

FOR IMMEDIATE RELEASE

Plaza Premium Group Expands Helsinki Airport Presence with the Launch of Two Lounge Concepts: Lumi and Aurora



Download high-res photo here: [Link](#)

HELSINKI, FINLAND – 2 September 2026 — Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, announces a major expansion of its lounge operations at Helsinki Airport (HEL). The development transforms the existing Plaza Premium Lounge into two distinct lounge concepts—Plaza Premium Lounge Aurora and Plaza Premium Lounge Lumi—offering travellers greater choice, enhanced comfort and a more tailored airport experience.

Located in the non-Schengen area near Gate 40, the newly expanded lounge represents a major strategic milestone for PPG at Helsinki Airport.

Deeply inspired by the raw beauty of Finland’s changing seasons, the dual-concept space offers travellers an authentic Nordic atmosphere before departure. The names directly celebrate the country’s iconic landscapes: Lumi (Finnish for ‘snow’) evokes pristine, snow-draped winters, while Aurora draws inspiration from the vibrant Northern Lights. This connection to Finland's natural heritage is woven throughout the interiors, brought to life through curated local artwork and thoughtful, nature-inspired design.

The development introduces two distinct lounge concepts tailored to different traveller profiles: Aurora, an elevated transformation of the existing lounge offering a more refined, premium experience, and Lumi, a brand-new lounge designed to be family-friendly and a haven of comfort. This launch builds on PPG's recent momentum at Helsinki Airport, following the late-May opening of its premier dining concept, Bites & Plates, which seamlessly integrates with both spaces.

"We are excited to further expand our presence in Finland with the introduction of these two new lounge concepts at Helsinki Airport—Northern Europe’s premier transit hub connecting Europe

and Asia. Building on the strong foundation we established when we entered the market in 2019, along with the recent opening of our new F&B concept Bites & Plates, we are able to provide more options tailored to the different needs of travellers. We look forward to continuing to redefine the airport experience with our award-winning hospitality and truly living our mission to make travel better." Said Mario Binelli Mantelli, Vice President, Northern Europe & UK, Operations, Plaza Premium Group.



Plaza Premium Lounge Aurora: Premium, Exclusive, and Refined

Designed exclusively for airline partners, Plaza Premium Lounge Aurora offers an elevated, tranquil environment accommodating up to 101 guests. Built for both relaxation and productivity, the lounge features a generous buffet selection alongside complimentary wine, beer, and soft drinks, with a premium cocktail menu available for purchase.

Catering to families and business travellers alike, the space includes two private shower suites to refresh before long-haul flights, a dedicated children's play corner, and a bookable meeting room. Real-time flight information screens are integrated throughout, ensuring guests stay updated while enjoying a calm, comfortable setting between journeys.



Aurora – Guest checking-in at reception



Aurora – Lounge Bay

Plaza Premium Lounge Lumi: Accessible, Welcoming, and Family-Friendly

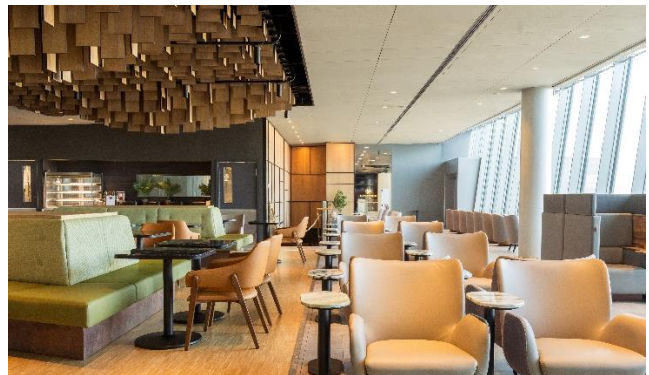
Located adjacent to Aurora, Plaza Premium Lounge Lumi welcomes walk-in travellers, advanced bookings, corporate clients, and members of leading lounge access programs.

Designed as an open and accessible space for all travellers, Lumi offers a highly flexible environment for dining, relaxation, and work. Guests wishing to stay productive can take advantage of dedicated work pods, comfortable workstations, and easily accessible charging points throughout the space.

To complete the experience, Lumi features a diverse culinary selection blending local Finnish favourites with international dishes, accompanied by complimentary beer, wine, and soft drinks—offering a warm, comfortable sanctuary to unwind before departure.



Lumi – workstations & workpods



Lumi – Main Lounge area

Families travelling through Helsinki Airport will find a uniquely welcoming experience inside Lumi, which features a dedicated children’s play area alongside the first iWall installed within an airport lounge.

Developed in Finland, this innovative, motion-sensing gaming wall allows Lumi guests of all ages to control games, exercises, and physical activities using their body movements—completely controller-free. Providing an engaging, active way to stretch and recharge right inside the lounge, the iWall brings a fun, wellness-focused touch to the pre-flight experience.



Lumi - iWall



Aurora – Kids playroom

A New Chapter for Airport Hospitality at Helsinki Airport

Together, the Aurora and Lumi lounges represent a significant leap forward in airport hospitality at Helsinki Airport. By offering these two distinct yet complementary spaces, PPG is now uniquely positioned to serve the full spectrum of travellers—from airline partners and corporate clients seeking an exclusive retreat, to families, leisure travellers, and loyalty program members looking for pre-flight comfort and convenience.

Both Plaza Premium Lounge Aurora and Plaza Premium Lounge Lumi are now fully operational in the Non-Schengen Area near Gate 40.

- END -

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 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/>

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

Media Contacts:

Natalie Solebo, Head of Marketing, UK & Northern Europe

natalie.solebo@plaza-network.com

Manuela Mäkinen, Marketing Specialist, Finland

manuela.makinen@plaza-network.com

