

PLAZA PREMIUM GROUP

News Release

Plaza Premium Group Launches New Range of Spring Break Promotions To Enhance Every Traveller's Journey



Plaza Premium Lounges offer a safe, convenient and private space at the airport as more people resume travelling for the spring break period

(Hong Kong, 8 March 2022) Putting a spring in the step of global travellers, the pioneer and industry leader in innovating global airport hospitality services, Plaza Premium Group, has launched a number of promotional offers to support those flying during the spring break period. The offers, which are available now until 17 April 2022, come just in time for the seasonal travel surge, with many people globally expected to travel during March and April. With over 250 facilities in over 70 international airports, Plaza Premium Group is missioned to *Make Travel Better* for all, through its airport hospitality services that span airport lounges, in-terminal hotels, meet and greet services, and airport dining, all of which adhere to the highest standard health and safety protocols, helping trips away get off to the best, most secure, and most comfortable of starts.

With holiday planning being ever more complex in the new era of travel, coupled with ongoing disruptions to airline flight schedules, Plaza Premium Group sets out to make the airport experience as enjoyable and as stress-free as possible, especially when airport visitor figures are expected to rise this season thanks to resurgence of leisure travellers who are ready to explore now borders have opened up. Travellers can book online or walk-in to pay-per-use Plaza Premium Lounges and Aerotels, where they will have a safe, private and comfortable place to rest before their flight, complete with spacious seating options, plentiful food offerings, family-friendly facilities, and strict hygiene measures in place.

To further alleviate stress, travellers can utilise ALWAYS Meet & Greet which supports guests on arrival, departure or transit. From baggage handling, fast-track services, limousine transfer and buggy service, ALWAYS Meet & Greet provides smooth coordination at every point in the airport.

A fabulous family holiday with Plaza Premium Lounge - Kids lounge for free with complimentary access

Helping to make family travel more affordable during the school holidays, from now until 17 April 2022, a full paying walk-in adult to any Plaza Premium Lounge can bring one child (below 12 years of age) free of

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charge. All families can now enjoy a discounted and complete travel experience from start to finish, with safe and comfortable lounge access the entire family can use to relax and recharge during their journey.

Start the holiday in the best way, with The Plaza Premium Lounge Pass at a discount

With spring break being a perfect time for international travel, reconnecting with family and friends living overseas, easy access to Plaza Premium Lounges which are located worldwide, is sure to make any trip more manageable and enjoyable.

The most convenient way to guarantee Plaza Premium Lounge access, at prices that are up to 50% off standard walk-in rates, is with the Plaza Premium Lounge Pass (PPL Pass). Valid for 12 months upon activation, the PPL Pass is available for purchase via Plaza Premium Lounge's [official website](#). The pass can be purchased for two, four, or six lounge visits, at USD75, USD150, and USD198 respectively.

From now until 17 April 2022, the PPL Pass can be purchased at a further 10% discount using a promo code at check out. The PPL Pass can also be shared with any friends or family members to allow seamless, peace of mind lounge access for anyone travelling this spring.

To make things even easier, families can plan their visit to the lounge in advance or even enter the lounge on a walk-in basis, allowing avid planners peace of mind security, and more spontaneous groups that flexibility. A variety of amenities are on offer for all ages, including fine dining options, children's play areas, and wellness spa offerings, ensuring there is something for both parents and children to entertain themselves with.

Giving Smart Traveller members an extra spring in their step

Smart Traveller members – the world's first global loyalty and membership programme built for air travellers and airport users – will be able to unlock an extra 20% off all bookings from now until 17 April 2022. Members can use their discount for [Plaza Premium Lounge](#), [Aerotel](#) or [ALLWAYS Meet & Greet](#) services. Bookings can be made with a simple promo code inputted directly into the app.

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High-resolution image can be downloaded here:

<https://bit.ly/3vOfZl8>

Password: talkofthetown

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 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 Aerotel; airport meet & greet services ALLWAYS 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

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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, SkyTeam, 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 five consecutive years from 2016 to 2021 at the Skytrax 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

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