

**FOR IMMEDIATE RELEASE**

## **PLAZA PREMIUM GROUP UNVEILS 'PLAZA PETIT' FOR LITTLE TRAVELLERS TO DISCOVER THE WORLD BEFORE DEPARTURE**

*Global airport hospitality leader introduces interactive kids' zones across major international hubs in partnership with Room to Read.*



Download High-Res photos here: [Link](#)

**HONG KONG, 20 October, 2026** — Plaza Premium Group (PPG), the global leader in 360-degree airport hospitality and passenger service solutions, today announced the launch of Plaza Petit, its first global family programme designed to transform airport dwell time into an engaging, enriching experience for families and young travellers. The programme debuts across locations in Hong Kong, Toronto, and London before rolling out across select airport lounges and transit hotels in PPG's global network.

Plaza Petit was developed to address the unique pressures faced by travelling parents by establishing dedicated spaces within PPG lounges and hotels.

Designed to support shared moments of play, reading and relaxation, these welcoming areas allow children to explore and unwind while remaining under the care and supervision of their parents and caregivers.

To enrich young minds on the go, PPG has partnered with global education non-profit Room to Read, an organisation developing children's foundational literacy skills, as well as life skills that promote gender equality. Room to Read has benefited children across 29 geographies including 17 million children actively benefited from their programming in 2025 alone.

This collaboration sits at the core of the Plaza Petit experience across five key pillars: Read, Play, Discover, Taste, and Relax together:

- **Read (Room to Read Partnership):** Every Plaza Petit zone features a custom-built Room to Read Story Corner. Each corner is stocked with a curated collection of age-appropriate, engaging physical books published by Room to Read in multiple languages, replenished quarterly. Young travellers can also access Room to Read's digital library, *Literacy Cloud*, unlocking thousands of culturally relevant original storybooks in 48 languages.
- **Play & Discover:** Young guests receive travel themed "Your Destination Before Departure" (YDBD) activity sets, colouring sheets, crayons, and collectible destination stickers designed to spark curiosity about global cultures.
- **Taste:** A dedicated, child-friendly menu featuring balanced meals, specialized tableware, baby-food warming services, and seasonal culinary treats tailored for young appetites.
- **Design & Comfort:** Built with sustainable, light oak wood furniture featuring rounded safety edges, child-scale seating, and interactive bookshelves.

With Plaza Petit, every young traveller can begin discovering the world before departure through books, activities, and a thoughtful menu, while families enjoy a calmer, more meaningful journey together.



### Global Rollout

The programme is deploying across selected locations within PPG's global network via a phased, three-tier rollout. The first locations are opening within this month across four primary international hubs, including:

- **Hong Kong International Airport (HKG):** Plaza Premium Lounge Gate 60, International Departures, Terminal 1

- **Toronto Pearson International Airport (YYZ):** Plaza Premium Lounge, International Departures, Terminal 3
- **London Gatwick Airport (LGW):** Plaza Premium Lounge, North Terminal Departures
- **London Heathrow International Airport (LHR):** Aerotel, Departures, Terminal 1

Following the initial launch, the programme is set to expand across key international gateways—with targeted locations including Dubai, Helsinki, Jakarta, Jeddah, Kuala Lumpur, Macau, Muscat, Phnom Penh, and Rome. Future phases will progressively bring the Plaza Petit experience to select lounges and Aerotels across PPG's global footprint.

“Plaza Petit reflects PPG’s ambition to transform airport hospitality through experiences that are both thoughtful and meaningful” said **Mei Mei Song, Chief Transformation Officer, Plaza Premium Group**. “We recognise that family travel comes with unique pressures, particularly when children are navigating an unfamiliar airport environment. By bringing together play, discovery, reading and family-friendly dining, Plaza Petit helps children feel engaged and at ease while enabling parents and caregivers to travel with greater confidence.”

"Every journey depends on the ability to read, whether following a departure sign or discovering a new world through a book," said **Dr. Geetha Murali, CEO of Room to Read**. "Through Plaza Petit, we are helping children experience the joy of reading while inviting families to recognise literacy for what it truly is: a foundation for learning, navigating the world and opening a lifetime of possibility."

Each Plaza Petit installation incorporates a physical donation point, allowing traveling families to directly support Room to Read’s global programs aimed at improving childhood literacy and gender equality in education.

For more information about Plaza Petit and participating global locations, please visit [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com).

*(Note: Features and availability may vary by location.)*

- **Ends** -

### **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 200 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has been honoured at the World Airline Awards by Skytrax for ten consecutive years from 2016 to 2026. With a team of over 7,800 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: LinkedIn, YouTube: @Plaza Premium Group; Facebook, Instagram: @plazapremiumlounge; X: @We\_Are\_PPG; WeChat, Weibo, Xiaohongshu: @環亞全球出行 PlazaPremiumGroup; Instagram (mysmarttraveller): @mysmarttraveller ; Aerotel Facebook: Aerotel ; Instagram: @myaerotel

**Media Contact:**

Michele Mitschiener

Director of Global Communications, Plaza Premium Group

Email: [michele.mitschiener@plaza-network.com](mailto:michele.mitschiener@plaza-network.com)