

## Airport Innovation Takes Flight: Plaza Premium Group Launches Ambitious Growth Plans Across Americas

(Toronto, July 9, 2024) – [Plaza Premium Group](#) (PPG), the global leader in airport hospitality services and an eight-time recipient of the “World’s Best Independent Airport Lounge” award by Skytrax, has announced it will significantly expand its presence across the Americas. This endeavour is a testament to the Group’s larger commitment to invest US\$300 million globally over the next three years. Focused on advancing sustainable solutions, integrating cutting-edge technologies, and elevating customer experiences, PPG is dedicated to making travel better for all.

The strategic move aims to reinforce PPG's dedication to delivering 360-degree integrated end-to-end airport services, providing a seamless travel experience for every customer, whether they're arriving, in transit, or departing. Expansion highlights include:

- **Personalized Services:** Travelers can expect more personalized services, increased lounge access, new flagship locations, and seamless digital solutions across both Plaza Premium Lounges and ALWAYS Meet and Assist concierge services.
- **Regional Focus:** Major efforts will be concentrated on Canada, the United States, and Brazil, with significant projects in Toronto and Vancouver, and new lounges in high-traffic U.S. cities like Las Vegas and Washington, D.C.
- **Evolved Partnerships:** PPG will continue its partnerships with Capital One and Visa to develop branded lounges and provide tailored premium experiences. The company aims to extend its award-winning experience to partners, including recent additions such as Desjardins.
- **Smart Traveler:** Enhanced membership and rewards program, [Smart Traveler](#), will continue to offer exclusive benefits and personalized experiences to frequent travelers.

Leading this ambitious endeavour is Pascal Belanger, Senior Vice President of the Americas, known for his visionary leadership and deep industry expertise. “As travelers increasingly seek personalized and seamless experiences, Plaza Premium Group is harnessing technology and research to redefine airport hospitality,” said Belanger. “Our investment in cutting-edge technologies like OneTECO and advancements in robotics and AI underpins our commitment to setting new standards. These initiatives aim to enhance operational efficiency and elevate customer experiences across our global footprint, creating the perfect destination before departure.”

The investment is aligned with recent consumer reports and trends, including studies indicating that 70 percent of travelers desire more lounge access, greater personalization, and an integrated digital solution, like an app, for all services<sup>1</sup>, highlighting the growing demand for premium airport experiences. The ACI 2023 Global Traveler Survey, which Plaza Premium Group proudly sponsors,

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<sup>1</sup> <https://www.travelagentcentral.com/transportation/airport-dimensions-releases-report-airport-experiences>

reveals that 67% of respondents stated they would likely use an app that facilitates navigation and wayfinding, underscoring the importance of seamless digital solutions in enhancing the travel experience.

As Plaza Premium Group expands its footprint in the Americas, it reaffirms its commitment to enhancing global travel experiences, with Canada standing as one of its earliest and continuing focus markets since 2004. Song Hoi-see, Founder of Plaza Premium Group, adds, "Since our inception, Plaza Premium Group has been driven by a singular goal: to make travel better. Our journey began with the vision of providing accessible and luxurious airport hospitality services to all travelers, regardless of their class of travel or ticket type. Our Americas expansion is a significant milestone in our continued pursuit of excellence."

Plaza Premium Group believes that the airport lounge is more than just a transitory space; it's a destination in itself. This belief is central to their latest initiative, "Proudly Local", which aims to redefine the airport lounge experience into a 'destination before departure' whilst showcasing its commitment in being a key player in the local community with a proudly local approach. Plaza Premium Group will curate lounges that showcase the best of local cultures within each host city. Guests can experience a unique travel experience in every touchpoint, from the moment they enter the lounge to a range of local food and beverage offerings and a sense of place, setting the tone for a memorable pre-flight experience. Initially piloted in Kuala Lumpur, Jakarta, Nagoya, Adelaide, Rome, and Dubai, this initiative will soon expand to North America.

"This strategic investment heralds a new era of excellence in airport innovation. By anticipating and adapting to emerging technologies, industry trends and traveler expectations, PPG will be at the forefront of airport innovation," added Belanger.

For more information about Plaza Premium Group and its services, please visit [www.plazapremiumlounge.com](http://www.plazapremiumlounge.com). Explore Plaza Premium Group's history and achievements in their [Milestone YouTube video](#).

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#### **About Plaza Premium Group**

Plaza Premium Group, headquartered in Hong Kong and established in 1998, is a pioneering global airport hospitality services provider. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept. Today, PPG operates the largest network of international airport lounges worldwide and offers a 360-degree airport experience with 13 brands

under its portfolio, spanning over 1600 touchpoints across more than 80 international airports and 30 countries & regions worldwide.

From airport lounge brands - Plaza Premium Lounge & Plaza Premium First, to terminal hotels - Aerotel & Refreshhh by Aerotel, to concierge services - ALWAYS, a range of airport dining concepts, global reward and membership program - Smart Traveler, and travel experience ECOsystem - oneTECO, the group is at the forefront of transforming airport experience for the better through innovative and human-led solutions. PPG's commitment extends beyond its own brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporates worldwide. Partnerships include renowned names such as American Express, Capital One, Cathay Pacific Airways, SkyTeam, Star Alliance, Visa, and many more.

Plaza Premium Group has over 80 accolades demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for eight consecutive years from 2016 to 2024. TTG Asia also recognized the group as the "Best Airport Lounge Operator" in 2018, 2019 and 2023. In 2020, it achieved the "ISO 9001:2015" certification for its Hong Kong Headquarters. Furthermore, the group's Founder and CEO, Mr. Song Hoi-see, was awarded the "Ernst & Young Entrepreneur of the Year" and "Master Entrepreneur of the Year Malaysia" in 2018.

With a team of over 5,000 dedicated talents, PPG serves more than 20 million global passengers annually. Through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

**To learn more:** <https://www.plazapremiumgroup.com/>

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