

# PLAZA PREMIUM GROUP

## News Release

### Plaza Premium Group Operates Blush Lounge at Heathrow Airport

*The Group to expand its portfolio further in the UK with the opening of the new Blush Lounge*



***Photo caption: Blush Lounge at Heathrow Airport***

**(London, 21 November 2022)** Plaza Premium Group (PPG), the pioneer in global airport hospitality, announced today the opening of the new Blush Lounge at London Heathrow Airport.

The Blush Lounge is a new brand developed by Plaza Premium Group, and with this new opening, the Group will add another count to its strong portfolio of lounge operations in the United Kingdom and across Europe.

The Blush Lounge is located at Terminal 4, Heathrow Airport and can accommodate up to 105 passengers at a time. Travellers will be greeted by a spacious entrance lobby, which leads to a cosy space, with several seats overlooking the runway. Inside the lounge, travellers can also enjoy a sumptuous buffet spread with a selection of food and drinks, with koshered meals available upon request. A wine menu is also available at the lounge.

**Mr. Okan Kufeci, Senior Vice President, Europe, Middle East, and Africa, Plaza Premium Group** said, “We are delighted to be welcoming travellers to the new Blush Lounge. The lounge provides travellers a relaxing and pleasant atmosphere. On top of that, we offer an array of Kosher dining options upon request to suit the different dietary needs of our travellers.”

He added, “We are also happy to be able to extend our services in one of the world’s busiest airports, as Heathrow Airport serves hundreds of destinations across the globe. The opening of the new Blush Lounge strengthens our presence in Heathrow Airport as we have several properties under Plaza Premium Lounge across Terminal 2, 4 and 5, as well as Aerotel, our 82-bedroom in-airport hotel located inside Terminal 3, Arrivals,”

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**Ross Baker, Heathrow Airport's Chief Commercial Officer** said, "It's great news for Heathrow that Plaza Premium Group have chosen to add to their network of lounges at the airport. The new Blush Lounge in Terminal 4 is an exciting new hospitality option for passengers of all airlines to depart as they mean to go on from Heathrow."

The Blush lounge is open daily between 3pm until 7pm daily except Friday to all travellers regardless of airline or class of travel. Travellers can enjoy 20% off lounge packages for walk-in and online bookings when they sign up to the Smart Traveller membership to receive year round benefits. Corporate cards including AMEX Platinum and Dragon Pass cardholders can access the lounge.

Book your access to Blush Lounge now through Plaza Premium Lounge's official website: <http://bitly.ws/wMM7>

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Images can be downloaded here: <https://we.tl/t-e9EjI775NO>



*Photo caption: Main entrance of Blush Lounge*



*Photo caption: Seating area of the lounge*

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*Photo caption: Dining area of the lounge*



*Photo caption: Dining with runway view*

## **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 six years, including “World’s Best Independent Airport Lounge” for four consecutive years from 2016 to 2022 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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## **About Plaza Premium Lounge**

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, Macau, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand), Australia (Brisbane, Melbourne, Sydney), Americas (Argentina, Brazil, Canada, Columbia, El Salvador, Mexico, United States), Europe (Denmark, Finland, Hungary, Turkey, Italy, Sweden, Switzerland, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates) and South Africa (Durban, Johannesburg, Ethiopia)

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 in 2020 & 2021. 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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