



## News Release

### **Plaza Premium Group Grows European Presence Second Plaza Premium Lounge Opens at Budapest Liszt Ferenc International Airport**

**(Budapest, 1<sup>st</sup> March, 2022)** Plaza Premium Lounge has opened its second Plaza Premium Lounge in Budapest Liszt Ferenc International Airport (IATA Code: BUD) - Hungary's largest International Airport. The opening marks the second lounge launch in a month; Plaza Premium Group debuted its first Lounge on 1<sup>st</sup> February and the second Plaza Premium Lounge follows on 1<sup>st</sup> March. The latest opening fulfills the Group's ambition to provide a consistent airport experience for passengers transiting through and departing from Budapest's Liszt Ferenc International Airport.

Locating in Budapest Liszt Ferenc International Airport Non-Schengen area, Plaza Premium Lounge Budapest is bringing the best combination of leisure, relaxation, entertainment, dining, and hospitality to Budapest Liszt Ferenc International Airport. The new lounge accommodates 65 comfortable seats with stunning runway views. To rejuvenate travellers on the road, the lounge offers the only shower facilities at the airport Non-Schengen area for them to refresh the senses prior to travels. Both business and leisure travellers can comfortably enjoy exclusive and distinctive Plaza Premium Lounge services while waiting to depart from or transit through the airport. A wide range of services will also be available at the lounge including free high-speed Wi-Fi and digital reading materials. Guests can also enjoy a refreshing cuisines and beverages to refresh their senses, alongside typical Hungarian cuisine and international cuisines.

Plaza Premium Lounge Budapest is the second lounge launched at Budapest Liszt Ferenc International Airport Terminal 2B - Non-Schengen, following the first Plaza Premium Lounge Budapest (Departures Terminal 2) that opened in February, continues Plaza Premium Group's expansion in Europe. At the end of 2019, Budapest Liszt Ferenc International Airport has expanded its network to 153 destinations in 49 countries. It recorded a dynamic recovery in air passengers at the airport in 2021, notably during the start of the summer season. In January 2022, the airport recorded a 750% increase in Passengers compared to the same month in 2021. The airport has also been recognized by Skytrax as "Best Airport in Eastern Europe" for eight consecutive years from 2014 to 2021 and has emerged as a leader, becoming the fastest developing airport in the region. Together with its airline partners, it is a key contributor to the development of tourism in Hungary and Budapest.

"We are delighted to bring the second Plaza Premium Lounge at Budapest Liszt Ferenc International Airport, and serve different types of travellers' needs, including Schengen and Non-Schengen areas. The opening marks another significant milestone in the history for us to expand our footprints in Europe, at the same time bringing our Group's core value, convenience, comfort, love and care to our travellers. "Partnering with **Budapest Liszt Ferenc International Airport** further strengthens our growing footprint in Europe, together, we are looking forward to further expanding our award-

winning, best-in-class signature hospitality with our second lounge at the airport.” shares **Mr. Okan Kufeci, Regional General Manager, Europe, Middle East and Africa.**

“Budapest Airport scored its best ever result in the international passenger satisfaction survey (ASQ) last quarter. We have achieved an improvement in all 37 categories, which means that our 70 billion HUF worth of developments and service enhancements implemented over the past 3 years and our efforts to enhance the passenger experience have paid off. We happily welcome the addition of a new lounge to our range of services, thus enriching the range of premium services at Ferenc Liszt International Airport.” **comments Mr. Chris Dinsdale, CEO of Budapest Airport.**

It is a strategic expansion to Budapest, with the Group’s award-winning airport hospitality and mission in delivering its world-class services to global travellers. With our solid presence in Europe, the opening of Plaza Premium Lounge Budapest is a key component in the company’s global “Build Back Better” business transformation strategy, as well as the Group’s expansions plan. Further openings in key European cities are expected to follow.

Committed to providing a safe and hygienic environment, the lounge follows Plaza Premium Lounge’s “[We Care For Your Wellbeing programme](#)” with zoning to facilitate privacy and social distancing in its comfortable seating and dining areas. All services are available for reservation on the [Plaza Premium Lounge official website](#).

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#### Images:



*Plaza Premium Lounge Budapest opens at Budapest Liszt Ferenc International Airport, Non-Schengen area*



*Plaza Premium Lounge Budapest accommodates 65 comfortable seats with stunning runway views*

More images can be downloaded here: <https://bit.ly/3MeV3jo>

#### About Plaza Premium Group

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerogel; airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveller, a mobile-app based global

airport membership programme that is designed for air travellers, offering uniquely-curated perks, benefits and rewards experience through points earning and redemption. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, Sky Team, American Express, Capital One and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for four consecutive years from 2016 to 2021 at the Skirted World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by *TTG Asia* magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. In addition, the Group’s Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of the Year and Master Entrepreneur of The Year 2018 Malaysia. Plaza Premium Group currently employs over 5,000 staff and serves more than 20 million global passengers annually. By continuously innovating and striving to surpass travellers’ expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

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### **About Plaza Premium Lounge**

The world’s first and largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand’s footprint spans over 70 major international airports and includes Greater China (Hong Kong, Macau, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand), Australia (Brisbane, Melbourne, Sydney), Americas (Argentina, Brazil, Canada, Columbia, El Salvador, Mexico, United States), Europe (Denmark, Finland, Hungary, Turkey, Italy, Sweden, Switzerland, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates) and South Africa (Durban, Johannesburg, Ethiopia) The brand has been awarded the “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2021 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. In 2020, Plaza Premium Lounge in Rome was voted “Europe’s Leading Airport Lounge” and, Plaza Premium Lounge Dubai “Middle East’s Leading Airport Lounge by World Travel Awards in 2020 & 2021. In 2020, the brand has successfully been awarded ISO 9001:2015 for its Hong Kong Headquarters, proving the quality management in providing airport lounge services.

To learn more: [www.plazapremiumlounge.com](http://www.plazapremiumlounge.com)

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