



News Release

Plaza Premium Lounge Expands in Europe with New Addition at Budapest Liszt Ferenc International Airport in Hungary

(Global, 4 February 2022) Plaza Premium Lounge is pleased to unveil its Skytrax-winning lounge services at Budapest Liszt Ferenc International Airport in Hungary on February 1. This exciting opening will see a strategic expansion to the Group's presence in Europe within its global network of over 250 locations across 70 international airports in 30 countries.

Plaza Premium Lounge Budapest is located in the SkyCourt and spans 107 square meters. The unique environment offers 40 spacious seats where both business and leisure travellers can comfortably enjoy exclusive and distinctive Plaza Premium service when waiting to depart from or transit through Budapest airport. A wide range of services will be available at the lounge: in addition to free high-speed Wi-Fi, Plaza Premium Lounge will offer its popular food offerings currently served in many lounges around the world, alongside typical Hungarian cuisine as well.

Budapest Liszt Ferenc International Airport is continuously expanding its route network; at the end of 2019, 153 destinations in 49 countries were accessible with a record 16.2 million passengers. The airport has also been recognized by Skytrax for 8 consecutive years from 2014 to 2021 and has emerged as a leader, becoming the fastest developing airport in the region. Together with its airline partners, it is a key contributor to the development of tourism in Hungary and Budapest.

Having been crowned "Skytrax World's Best Independent Airport Lounge" for five consecutive years, Plaza Premium Lounge is recognized to deliver its world-class services to global travellers. With our solid presences in Europe, the opening of Plaza Premium Lounge Budapest is a key component in the company's global "Build Back Better" business transformation strategy, as well as the Group's expansions plan. Further openings in key European cities expected to follow.

"The opening of our first Plaza Premium Lounge in Budapest Liszt Ferenc International Airport presents very exciting opportunities for Plaza Premium Group as we continue to grow our footprint in Europe. Confidence is building, passenger numbers are regaining impressive growth, and Plaza Premium Group's ambitions to extend its 360-degree world-class airport hospitality services & facilities in Europe are on track especially during the travel revival. Joining hands with **Budapest Liszt Ferenc International Airport** we look forward to delivering our award-winning, best-in-class signature hospitality including Airport Lounge, Airport Meet & Greet, in-Terminal Airport Hotel, Airport Dining, and other premium airport services across more Airports in Europe in the months to follow." **shares Mr. Okan Kufeci, Regional General Manager, Europe, Middle East and Africa.**

The time spent at the airport is an important part of the travel experience. Budapest Airport therefore considers it important to provide a pleasant and relaxing environment for those who require premium services.

Chris Dinsdale, the CEO of Budapest Airport commented: “We are working hard every day to make Ferenc Liszt International Airport a worthy gateway to the country for passengers arriving in and departing from Hungary. In recent years, together with our airline partners, we have become a key player in the development of tourism in Hungary and Budapest, and our primary goal is to maintain and strengthen this role, by continuously improving the quality of our services and the satisfaction of our passengers.” He added: “One of the important steps in this is the opening of the Plaza Premium Group’s lounge, where every guest can find their preferred form of relaxation among the premium services, and can have a pleasant time waiting at the airport.”

Committed to providing a safe and hygienic environment, the lounge follows Plaza Premium Lounge’s “[We Care For Your Wellbeing programme](#)” with zoning to facilitate privacy and social distancing in its comfortable seating and dining areas.

The new lounge opening will shortly be followed by another Plaza Premium Lounge, which will be unveiled in early March and situated in the Non Schengen area at Budapest Liszt Ferenc International Airport.

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Images:



Plaza Premium Lounge at Budapest Liszt Ferenc International Airport situated in the Schengen area of Skycourt



Plaza Premium Lounge at Budapest Liszt Ferenc International Airport with views over the runway

More images can be downloaded here:

<https://bit.ly/3GxPVCU>

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 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 four 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

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