

PLAZA PREMIUM GROUP

News Release

Plaza Premium Group Launches Virtual Talks Programme: 'Come Fly with Us'

The leading airport hospitality provider invites industry experts to discuss the travel landscape and share valuable insight on navigating the new airport experience in their first virtual talks programme

Watch the first episode now: <https://travandleisureasia.com/introducing-come-fly-with-us/>



*'Come Fly With Us' is Plaza Premium Group's first virtual talks programme, presented in collaboration with
Travel + Leisure Southeast Asia*

(Hong Kong, 17 January 2021) The pioneer and industry leader in innovating global airport hospitality services, Plaza Premium Group, is sharing their unique insights with a global audience, through the launch of a virtual talks programme titled 'Come Fly with Us'. Moderated by the Editor-in-Chief of Travel + Leisure Southeast Asia, Jeninne Lee-St. John, the virtual talks programme is a three-part series that invites leaders from across the travel ecosystem to share their experiences and discuss the industry alongside some of Plaza Premium Group's highest profile Directors, as well as CEO and Founder Mr. Song Hoi-see.

Over the past year, Plaza Premium Group has witnessed travel rebound and welcomed visitors back to its airport facilities. Having been elevating travel experiences for over 20 years, Plaza Premium Group is in a position to help people navigate a new era of travel and understand today's travel landscape. The Group's first virtual talk series, in collaboration with Travel + Leisure Southeast Asia, aims to alleviate stress and leave travellers feeling equipped for their next trip.

Episode One: The Best Airport Tips from an Insider

Executive Director of Istanbul Sabiha Gokcen International Airport (SAW) at Malaysia Airports Holdings BHD, Mr. Mohammad Nazli Bin Abdul Aziz, is the guest for the first episode in the 'Come Fly With Us' series, titled 'The Best Airport Tips from an Insider'. In conversation with the Founder & CEO of Plaza Premium Group, Mr. Song Hoi See, the pair shed light on the ambitions of their respective businesses and respond to the rapid changes seen in the airport hospitality industry currently. Alongside the moderator, the two business leaders also share their tips on how travellers can successfully navigate and get the most out of their airport experience wherever they are in the world. The first episode that aired on 12 January 2022 is available here: <https://travandleisureasia.com/introducing-come-fly-with-us/>

Episode Two: The Best Air Travel Escape

The second episode, 'The Best Air Travel Escape', invites Mr. Rami El-Dahshan, Head of Clubhouses, Virgin Atlantic, to join a compelling and thought-provoking conversation with Plaza Premium Group's Global Business Development Director, Jonathan Song. The two professionals discuss how the airport experience has altered since the start of the pandemic, and look in to the ways in which business, leisure and family travellers can prepare themselves for their next trip. Updates at Plaza Premium Lounges and Virgin Atlantic Clubhouses are also discussed, as well as the role of sustainability in both the of the companies' operations. It's not all business though; the three speakers also share personal stories of their favourite airport moments, the last trips that they went on and where they hope to fly to next. The second episode is scheduled to air in late January 2022.

Episode Three: Where Do You 'Spend' Most When You Travel

The third episode, 'Where Do You 'Spend' Most When You Travel' welcomes Mr. David Fowler, Vice President of Cross-Border and Sales Excellence, Asia Pacific, Visa, to speak alongside Mei Mei Song, Global Brand and Product Transformation Director of Plaza Premium Group. The episode delves in to holiday spending, looking at what travellers are prioritising when it comes to travel-related purchases, and provides tips on how travellers can find the best deals pre, during and post-holiday. The future of travel and the resumption of global travel are also discussed. The third episode is scheduled to air in February 2022.

The first episode of 'Come Fly with Us' is now available on Plaza Premium Group's [Youtube](#) channel, as well as the Travel & Leisure South East Asia [website](#). Behind the scenes footage can be viewed on the Plaza Premium Group [LinkedIn](#), Plaza Premium Lounge [Instagram](#) and [Facebook](#), as well as Travel & Leisure South East Asia's [Instagram](#), [Facebook](#) and [Twitter](#). The next two episodes will be published on Plaza Premium Group's Youtube channel and the Travel & Leisure Southeast Asia website in the coming weeks.

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Images:



The first episode in the 'Come Fly With Us' series, titled 'Best Airport Tips from an Insider' is available now



Mr. Song Hoi See, Founder & CEO of Plaza Premium Group, shares his expertise in the first episode, titled 'The Best Airport Tips from an Insider'



Come Fly With Us has been produced in collaboration with Travel+Leisure Southeast Asia, and each episode is moderated by Editor-in-Chief Jeninne Lee-St. John



Plaza Premium Group's Global Business Development Director, Jonathan Song, joins the second episode 'The Best Air Travel Escape'



Plaza Premium Group's Global Brand and Product Transformation Director, Mei Mei Song, delves in to the topic of holiday spending during the third episode of the series

High-resolution image can be downloaded here: <http://gallery.sinclaircomms.com/gallery/Plaza-Premium-Group/detail/Virtual-Talks-Programme-Come-Fly-With-us>

Password: talkofthetown

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 facilities in over 250 locations of 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 TTAG 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

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