

Plaza Premium Group Opens New Domestic Lounge and Announces Upcoming Plaza Premium First at Istanbul Sabiha Gökçen International Airport

PPG targets four lounges by summer 2026 in support of the rapid growth at Sabiha Gökçen



The ribbon-cutting ceremony was led by Mr. Song Hoi See, Founder and CEO of Plaza Premium Group (PPG) - third from right, at the grand opening of Plaza Premium Lounge Anadolu in Istanbul Sabiha Gökçen (ISG) International Airport.

From left to right: Mr. Emrecan Ergin, Vice President MEA – PPG; Ms. Yasemin Akcay, Area General Manager, Türkiye & Hungary – PPG; Mr. Bora İşbullan, Deputy CEO – PPG; Ms. Hanita Ahmad, Chief Financial Officer – ISG; Mr. Kerem Maybek, Chief Commercial and Strategy Officer – ISG; Mr. Song Hoi See, Founder and CEO of PPG; Mr. Mehmet Tevfik Nane, Chairperson of the Board at Pegasus Airlines, and Mr. Mehmet Erdoğan, Board Member of TAV Construction.



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Istanbul, Turkey - January 28, 2026 – Plaza Premium Group (PPG), the global leader in integrated, 360-degree airport hospitality and passenger service solutions, is expanding its lounge and passenger services at Istanbul Sabiha Gökçen International Airport.

In line with Turkey's booming tourism sector and rising passenger volumes, PPG will operate four lounges at the airport by the 2026 summer season — three international and one

domestic. This includes a newly opened domestic lounge, with the existing domestic lounge set to convert into an international lounge.

The grand opening of the new Plaza Premium Lounge Anadolu in Domestic Departures at Istanbul Sabiha Gökçen International Airport was marked by an inaugural ribbon-cutting ceremony led by Mr. Song Hoi See, Founder and CEO of Plaza Premium Group, together with Sabiha Gökçen International Airport's leadership—Mr. Kerem Maybek, Chief Commercial and Strategy Officer and Ms. Hanita Ahmad, Chief Financial Officer. They were joined by PPG's leadership—Mr. Bora İşbulan, Deputy CEO; Mr. Emre Can Ergin, Vice President MEA and Ms. Yasemin Akçay, Area General Manager, Türkiye & Hungary, and distinguished guests including Mr. Mehmet Tevfik Nane, Chairperson of the Board at Pegasus Airlines and Mr. Mehmet Erdoğan, Board Member of TAV Construction.

Recognising the growing demand from experience-driven travellers, PPG is creating a distinct proposition for the affluent travel segment in Turkey. It will soon introduce Plaza Premium First — its elevated lounge brand — at Sabiha Gökçen. Plaza Premium First is designed for discerning travellers and represents an evolution of Plaza Premium Group's mission to redefine travel through personalised hospitality, bespoke dining and curated cocktails, wines and spirits.

Plaza Premium First lounges are currently located in cosmopolitan capitals: Hong Kong, Kuala Lumpur, Jakarta, Macau, Vancouver, Phnom Penh, and most recently Rome — with more locations coming soon, including Dallas, New York, and Riyadh.

“PPG is celebrating its 5th anniversary in Turkey. We began our journey here in 2021 with two lounges, Fast Track, and Meet & Assist services at Sabiha Gökçen International Airport. PPG has been growing alongside the airport and the tourism industry. We are optimistic about the growth opportunities as we look forward to further expansion across Türkiye.” said Mr. Song Hoi See, Founder and CEO of Plaza Premium Group.

Sabiha Gökçen International Airport, one of the key hubs in Turkey and Europe, connects Istanbul to more than 154 destinations across 54 countries. It served 48 million passengers last year, with over 270,000 flights. This continued growth reinforces Istanbul's position on the global stage, as the city ranked fifth worldwide for international arrivals in 2025.

In 2025, PPG hosted over 1.2 million passengers across its lounges, fast track, and meet-and-assist services at Sabiha Gökçen International Airport—representing a significant increase of 32% compared to the previous year.

“We've seen steady growth in Türkiye's travel industry alongside strengthened connectivity. PPG also saw significant expansion in the past five years. We are excited to broaden our portfolio of airport hospitality services in Sabiha Gökçen Airport and provide more options for travellers, making every journey more comfortable, personalised, and seamless.” said Ali Bora İşbulan, Deputy CEO, Plaza Premium Group.

Speaking at the launch event Hanita Ahmad, Chief Finance Officer of Istanbul Sabiha Gökçen (ISG) International Airport said, “In the modern era of aviation, travel is defined not merely by the destination, but by the excellence of the journey itself. By collaborating with a world-

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renowned leader like Plaza Premium Group, we are ensuring that Sabiha Gökçen meets those expectations. The inauguration of this new lounge is a physical manifestation of our shared commitment to redefining and elevating the passenger experience at every touchpoint."

"At Sabiha Gökçen, our goal is to ensure that every journey through our terminal is fluid, intuitive, and genuinely welcoming. This 'More Than an Airport' philosophy is brought to life by partners who share our dedication to excellence. My thanks go to the Plaza Premium Group and Mr. Song Hoi See; their investment in our future is a vital catalyst for the premium experience we provide today." added Kerem Maybek, Chief Commercial and Strategy Officer (CCSO) of ISG.



The New Plaza Premium Lounge Domestic at Istanbul Sabiha Gökçen International Airport

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Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 30 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first

independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALLWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide. Plaza Premium Group has over 177 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 nine consecutive years from 2016 to 2025. With a team of over 7,000 dedicated professionals worldwide, and 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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