

News Release

Your Holiday Celebration Begins at the Airport

Plaza Premium Group Celebrates the Holiday Season by Offering Travellers With Memorable Airport Moments



Photo caption: Enjoy some refreshments at our Plaza Premium Lounges

(Hong Kong, 31 October 2022) Spread the festive cheer and begin your holiday celebration at the airport with Plaza Premium Group's exclusive offerings.

Whether travelling for your holidays, visiting relatives or business, Plaza Premium Group provides you with customised experiences to create your memorable airport moments.

Plaza Premium Group's Global Marketing Director, Janis Tse said, "This year, we're not just celebrating the holidays, but the freedom to decide how you start your holidays. We are making our properties more accessible to you, so you can choose to relax at our Plaza Premium Lounges before your flight with a glass of wine or get comfortable during your long transit when you book a night at our in-airport hotel, Aerotel.

She added, "Our festive campaign 'Your Holiday Celebration Begins at the Airport' is here to offer you airport experiences for all your travel needs. We have great offers on our Plaza Premium Lounge access, Aerotel stays as well as ALWAYS Meet & Assist services. These offers also make great gifting ideas for yourself or if you're looking to treat that special someone."

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Celebrate the season of giving with Plaza Premium Lounge's Holiday Pass

If you are looking for a gift idea for your jet-setter friends or loved ones, Plaza Premium Lounge's Holiday Pass makes the perfect holiday gift.

The digital Holiday Pass can be purchased online via Plaza Premium Lounge's website, and then activated, stored, redeemed and shared via Plaza Premium Group's Smart Traveller app – the world's first global loyalty and membership programme built for air travellers and airport users.

Smart Traveller members will be able to earn up to 1000 Arrture points when they purchase the Holiday Pass, available in two (USD89), five (USD219), or 10 (USD399) lounge visits. On top of that, the Holiday Passes come with a special Festive Drink, an option of cocktail or mocktail for you to enjoy, available at Plaza Premium Lounge globally. The redemption period for the Festive Drinks is from 15 November until 31 January 2023.

In addition to these passes, Plaza Premium Group is offering special Holiday Passes in Canada. Similarly, Smart Traveller members will also be able to earn up to 1000 Arrture points when they purchase Holiday Pass Canada available in five (USD181) and 10 visits (USD338).

These passes can be used at any Plaza Premium Lounge globally including Virgin Atlantic Clubhouses and Air France Lounge, and the Holiday Pass Canada grants visits exclusively to lounges in Canada, and is fully integrated with Smart Traveller providing the best way of earning Arrture points.

Enjoy Great Discounts and Earn with Smart Traveller

Plaza Premium Lounge

This holiday season, travellers will get to enjoy great discounts on selected Plaza Premium Group of brands. Travellers will benefit from up to 20% discount for Plaza Premium Lounge access for purchases made online and Smart Traveller members will be able to earn 2 x Arrture points.

This lounge access discount is applicable at Plaza Premium Lounges globally.

Aerotel

Besides that, travellers will be able to enjoy 10% off when they book their stay at any of Aerotel property (except Jeddah). Additional discounts will be given to advance bookings made as early as 45 days at 20% off the best available rate.

Exclusively for Smart Traveller members, additional 10% off will be given to members on top of their total advance booking. Book your lounge access and Aerotel stays from now until 31 December to enjoy these offers.

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ALLWAYS

In helping travellers navigate their way in a new airport, our Airport Concierge brand ALLWAYS will be offering all travellers up to 15% off on Meet and Assist service available at all ALLWAYS locations.

Those travelling through Hong Kong International Airport will be able to enjoy 10% on ALLWAYS Hong Kong concierge service which include buggy service, meet and greet, luggage wrapping and other passenger services.

Ensure a seamless end-to-end airport experience from couch to cabin and book your services online from 15 November until 31 December 2022.

For more information please refer to the campaign page here: <https://www.plazapremiumlounge.com/en-uk/landing-pages/holiday-celebration-at-the-airport>

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Images:



Photo caption: Get cosy and start your holiday right at our lounges



Photo caption: Our ALLWAYS Concierge ensures you a memorable airport experience



Photo caption: Book your home away from home In advance at our Aerotel, in-airport hotel

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For high-resolution images, please download at: <https://we.tl/t-VP7OxcQLra>

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 Aerotel; 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, 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 six consecutive years from 2016 to 2022 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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