



**PLAZA PREMIUM  
LOUNGE**

**For Immediate Release**

**Wishes do come true with 'Lounge, Travel, Celebrate'  
at Plaza Premium Lounge this festive season**

*Plaza Premium Lounge presents joyful festive offerings that give back to local communities, alongside special offers and promotions curated for the season*

***#LoungeTravelCelebrate #MyAirportMoment #PlazaPremiumLounge***



***'Lounge, Travel, Celebrate' at Plaza Premium Lounge***

**(Hong Kong, 25 November 2021)** Award-winning independent airport lounge network, Plaza Premium Lounge, is making Christmas wishes come true this festive season through their 'Lounge, Travel, Celebrate' campaign that will elevate experiences for those traveling during the holidays and those looking forward to a trip next year. During this peak flying time as families reunite around the world, Plaza Premium Lounge is making airport lounge access more accessible and memorable through new lounge locations, expanded partnerships with credit card providers, special offers for the Plaza Premium Lounge Pass, and in-lounge activations that will bring festive cheer to travellers globally.

**The festive travel experience begins at Plaza Premium Lounge**

Getting the holiday off to the best start begins at Plaza Premium Lounge all year round, and especially at this joyous time of year. Plaza Premium Lounges and its affiliated lounges in **Hong Kong**; Brisbane, Sydney (**Australia**); Helsinki (**Finland**); Rome (**Italy**); Istanbul (**Turkey**); Gatwick, London (**UK**); São Paulo, Rio de Janeiro (**Brazil**); Vancouver, Edmonton, Toronto, Winnipeg (**Canada**); Dallas Fort Worth (**USA**), and its affiliated lounges with Avianca Airlines in Bogotá, Barranquilla, Bucaramanga, Cali, Cartagena, Rionegro (**Colombia**), San Salvador (**El Salvador**) and Miami (**USA**); Air France in Montréal (**Canada**) and Virgin



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Atlantics Clubhouses in Dulles, New York, San Francisco (**USA**) and Johannesburg (**South Africa**) will all be playing Christmas tunes and will be decked out with elegant festive decorations to get visitors in to the spirit as soon as they step inside. Visitors will be invited to **'Make A Wish Upon A Tree'** by donating to the lounge's local charity partner\*; with each donation, the visitor can write their wishes for the new year on a decoration and hang it upon the tree.

### **Hours of joy with special canapés**

Guests will be able to indulge in special canapés at the Plaza Premium Lounge Happy Hour from 17 to 24 December where festive bites and drinks will be served. Guests can upgrade the experience by purchasing the **'Toast to Travelling Again'** package which entitles them to either a bottle or glasses of Champagne (offer and prices vary by lounge location). With each purchase of the package, 10 per cent will be donated to the local charity partner.

### **Festive fun with little ones**

To keep children entertained, there will be festive arts and crafts in each lounge, presenting everything little ones need to create their own unique hand-made decorations and cards. On top of that, from 13 December 2021 to 1 January 2022, American Express cardholders can enjoy complimentary admission for their kids at selected lounges within the Plaza Premium Lounge network, including its affiliated partnered lounges with Virgin Atlantic, Air France and Avianca Airlines. (*Terms and conditions apply*).

### **Give the gift of the Plaza Premium Lounge Pass powered by Smart Traveller**

Around the world people are dreaming of international travel, whether it's to visit family and friends overseas, relax in an exotic destination, or discover new sights in world famous cities. For those travel lovers, the [Plaza Premium Lounge Pass](#) (PPL Pass) is the perfect gift. Loved ones can gift the pass knowing that they'll be helping the recipient have a relaxing, comfortable, safe and private experience at the airport before their flight. The digital PPL Pass can be purchased online via Plaza Premium Lounge's [official 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. Valid for 12 months upon activation, the Pass can be purchased for two (USD75), four (USD150), or six (USD198) lounge visits. The Pass can be used at any Plaza Premium Lounge globally and is fully integrated with Smart Traveller providing the best way of earning [Arrture points](#) and [redeeming rewards](#).

From 22 November 2021 to 9 January 2022, people who purchase either a 4 visit or 6 visit PPL Pass will receive an additional lounge visit and will earn double Arrture points on the purchase. Smart Traveller members will benefit from a 20 per cent discount for Plaza Premium Lounges via online purchase, and a 10 per cent discount for Plaza Premium First and Aerotel. Helping travellers navigate the new airport experience, people can get a buy one get one free offer on ALWAYS Meet and Greet services during the promotion period, ensuring a seamless end-to-end airport experience from the moment the traveller arrives until they've reached their destination.



Understanding that the Christmas holidays is a key time for student travel as they seek to reunite with their families, Plaza Premium Lounge is also offering a **Student Pass promotion**, which enables students to save up to 50% on a single lounge entry.

### **Plaza Premium Lounges are more accessible than ever**

During recent months, Plaza Premium Group has expanded its global footprint to over 250 locations across 30 countries and 70 international airports worldwide, by adding more than 47 locations to its network, including 24 lounges, two Aerotel hotels, two dining outlets as well as Meet & Assist passenger services across six airport locations. The growth has strengthened Plaza Premium Group's presence across key travel hubs in Europe, the Americas, Oceania and China – where there is the strongest recovery in travel demand, both domestically and regionally. There are multiple ways to gain access to award winning Plaza Premium Lounges all year round, from the PPL Pass and simply walking-in, to taking advantage of complimentary access provided through different credit card providers (*please see details in table below*).

### **'Lounge, Travel, Celebrate' can be enjoyed from anywhere**



*(Click to watch full video)*

This holiday season, join Plaza Premium Group on the **'Lounge, Travel, Celebrate'** journey. All festive offers and packages are now available for reservation until 9 January 2022, on the [Plaza Premium Lounge website](#) and [Aerotel website](#) or via partnered distribution channels and corporations.

Plaza Premium Lounge looks forward to hosting travellers and making their journeys as enjoyable and safe as possible. Earlier this year, Plaza Premium Lounge at London Heathrow Airport T2 was crowned "World's Best Independent Airport Lounge" for the fifth consecutive year at Skytrax's World Airline Awards, the industry's most prestigious recognition. Plaza Premium Lounge and American Express's Centurion Lounge, operated by Plaza Premium Lounge, both located in Hong Kong also placed amongst the Top 10 rankings.



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Additionally, Plaza Premium Lounges at London Heathrow Airport T2 and Rome Fiumicino Airport T3 were awarded with the highest 5-Star COVID-19 Airline Lounge Safety Rating, also by Skytrax, in recognition of the excellent and consistent measures in place to reduce the risks associated with the spread of COVID-19.

-END-

### Notes to Editors:

#### Local Charity Partners:

Location	Charity Partner
Hong Kong	<b>Heep Hong Society</b> <b>Website:</b> <a href="https://www.heephong.org/eng">https://www.heephong.org/eng</a> <b>About:</b> Established in 1963, Heep Hong Society is a leading education and rehabilitation organisation offering professional assessment, guidance, training and family support services. Heep Hong Society is committed to helping children and young people of different abilities maximise their full potential, empower families and contribute to an inclusive society.
Macau	<b>Everyone Stray Dogs Macau Volunteer Group</b> <b>Website:</b> <a href="https://www.facebook.com/esdmvg/">https://www.facebook.com/esdmvg/</a> <b>About:</b> Everyone Stray Dogs Macau Volunteer Group is a non-profit organization. It has rescued more than 490 cats and dogs since its establishment in 2015 and works to find forever homes for animals.
Australia	<b>The Smith Family</b> <b>Website:</b> <a href="https://www.thesmithfamily.com.au/">https://www.thesmithfamily.com.au/</a> <b>About:</b> The Smith Family is a national, independent children's charity helping disadvantaged Australians to get the most out of their education, so they can create better futures for themselves.
Canada	<b>Make-A-Wish Canada</b> <b>Website:</b> <a href="https://makeawish.ca/">https://makeawish.ca/</a> <b>About:</b> Make-A-Wish is the world's leading children's wish-granting organisation, serving children in every community in Canada, and in more than 50 countries worldwide. Since 1983, Make-A-Wish Canada has granted over 35,000 wishes across the country and over 1,000 last year alone.
Finland	<b>Apuna Ry</b> <b>Website:</b> <a href="https://www.globalgiving.org/donate/77547/apuna-ry/">https://www.globalgiving.org/donate/77547/apuna-ry/</a> <b>About:</b> Apuna Ry sets out to improve the conditions of people living in poverty as well as to assist families and children in difficult situations. They are on a mission to combat school bullying and the exclusion of young people by reducing inequalities. The charity supports and financially assists the lives of children and adolescents in need by providing food aid so that no child will have to starve, regardless of their parents' financial situation.
Italy	<b>Vite Senza Paura Association</b> <b>Website:</b> <a href="https://vitesenzapaura.org/en/">https://vitesenzapaura.org/en/</a> <b>About:</b> A charity that supports women who are victims of aggression and violence.

#### Global Credit Card Access:

Location	Credit Card
Worldwide	<ul style="list-style-type: none"><li><a href="#">American Express Global</a></li></ul> <p><b>**Special offers to Amex cardholder for accessing Plaza Premium Lounges – each cardholder can bring along 1 child (below the age of 12 years old) for free from 13 Dec 2021 to 1 Jan 2022</b></p> <p><b>Eligible Locations: All Plaza Premium Lounge Locations and affiliated lounges</b></p>



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<b>Hong Kong</b>	<ul style="list-style-type: none"><li>• <a href="#">Citibank Premier Miles</a></li><li>• <a href="#">Bank of China Visa Infinite Card</a></li><li>• <a href="#">HSBC EveryMile Credit Card</a></li></ul>
<b>Macau</b>	<ul style="list-style-type: none"><li>• <a href="#">Bank of China Visa Infinite Card</a></li></ul>
<b>Malaysia</b>	<ul style="list-style-type: none"><li>• <a href="#">AmBank</a></li><li>• Maybank</li><li>• CIMB</li></ul>
<b>Singapore</b>	<ul style="list-style-type: none"><li>• <a href="#">OCBC</a></li></ul>
<b>UK</b>	<ul style="list-style-type: none"><li>• Natwest</li></ul>
<b>Canada</b>	<ul style="list-style-type: none"><li>• <a href="#">Visa Infinite Privilege Cards</a></li></ul>

### Images:



*Plaza Premium Lounge Pass (PPL Pass) unlocks a global airport lounge experience and is the ideal Christmas gift for any travel lover or regular airport visitor*



*Guests will be able to indulge in special canapés at the Plaza Premium Lounge Happy Hour from 17 to 24 December where festive bites and drinks will be served. (Image: Festive treats at Plaza Premium Lounge Helsinki)*



*Festive treats at Plaza Premium Lounge Vancouver*



*Culinary team at Plaza Premium Lounge Helsinki prepares festive treats for guests*



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*Plaza Premium Lounge at London Heathrow Airport T2 was recently crowned “World’s Best Independent Airport Lounge” for the fifth consecutive year at Skytrax’s World Airline Awards*



*Visitors to Plaza Premium Lounges this festive season will get their holidays off to the best possible start thanks to happy hour and the ‘Toast to Travelling’ promotion, alongside other special in-lounge offerings*

### High-resolution image can be downloaded here:

<https://plaza-network.app.box.com/s/dilve03cte7zqx2itnwrx9v9cd1wmlia>

### About Plaza Premium Lounge

Plaza Premium Lounge is the world’s first and largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand’s footprint spans over 70 major international airports and includes Greater China (Hong Kong, Macao, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore), Australia, Americas (Brazil, Canada), Europe (Finland, Italy, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates).

The brand has been awarded the “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2021 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. In 2020, Plaza Premium Lounge in Rome was voted “Europe’s Leading Airport Lounge” and Plaza Premium Lounge Dubai “Middle East’s Leading Airport Lounge by World Travel Awards 2020 & 2021 for two consecutive years. In 2020, the brand has successfully been awarded ISO 9001:2015 for its Hong Kong Headquarters, proving the quality management in providing airport lounge services.

To learn more: [www.plazapremiumlounge.com](http://www.plazapremiumlounge.com)

Connect with us: [FB](#), [IG](#), [Youtube](#) @plazapremiumlounge and [WeChat](#) @PlazaPremiumGroup

### 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 has 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



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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 2021 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](http://www.plazapremiumgroup.com)

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