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Plaza Premium Lounge Unveils Four Fully Refurbished Themed Lounges at Taoyuan International Airport

Blending Taiwanese Culture, Cuisine and Aesthetics to Create “A Destination Before Departure” as Plaza Premium Group Celebrates its 10th Anniversary in Taiwan



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Taoyuan, Taiwan – [23 September 2026] - Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, announced the completion of a comprehensive five-month refurbishment project across its four lounges in Terminals 1 and 2 at Taiwan Taoyuan International Airport. The extensive upgrade introduces refreshed interiors, enhanced facilities and elevated guest services while seamlessly weaving Taiwanese cultural and aesthetic elements throughout each space. Through enhancements across lounge design, dining, relaxation facilities, and cultural experiences, the lounges now offer a more comfortable, convenient, and distinctive airport experience.

This transformation also heralds a landmark chapter for Plaza Premium Group in Taiwan as the brand celebrates its 10th anniversary. Since establishing its presence at Taoyuan International Airport in 2016, the Group has proudly served over 6 million travellers across the market, solidifying its role as a trusted partner in Taiwan’s travel and aviation ecosystem.

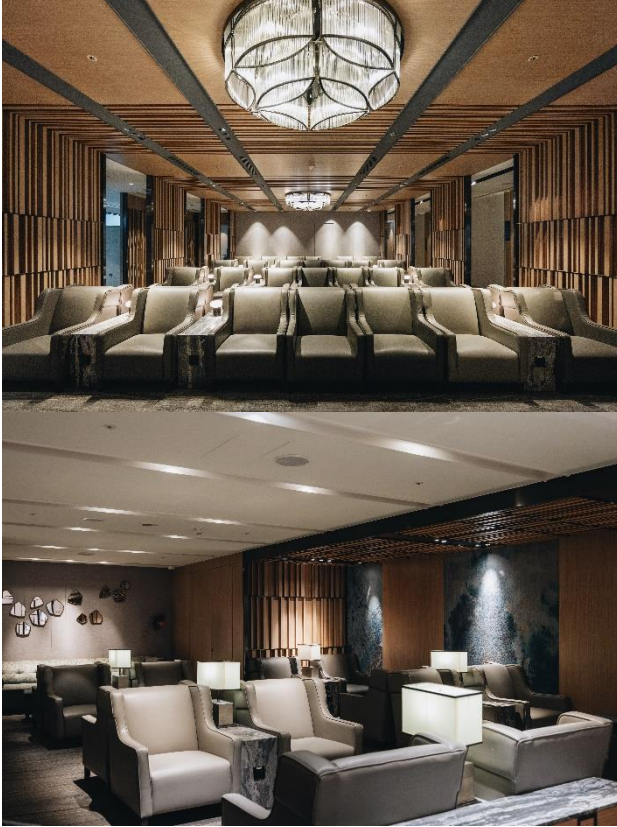
Four Themed Lounges Showcase Taiwan's Culture and Hospitality

As part of the renovation, Plaza Premium Lounge has introduced a new thematic concept inspired by Taiwan's natural landscapes, cultural heritage and lifestyle aesthetics. Each lounge has been given a unique identity and story:

- Terminal 1, Zone C | The Blossom
- Terminal 1, Zone D | The Jade
- Terminal 2, Zone A | The Terroir
- Terminal 2, Zone A1 | The Crest

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Drawing inspiration from Taiwan's orchids, jade craftsmanship, tea culture, and mountain landscapes, the redesigned lounges celebrate the island's rich heritage while offering travellers an authentic sense of place during their journey.



Comprehensive Facility Upgrade Enhances Guest Comfort

In response to growing travel demand, the refurbishment focused on improving operational efficiency and guest comfort. Through reconfigured layouts, optimized seating arrangements, and upgraded furnishings, the lounges now provide increased seating capacity alongside a more spacious, relaxed environment.

Dining facilities have also been significantly enhanced, featuring expanded buffet stations and improved traffic flow to ensure a seamless dining experience.

“Flavours in Transit” Global Chef Series Season Two Brings Local Heritage to the Airport Dining Experience

Complementing the newly unveiled spaces, **Plaza Premium Group** has launched Season Two of its global culinary campaign, **Flavours in Transit**, under the theme "**From Our Roots to Your Plate.**" The initiative showcases signature dishes and stories from chefs across the Plaza Premium network, enabling travellers to experience destination-inspired cuisine before departure.

Representing Taiwan, Executive Chef **Russ Wang** presents the lounge's signature Taiwanese Sha Cha Beef Noodles, crafted with Yilan Sanxing scallions, house-made sha cha sauce and Shaoxing chili oil. The dish offers both local and international travellers an authentic taste of Taiwan and serves as a memorable culinary farewell before departure.

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In addition to the Global Chef Series menu, the lounges have further enhanced their food and beverage offerings with expanded menus and improved dining experiences. Alongside the popular made-to-order Taiwanese Sha Cha Beef Noodles, guests can now enjoy classic local dishes including Shredded Chicken Rice with Fried Shallots and Taiwanese Sticky Rice, with vegetarian-friendly options also available.



Partnering with Local Brands to Elevate Airport Dining

Beyond upgrading its dining services, Plaza Premium Lounge has partnered with leading Taiwanese brands to bring local culinary and beverage culture into the airport environment, transforming the lounges into a gateway for travellers to experience authentic Taiwanese flavours.

For the first time, Plaza Premium Lounge has partnered with the Michelin Bib Gourmand-recognized **Moon Moon Food**, introducing the exclusive collaboration dish “**Love and Hate Sesame Chili Noodles**,” bringing one of Taiwan's most celebrated flavours directly into the airport lounge experience.

On the beverage front, the lounge has joined forces with Taiwanese tea brand **Chappii** to create exclusive signature tea beverages that showcase Taiwan's renowned tea culture. Guests can also enjoy specially crafted cocktails developed in collaboration with **Drink Sport**, a local brand known for blending Oolong tea traditions with whisky-inspired mixology.

To further enhance guest engagement, selected lounges will feature a DIY cocktail bar where travellers can create their own personalised beverages, making airport time more memorable through an interactive and locally inspired experience.

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Sealy Partnership Introduces Private Rest Suites for Transit Passengers

To better serve long-haul and transit travellers, **The Terroir** lounge in Terminal 2 has partnered with globally renowned mattress brand **Sealy** to introduce brand-new **private rest suites**.

Available in both single and double-occupancy configurations, the rooms feature premium hotel-quality bedding, offering a quiet sanctuary for passengers seeking deep rest during long layovers or preparing for business ahead.



Enhanced Cultural Spaces Celebrate Taiwanese Art and Design

As part of the refurbishment, Plaza Premium Lounge has unveiled dedicated exhibition spaces in collaboration with Acme+Art Gallery, an established curator specializing in contemporary art and lifestyle aesthetics. Together, they have installed 15 curated artworks across the lounges in Terminals 1 and 2, turning waiting areas into immersive cultural hubs where travellers can engage directly with Taiwan’s contemporary art scene.

The inaugural exhibition spotlights Taiwanese contemporary artist Wu Chia Hua, celebrated for fusing Eastern philosophical concepts with modern abstract forms. Working with natural mineral pigments and gemstone textures, Wu’s acclaimed series of paintings—including Golden Mosaic, Silver Layers, and Jade Formations—are defined by subtle interactions of light, depth, and shadow.

Alongside Wu’s works, creations by several emerging local artists are featured throughout the lounges, embedding authentic Taiwanese creativity into the travel experience.

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Continuing to Redefine Airport Hospitality

The five-month transformation of the four lounges at Taiwan Taoyuan International Airport reflects Plaza Premium Group's ongoing commitment to investing in Taiwan and continuously enhancing the traveller experience. By integrating thoughtful design, destination-inspired dining, private wellness spaces, and curated cultural programming, the lounges set a new benchmark for regional airport hospitality.

To deliver tailored services for commercial partners, the renovation introduces dedicated airline-exclusive zones alongside private VIP rooms designed for guests seeking enhanced privacy and discretion. This evolution builds upon a decade of foundational excellence in the market, marked by ongoing partnerships established with leading financial institutions, airline lounge management collaborations, and local business honours including the Golden Peak Awards and Golden Torch Awards.

Reopening Campaign and Access Details

To celebrate the reopening of **The Terroir** lounge in Terminal 2, Plaza Premium Group is launching a limited-time campaign through its global loyalty programme, Smart Traveller. During the campaign period, newly enrolled members will receive a complimentary Taiwan-edition mini jute tote bag upon registration, while existing members may redeem one for 250 ST Points.

The newly upgraded Plaza Premium Lounges are now fully operational. In addition to partnerships with multiple airlines and international card issuers, travellers can access the lounges

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through walk-in admission, online bookings, Smart Traveller points redemption and corporate partnership programmes, making premium airport lounge services accessible to a wider audience.

Whether departing, arriving, or transiting through Taoyuan International Airport, guests can now enjoy an elevated pre-flight experience that blends world-class hospitality with an authentic sense of Taiwan.

Plaza Premium Lounge Operating Hours at Taoyuan International Airport

Terminal 1

- **The Blossom (Zone C)**
05:00 - 19:00
- **The Jade (Zone D)**
Open 24 Hours

Terminal 2

- **The Terroir (Zone A)**
05:00 - 12:00
- **The Crest (Zone A1)**
05:00 - 11:00

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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, ALLWAYS - 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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