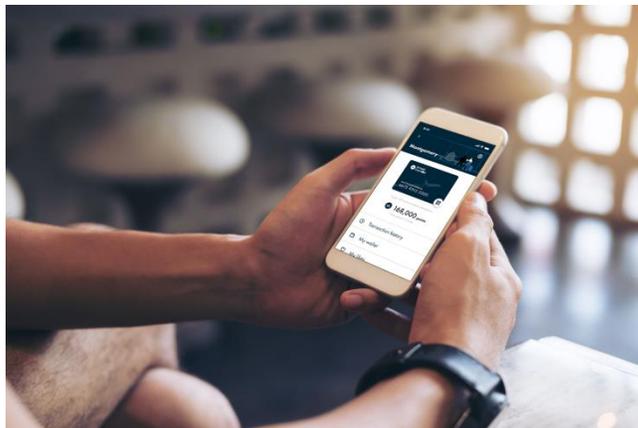


# PLAZA PREMIUM GROUP

For Immediate Release

**Smart Traveller: A new global membership programme making the return to travel better in 2022**



*Smart Traveller app fully completes the travel experience*

**(Hong Kong, 31 March 2022)** Anyone planning to return to travel this year will find their comeback experience heightened by [Smart Traveller](#), a mobile-app based global membership programme designed for all travellers. Powered by Plaza Premium Group (PPG), the world's largest airport hospitality group who constantly strive to *Make Travel Better*, the personalised digital solution seamlessly combines all of the Group's hospitality offerings into one easy-to-use app. Members can also enjoy rewards, exclusive offers, benefits, and service packages from PPG and partners, all in the platform.

The Smart Traveller programme has been growing in popularity despite the pandemic, reaching almost 100,000 global members since launching two years ago. Plaza Premium Group predict that its membership will further increase during 2022 as even more people return to travel and seek more efficient ways to embark on their journeys. By using Smart Traveller, members are exposed to a range of exciting benefits, and can even get effortlessly rewarded for carrying out simple travel tasks such as visiting [Plaza Premium Lounges](#), booking in-terminal [Aerotels](#), and booking flights, excursions, or hotel stays via partnering providers.

### **Global Benefits for All Smart Travellers**

With many people beginning to travel again as the pandemic situation eases and more borders open-up, the Smart Traveller app truly alleviates many of the stresses associated with airport trips and pre-departure planning. As health and safety have become primary concerns to many travellers due to COVID-19, Smart Traveller has become an even smarter solution by providing contactless and stress-free usability, making it easier to perform tasks in and around the airport completely digitally.

The journey starts with a simple sign-up process where new users can download the Smart Traveller app and register to unlock their personalised e-membership card. Members can then begin to earn [Arrture points](#) and [redeem rewards](#) with these points at global airports and other affiliate locations.

One of the greatest joys of becoming a Smart Traveller is experiencing the various benefits. Members can enjoy exclusive discounts such as 20% off Plaza Premium Lounge experiences, 10% off Aerotel bookings,

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and offers from other hotels such as W Hong Kong's current offering of additional dining credit for quarantine stays. Members can also enjoy discounts when shopping duty-free such as getting 10% off purchases at Dufry, or special prices for SIM cards (HK\$88 for AIRSIM or HK\$100 for a prepaid card).

Arrture points can be earned from travel plans, such as making bookings through Booking.com, Trip.com, and Lazada. A brand new Insurance category is also available for extra rewards opportunities, where Smart Travellers can receive triple Arrture points for signing up with Hey Avo, and double points for signing up with insurance partners Allianz, AXA, bolttech, Bowtie, Bupa, DirectAsia, FWD, or Starr Insurance Companies. Points can also be earned every day when shopping with Smart Traveller partners such as Tumi, iHerb, lululemon, Book Depository, and Casetify, in addition to many other familiar brands\*. Members can then use their Arrture points to redeem rewards, including on [ALLWAYS](#) Meet & Greet services, Airport Dining offers, and numerous other discounts, e-gifts, and vouchers from participating partners such as Adidas, Klook, Decathlon, and Deliveroo (with new benefits being refreshed regularly).

The Smart Traveller marketplace currently possesses a curated selection of over 1,000 travel and lifestyle products which can be redeemed via the point reward system. Different products will be available at different locations, making the back-to-travel experience even more interesting, and encouraging members to visit new places to unlock new benefits, enhancing journeys everywhere. Pop-up 'Member-Only Perks' also appear from time to time in high-demand locations, such as Yi Beautè facial masks available (at 100 Arrture points per piece) for instant redemption at Hong Kong International Airport, or premium cocktails up for grabs (at 600 Arrture points a glass) at Plaza Premium Lounge Toronto, Canada.

### **Sleek Integration with PPL Pass for a Seamless Airport Lounge Experience**

Another perk of the Smart Traveller platform is its full integration with the Plaza Premium Lounge Pass (PPL Pass), a digital pass that grants travellers access to more than 70 Plaza Premium Lounges worldwide. Airport lounges have become an essential part of travel, with many travellers constantly seeking safe and comfortable spaces to relax whilst waiting for the next leg of their journey. Plaza Premium Lounges offer all travellers a first-class lounge experience inclusive of luxurious lounge bays and seating, free Wi-Fi, charging points, delicious dining options, and even areas for children to amuse themselves whilst their parents unwind. The PPL Pass is the easiest way to guarantee access to these airport lounges and also provides options for numerous digital and contactless transactions.

Valid for 12 months upon activation, the PPL Pass can be purchased via Plaza Premium Lounge's [official website](#) or the [Smart Traveller website](#). The PPL Pass is then automatically added to 'My Wallet' in the Smart Traveller app after activation, making it convenient to find and quick to access during busy journeys. To enter a Plaza Premium Lounge, travellers can present their Pass at the designated lounge reception and earn Arrture points for their visit. Furthermore, the Pass can even be shared with friends and family, providing them with the gift of a pleasant lounge experience whilst on their travels.

Join the [Smart Traveller](#) global membership programme to enjoy exclusive offers and benefits that will enhance every travel adventure planned for 2022 and for years to come. For further inspiration during the planning stages, travellers will soon be able to find a whole host of smart travel tips on the [Smart Traveller Instagram](#) account.

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*\*Please note some of the earn partners are only available for particular markets. For additional information, please check <https://www.mysmartraveller.com/our-partners>*

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

**Link:** <http://gallery.sinclaircomms.com/gallery/Plaza-Premium-Group>

**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 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 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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