

# PLAZA PREMIUM GROUP

[News Release]

## PLAZA PREMIUM GROUP OPENS SECOND LOUNGE AT LEONARDO DA VINCI-FIUMICINO AIRPORT IN ROME, ITALY



*Plaza Premium Lounge at Terminal 1, Leonardo da Vinci-Fiumicino Airport, Rome*

**ROME, 13<sup>th</sup> April, 2023** – Plaza Premium Group, the pioneering global airport lounge operator, is excited to announce the opening of its second lounge at Leonardo da Vinci-Fiumicino Airport (FCO) in Rome, Italy. Located in Schengen Area - Terminal 1, the lounge provides a serene and restful space complemented with a world-class in-lounge experience thoughtfully curated by a team of passionate hospitality experts for all types of travellers.

Covering a spacious area of over 400 sqm, the new lounge can accommodate up to 76 guests and is designed to offer a luxurious and refined experience to modern travellers. The lounge is divided into different zones inspired by the beauty of Italian culture, art and architecture, and designed with elegant marble and natural wood elements to create a welcoming ambiance. The lounge features a manned buffet bar where guests can indulge in a great selection of freshly made international dishes. Shower facilities are available for travellers to refresh and rejuvenate before the flight.

Guests can also enjoy the exquisite home fragrance diffusers of Dr Vranjes Firenze, an esteemed Italian fragrance brand that originated in Florence and is renowned for creating unique fragrances that embody the timelessly elegant Italian lifestyle. This exciting collaboration with a luxury fragrance brand adds an enchanting and distinct sensory experience to the lounge, creating a unique and immersive atmosphere of relaxation and indulgence.

“The launch of our second lounge at Leonardo da Vinci-Fiumicino Airport in Rome represents a significant milestone in our regional expansion plan and positive sign for post-pandemic recovery. Our award-winning Plaza Premium Lounge at Terminal 3, has been included in Top 5 Skytrax World's Best Independent Lounges in 2022, and demonstrated our steadfast dedication to delivering exceptional service to all travellers. We are devoted to provide best-in-class service at the new Terminal 1 lounge

# PLAZA PREMIUM GROUP

and further expand our footprint in Italy” - said **Okan Kufeci, Senior Vice President of Europe, Middle East, and Africa at Plaza Premium Group.**

The Group has been actively growing its footprints in Europe, with strong growth momentum, the lounge at the Leonardo da Vinci-Fiumicino Airport is the newest addition to the Plaza Premium Lounge global network, following our recent lounge openings in Adelaide, Kuala Lumpur, Jakarta, Orlando, Edinburgh, Cebu and Dubai and leading up to our upcoming opening in Nagoya, Japan. As Plaza Premium Group celebrates 25 years of offering unrivalled hospitality this year, the opening marks another key milestone of the group both regionally and globally.

The Plaza Premium Lounge is open daily from 4:30am to 9:30pm for all travellers regardless of airline or class of travel without pre-booking. Guests can enjoy an opening offer with 15% off usual lounge access while all Smart Traveller members can enjoy a 20% discount.

Varies multi-city passes are also available at a value deal, travellers travelling through Rome can opt for the Europe Pass which gives access to all Plaza Premium Lounges across Europe including Italy, Germany, Denmark, Hungary, Finland, Sweden, Switzerland, Turkey and United Kingdom. Passes are valid for 12 months from the activation date and can easily be shared with family and friends.

Find out more about [PPL Pass](#)

All services are available for reservation on the Plaza Premium Lounge official website. The lounge is also accessible to eligible cardholders including American Express, Dragon Pass, HSBC, Maybank and CIMB.



*Bar and dining area provides an ideal spot for guests to unwind and relax before their flight.*



*The collaboration with Dr Vranjes Ferenze adding an enchanting sensory experience to the lounge area.*

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*Grand Opening of Plaza Premium Lounge Rome, with traditional Chinese red lion dance that symbolizes prosperity to celebrate the occasion.*



*The staff at Plaza Premium Lounge beaming with happiness during their performance at the lounge opening.*

(From Left: **Lorenzo Valori**, Vice President, Business Development, Europe, Middle East, and Africa, Plaza Premium Group; **Analia Marinoff**, General Manager, Italy, Finland & Germany, Plaza Premium Group; **Okan Kufeci**, Senior Vice President, Europe, Middle East, and Africa, Plaza Premium Group)

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For high-res images, please download at: <https://we.tl/t-fj3bYfdmwG>

## 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, 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 2022 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by *TTG*

# PLAZA PREMIUM GROUP

*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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