational consolidation of the company's business in Chile as part of PPG's accelerated expansion across Latin America.

PPG's arrival into the Chilean market marks a major milestone in its regional growth strategy. The landmark expansion features the opening of five brand-new VIP lounges at Arturo Merino Benítez International Airport (SCL) in Santiago. Three of the lounges are scheduled to open during 2026, with the remaining two slated for 2027. All five facilities will operate 24 hours a day, 7 days a week, generating more than 150 local operational and hospitality roles.

In addition to premium lounge services, PPG will introduce its flagship bespoke service, ALWAYS Meet & Assist, delivering seamless, end-to-end concierge assistance for arriving, departing, and transit passengers navigating SCL.

Diana will report directly to David Thompson, Senior Vice President for Latin America, who oversees PPG's strategy and operations across the region.

German-born and Chile-based for over two decades, Borchard brings more than 30 years of hospitality and hotel executive management experience to PPG. Her career features a strong track record in operational start-ups, property launches, and multi-departmental business management. Prior to joining PPG, she led the launch of the Best Western Premier and served as General Manager for several leading properties, including the Renaissance Santiago Hotel (which she managed for four years), ICON Hotel, Capital Hoteles, and Time Hoteles El Golf.

“My main focus is leading PPG’s arrival in Chile and building a strong operation from the ground up. After more than 30 years in the hotel and hospitality industry, including experience opening and launching operations, I am excited to contribute that expertise to develop an efficient and sustainable operation, build high-performing teams, and, above all, deliver an exceptional hospitality experience for our visitors,” said Diana Borchard.

Throughout her career as a General Manager, Borchard has overseen all aspects of hotel business management, including operations, rooms divisions, food and beverage, finance, commercial strategy, and revenue management, with a strong focus on profitability, operational efficiency, guest experience, and team development. Fluent in German, Spanish, and English, she brings a multicultural perspective to management and leadership. Her education includes hospitality studies in Germany and executive programs in leadership, digital transformation, marketing strategy, and business excellence.

“I strongly believe in a leadership style that is approachable, participative, and people-centered. Excellence and high standards can coexist with empathy, collaboration, and team development. Launching an operation from scratch gives us a unique opportunity to build that culture from the very beginning,” she added.

With this appointment, PPG reaffirms its commitment to the Chilean market and its investment in local leadership to elevate the traveler experience through premium hospitality services.

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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 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 180 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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