



**For Immediate Release**

**Plaza Premium Lounge unveils two new lounges at Toronto Pearson International Airport in time for holiday travel rush**

*Plaza Premium Lounge welcomes holiday travellers to rest, recuperate and travel with a "Peace of Mind" with newly launched Landmark Lounge and Concept Lounge*



*Concept Lounge at Toronto Pearson International Airport Terminal 1 is located outside of security and offers every guest a Fast Track to skip long security lines as well as a space to relax with "Peace of Mind" before departing*



*Landmark Lounge at Toronto Pearson International Airport Terminal 3 offers the highest level of premium food and beverage, in-lounge massage and spa services, and elite hospitality service*

**(Toronto, December 21, 2021)** Award-winning independent airport lounge network, Plaza Premium Lounge, is pleased to announce its expansion at Toronto Pearson International Airport (YYZ) with the launch of Landmark Lounge, the largest independently operated lounge in North America, and the opening of Concept Lounge, a new lounge that will serve Terminal 1 travellers while the existing post-security Plaza Premium Lounge undergoes updates. The new spaces build upon Plaza Premium Lounge existing established presence across Canada including an additional lounge at YYZ servicing Terminal 3 domestic travellers, and lounges in Vancouver (YVR), Edmonton (YEG) and Winnipeg (YWG). Additionally, during this peak flying time as families reunite around the world, Plaza Premium Lounge is making airport lounge access more accessible and memorable through 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 in Canada and around the globe.

**Concept Lounge**

Opened on December 13, **Concept Lounge** serves Toronto Pearson International Airport travellers departing from Terminal 1. Located pre-security at departures, level 3, the Concept Lounge offers guests 'Peace of Mind' through an enhanced food and beverage experience focused on wellness a make your own Buddha Bowl to fresh mint and cucumber infused beverages to vegan dishes, and by providing each guest a Fast Track security card that makes their journey through security seamless and quick. With access to the Fast Track pass Concept Lounge visitors will reduce the average amount of time waiting in the stressful security line and start their travels by enjoy the perks of the lounge in a relaxing atmosphere.



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Since the Concept Lounge is located before security it also provides the unique opportunity for family or guests who are not travelling to spend valuable time with loved ones before their journey. In addition to unlimited food, beverage and premium hot drinks, the lounge offers guests Free Wi-Fi and a clean and safe space to unwind, charge their phones or laptops, spend time with family, read magazines or simply work. Premium alcoholic beverages are also available with upgrades. The Concept Lounge is now open to global travellers at selected hours and is available for purchase via [Plaza Premium Lounge website](#) or designated corporate partners. The Concept Lounge is open from 5:30 – 20:30 daily.

### **Landmark Lounge**

Plaza Premium Lounge is pleased to introduce its new flagship **Landmark Lounge**, an all-inclusive airport hospitality experience open to all travellers, and the largest independently owned lounge in North America. Located in Terminal 3, International, Landmark Lounge is the most premium lounge located in Canada and serves outgoing international and transit travellers.

With over 300 seats and 11,948 of square feet, Landmark offers a spacious environment and elevated experiences to make travellers feel safe and relaxed as they embark on their international travels. Featuring exquisite modern design with marble and brass accents, communal and private seating arrangements, and an expansive panoramic view of the tarmac, Landmark creates a luxurious haven for travellers with the highest level of hospitality. Elevated food and beverage options include local and organic food servicing a variety of diets from vegan to meat-lovers from the live kitchen, the aerobar offering premium bar and champagne, and contactless ordering. Providing a complete package, Landmark also offers a kids play area and nursing room, and a wellness spa offering massages and manicures, complete with showering stations. In addition, Landmark presents Lounge to Go, allowing guests the opportunity to take premium food options with them as they travel. Landmark Lounge is open daily from 15:00 – 23:00 daily. Walk in entry is available for all travellers regardless of their airline provider or ticket class starting at \$50 and via select credit cards including American Express, MasterCard and Visa. The lounge is now open to global travellers at selected hours and is available for purchase via [Plaza Premium Lounge website](#) or designated corporate partners, and walk-in is available.

### **Travel with confidence with ALWAYS during the holidays and beyond**

Avoid the added stress of holiday and COVID-travel through Plaza Premium Group's bespoke Meet & Greet service ALWAYS. Whether you're travelling alone or with your family, on a business trip or a holiday, ALWAYS will make sure you and your loved ones are well looked after with an end-to-end airport experience that is secure, seamless and efficient. ALWAYS offers tailor-made airport services for each guest, whether on arrival, departure or in transit. From baggage handling, lounge stays, immigration-designated channel, COVID-testing procedures, limousine transfer to buggy service, ALWAYS guarantee a smooth coordinator at every point in the airport. Travel like a celebrity this holiday season with ALWAYS. Book online at <https://www.alwaysvip.com/loc/toronto-canada>.



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

Plaza Premium Lounges across Canada in Vancouver, Edmonton, Toronto, and Winnipeg are welcoming holiday travellers to **'Lounge, Travel, Celebrate'** during this joyous season with elegant decorations, festive music, and through special limited activations and offerings. Visitors are invited to **'Make A Wish Upon A Tree'** by donating to [Make-A-Wish Canada](#). With each donation, the visitor is invited to write their wishes for the new year on a decoration and hang it upon the tree. From December 17<sup>th</sup> to December 24<sup>th</sup>, guests will be invited to indulge in special canapés during Plaza Premium Lounge Happy Hour, 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 Make-A-Wish Canada. To keep children entertained, there will be holiday arts and crafts in each lounge. On top of that, from December 13, 2021, to January 1, 2022, American Express cardholders will 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).*



*(Click to watch full video)*

All festive offers and packages are now available for reservation until January 9, 2022, on the [Plaza Premium Lounge website](#) or via partnered distribution channels and corporations.

### **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 (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



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loyalty and membership program 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](#).

Available now until January 9, 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 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.

### **Safer travels with Plaza Premium Lounges across the globe**

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. 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.

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## PLAZA PREMIUM LOUNGE

### Images:



*Expansive panoramic views at Landmark Lounge at Toronto Pearson International Airport Terminal 3 is just one of the relaxing features on offer at the largest independent lounge in North America*



*Located pre-security at Toronto Pearson International Airport Terminal 1 Concept Lounge provides every visitor with a Fast Track pass to expedite the security line process and offers elevated wellness focused food and beverage*



*Landmark Lounge at YYZ offers a full suite of spa services including massages and two shower rooms available for guests*



*A dedicated kids area keeps children entertained while parents relax at Landmark Lounge YYZ. (Note kids play area is temporarily closed due to COVID-19)*

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

<https://drive.google.com/drive/folders/19NH4gVOaDt5YXC4k8Vpf9Tmzc8lf9ILb>

### 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



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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)

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### **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 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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