



PLAZA  
PREMIUM  
GROUP

News Release

26 June 2023

## **HSBC JOINS HANDS WITH PLAZA PREMIUM GROUP TO LAUNCH THE FIRST TRAVEL REWARDS PARTNERSHIP IN HONG KONG**

HSBC and Plaza Premium Group (PPG) today announced a new partnership for HSBC credit card customers to enjoy a range of exclusive airport hospitality benefits via Smart Traveller, PPG's mobile-app based global membership programme. This first-in-market collaboration will significantly enhance the travel experience for HSBC's cardholders.

This partnership will enable cardholders to instantly convert their RewardCash (RC) into Smart Traveller's Arrtore Points on HSBC Reward+ through API-integration and redeem various airport experience rewards, such as Plaza Premium Lounge access or Plaza Premium First upgrade, ALWAYS buggy services, as well as airport lounge and hotel services in key travel destinations on the Smart Traveller app. Moreover, HSBC cardholders will have access to an exclusive marketplace within the Smart Traveller app to redeem a curated selection of travel experiences for themselves, their families and friends at an always-on discount of up to 70 percent.

The collaboration comes at a time when the travel hustle and bustle is returning to full swing after the border reopening. In the first quarter of 2023, HSBC cardholders spent 5 and 9.5 times more on air tickets and travel agency services respectively when compared with last year – a rebound to pre-pandemic levels.

**Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, HSBC, Hong Kong, said:** "It is always one of our core focuses to provide relevant and innovative rewards to our credit card customers, so that they can make the most of their RewardCash. Since the border reopening, travel-related rewards and benefits have become all the most important. Supported by our extensive network of 16 frequent flyer and hotel loyalty programmes since the launch of the HSBC EveryMile Card two years ago, our credit card customers redeemed RC for air miles two times more year-on-year in the first quarter of this year. We are now excited to pioneer the partnership with PPG Smart Traveller Programme, which builds upon our solid partnership network and opens up a new use case of RC – redeeming an array of travel experience and benefits. Customers can now travel in style and comfort with RC at any moment of their journey."

**Jenny Zhang, Regional General Manager, Plaza Premium Group, North Asia, said:** "Travel has bounced back strongly, and as we approach the busy summer travel months, this is a great time to launch this partnership to celebrate the return of travel and showcase an enhanced travel experience. Through this partnership with HSBC, cardholders can now choose airport experiences to bring comfort and conveniences through our Smart Traveller App and the exclusive HSBC marketplace, the points give flexibility to travellers; they can choose from a range of airport hospitality services

according to their travel needs, we recognize that it may be different whether travelling with kids, friends, family or work, including buggy services to your gate, a lounge entry, a shower, a place to nap or work, or even a cocktail, during the airport dwell time. We hope this strategic partnership will Make Travel Better for all HSBC Cardholders.”

As part of the collaboration, Smart Traveller has created an exclusive marketplace for HSBC credit cardholders to redeem a carefully curated set of travel privileges at preferential prices. HSBC credit card customers can instantly get these offers with the Arrture Points converted from RCs at an exchange rate of \$1RC to 5 Arrture Points. To celebrate the launch of the partnership, from 1 July until 31 August 2023, HSBC cardholders can enjoy a preferential conversion rate of \$1RC to 10 Arrture Points, under which customers can enjoy an upgraded access to Plaza Premium First airport lounge with as low as \$100RC, or charter an ALWAYS electric buggy with as low as \$160RC.

Terms and conditions apply.

***To borrow or not to borrow? Borrow only if you can repay!***

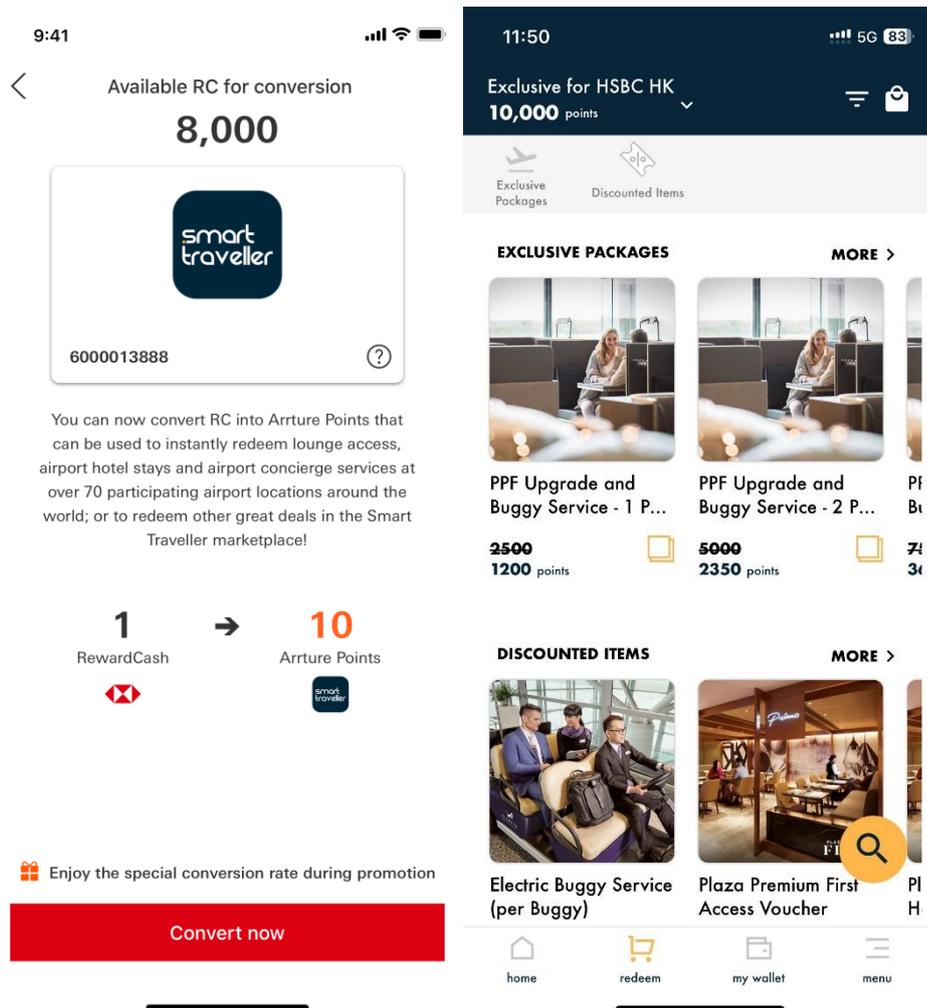
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**Photo captions:**



**Photo 1:** From left:

- Amy Kam, Head of Cards and Personal Lending, Wealth and Personal Banking, HSBC, Hong Kong
- Sunny Chow Head of Usage and Rewards, Wealth and Personal Banking, HSBC, Hong Kong
- Jenny Zhang, Regional General Manager, Plaza Premium Group, North Asia
- Natalie Ng, Director of Sales, Plaza Premium Group



**Photo 2 and 3:** Cardholders can instantly convert their RewardCash into Smart Traveller's Arrture Points on HSBC Reward+, and redeem various airport experience rewards via an exclusive marketplace within the Smart Traveller app, ranging from Plaza Premium First upgrade and ALWAYS buggy services.

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**Note to editors:**

**About Plaza Premium Group**

Plaza Premium Group is a pioneering, 360° global airport service provider that revolutionizes the hospitality industry with a mission to Make Travel Better.

Established in 1998 and headquartered in Hong Kong, the Group introduced the world's first independent airport lounge concept. Today, Plaza Premium Group operates the world's largest network of international airport lounges, being in over 250 locations and in more than 70 international airports.

By putting travellers at the heart of its business, Plaza Premium Group redefines airport experience with both innovation-driven and human-led solutions. Over the years, Plaza Premium Group has evolved into a holistic 360° airport service provider and introduced other innovative airport hospitality concepts to complement its airport lounge business – Plaza Premium Lounge and Plaza Premium First, including airport terminal hotels - Aerotel, Airport

Passenger Services - ALWAYS, a range of F&B brands under Airport Dining, global reward and membership program - Smart Traveller and travel experience ECOSystem Platform – ONE TECO. In addition to its own brands, Plaza Premium Group also provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including Cathay Pacific Airways, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more.

The Group is well-recognized in the global aviation and hospitality industry and has won more than 60 accolades in the last six years, including “World’s Best Independent Airport Lounge” for six consecutive years from 2016 to 2022 at the Skytrax World Airline Awards - the global benchmark of aviation excellence; and “Best Airport Lounge Operator” in 2018 & 2019 by TTG Asia magazine. In 2020, the Group has been awarded “ISO 9001:2015” for Hong Kong Headquarters, demonstrating quality management in providing airport lounge services. 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 pursuing excellence, the group is growing exponentially across major international airports globally.

Website and social: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

[LinkedIn](#) @plazapremiumgroup, [Twitter](#) @PPG\_worldleader and [WeChat](#) @PlazaPremiumGroup

#PlazaPremiumGroup #WeMakeTravelBetter #airporthospitality

*ends/all*