

Plaza Premium Group elevates passenger experience with a newly redesigned Plaza Premium Lounge at King Fahd International Airport



The grand opening was marked by a ribbon-cutting ceremony led by Mr. Song Hoi See, PPG's Founder and CEO (Fifth from left); together with Dammam Airports leadership – Mr. Mohammed Al-Hassany, CEO (Fourth from left); Mr. Rashed Alshammari, EVP Commercial (Third from left); and Mr. Anis Jmour, General Manager (Second from left). They were joined by PPG's senior leadership including Mr. Ali Bora İşbulan, Deputy CEO (Third from right); Mr. Prasan Verma, Chief Technology Officer (Fourth from right); Mr. Okan Küfeci, Senior VP EMEA (First from left); Mr. Emrecan Ergin, Vice President MEA (Second from right) and Mr. Hassan Mehmood, General Manager for KSA (First from right).

Download Photos Here: [Link](#)

[Dammam, Saudi Arabia – 2 February 2026] – Plaza Premium Group (PPG), the global leader in integrated, 360-degree airport hospitality and passenger service solutions, has officially unveiled its brand-new Plaza Premium Lounge at King Fahd International Airport in Dammam. First opened in 2018, the lounge has recently undergone a comprehensive rebuild, promising an elevated standard of comfort, innovation, and service excellence designed to meet the evolving needs of today's discerning travellers.

This enhancement strategically aligns with the growth trajectory of King Fahd International Airport and supports the Kingdom of Saudi Arabia (KSA)'s broader aviation transformation under Vision 2030. Rolled out in two phases, with the first completed in November 2025, the project reflects Plaza Premium Group's continued investment in the region and its commitment to delivering world-class airport hospitality across the Middle East.

PLAZA
PREMIUM
GROUP

As one of KSA's busiest airports, King Fahd International Airport connects to 65 global destinations and is targeting more than 19.3 million passengers annually by 2030, with long-term capacity set to reach 32 million. The lounge's comprehensive upgrade positions PPG to serve this expanding market and reinforces the Group's support of the Kingdom's goal to become a leading global travel hub.

PPG has been serving travellers in KSA for over a decade, with a growing presence across Dammam, Riyadh, Jeddah, and the Red Sea. The strategic enhancement also aligns with PPG's vision to expand its footprint across the MENA region, following its recent opening of a regional headquarters in Riyadh.

"The opening of our new Plaza Premium Lounge in Dammam reinforces our strong confidence in Saudi Arabia's growing aviation sector in the Kingdom. As we continue to expand across key destinations in the region, we remain committed to bringing our expertise in delivering award-winning airport hospitality to serve passengers better and support the Kingdom's ambitions," said Mr. Song Hoi See, Founder and CEO of Plaza Premium Group.

Eng. Mohammed A. Alhassany, CEO of Dammam Airports, said, "Elevating the passenger journey at King Fahd International Airport is a priority we pursue through continuous enhancement and trusted global partnerships. The newly redesigned Plaza Premium Lounge is a strong addition to our service ecosystem, raising the standard of comfort, hospitality, and premium touchpoints for our guests. We welcome Plaza Premium Group's continued investment in Dammam Airports, which supports our growth ambitions and contributes to the aviation program under the national transportation and logistics strategy. Together, we are creating a more seamless, welcoming experience for business, leisure, and family travellers alike."



The upgraded Plaza Premium Lounge in Dammam welcomes guests with a warm, modern, and thoughtfully curated experience blending authentic Saudi heritage with contemporary design. The 1,067 sqm space with 262 seats is zoned to cater to diverse needs, whether for quiet reflection, productive work, premium dining, or family relaxation. Self-check kiosks have also been installed for seamless lounge access.

Inclusive Guest Amenities:

- Shower rooms and Accessible washroom with integrated shower facilities
- Dedicated prayer rooms for men and women
- Baby care station
- Vanity area inside the female washroom
- Smoking zone designed with advanced ventilation
- VIP room for Business and First-Class travellers

Elevated Dining Experiences

- Buffet featuring freshly prepared dishes by the culinary team.
- Lounge-to-Go counter for convenient takeaway options
- Dedicated bar counter with selection of wine and spirits and signature mocktails
- Primo Dining offering à la carte all-day menus featuring classic staples alongside Middle Eastern classics like Arabic Chicken Kabsa and Mezze Platters (Passengers of partnered airlines are eligible for complimentary access; other guests may upgrade from standard PPL access for USD \$20)

“In line with PPG’s customer-centric approach, our focus is on creating a functional and welcoming space that responds to how passengers travel through Dammam today,” said Emrehan Ergin, Vice President for Middle East and Africa, Plaza Premium Group. “The upgraded lounge delivers a thoughtfully curated experience through art, enhanced food and beverage offerings, and purposefully designed spaces that cater to all kinds of travellers.”

PLAZA PREMIUM GROUP



For more details and reservations: <https://www.plazapremiumlounge.com/en-uk/find/india-middle-east-south-africa/saudi-arabia/dammam/king-fahd-international-airport/international-departures>

About Plaza Premium Group

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, ALWAYS - 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/>

PLAZA
PREMIUM
GROUP

Connect with us: FB, IG, @plazapremiumlounge and WeChat @PlazaPremiumGroup

Media Contacts

Michele Mitschiener

Director of Global Communications

Plaza Premium Group

Email: michele.mitschiener@plaza-network.com