

IMMEDIATE RELEASE

## **ALLWAYS Extends Seamless Concierge and Airport Passenger Services to Hong Kong International Airport Terminal 2**



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**[Hong Kong, May 27, 2026]** Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, today unveils the new ALLWAYS Concierge service counter at Terminal 2 (T2), Hong Kong International Airport (HKIA), marking a significant milestone in extending its airport services to cover both Terminal 1 and Terminal 2.

Building on the success of its seven service counters in Terminal 1, established since 2022, ALLWAYS is expanding its presence at Hong Kong International Airport with the launch of services in T2, delivering a comprehensive suite of solutions for a smoother, more seamless, and stress-free passenger journey.

ALLWAYS premium services includes **Limousine Service** that provides a swift and comfortable transfer from home to the airport. Upon arrival of the airport, travellers can be greeted by a dedicated **Meet & Assist** Ambassador, including one-on-one concierge service

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to personal requests and facilitate smoother departures, arrivals, and transits for celebrities, CIPs, VIPs, and event guests in Hong Kong.

ALLWAYS airport passenger services support travellers at every step of the way, at T2 offerings will extend its services to **Luggage Wrapping & Strapping** to protect your luggage, along with **Porter Service** for hands-free movement. Additional on-demand amenities include **Wheelchair Assistance, Battery Recharge, Printing and Photocopy Services, Document Delivery**, and more.



“The opening of ALLWAYS at Terminal 2 represents an important step in delivering truly seamless service across Hong Kong International Airport,” said Michael Yang, Plaza Premium Group’s General Manager of Hong Kong Operations. “By extending our presence to T2, we are enhancing accessibility to personalised concierge services for all passengers, in line with HKIA’s ongoing expansion and transformation into a world-class aviation hub, as well as our vision to make travel better at every touchpoint.”

Located at Landside, L7, Check-in Hall Aisle V, the ALLWAYS T2 counter mirrors the service excellence established in Terminal 1, ensuring travellers—whether departing, arriving, or transiting—benefit from a consistent and elevated airport experience.

With this expansion, ALLWAYS further strengthens its position as a leading airport concierge service provider, delivering convenience, efficiency, and comfort to modern travellers.

**END**

## **ALLWAYS Service Counter in Terminal 2**

**Landside, L7, Check-in Hall Aisle V, Terminal 2, Hong Kong International Airport**

### **Opening Hours**

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Daily 05:00 – 24:00

## **Key Services**

- Meet & Assist
- Limousine Service
- Porter
- Luggage Wrapping & Strapping
- Print, Copy, Fax & Scan
- Document Delivery
- Battery Recharge
- Wheelchair Assistance

## **Booking Information**

Advance booking is required for Premium Services, including Meet & Assist, Porter, and Limo services. Bookings can be made online at [www.alwaysvip.com](http://www.alwaysvip.com) or via the booking hotline at +852 2275 0000. For additional airport passenger services, walk-ins at any of our counters are welcome.

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For other ALWAYS counter locations & service details, please refer to the factsheet.

For high-res imagery & factsheets, please click [HERE](#)

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## **PLAZA PREMIUM GROUP**

Plaza Premium Group (PPG) is the global leader in integrated airport hospitality and passenger service solutions, operating the largest network of airport lounges worldwide and offering a 360-degree airport hospitality experience with 14 brands under its portfolio, operating in 150 countries across 600 international and domestic airports and serving 30 million passengers annually. With a mission to Make Travel Better, the group introduced the world's first independent airport lounge concept in 1998. Plaza Premium Lounge, Plaza Premium First - award-winning airport lounges, Aerotel - the world's largest airport transit hotel chain, Refreshhh by Aerotel, ALWAYS - airport passenger services, airport dining concepts, Smart Traveller - innovative digital experience and rewards platform, and One Travel

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Experience Ecosystem (OneTECO), the group is at the forefront of transforming airport experiences for the better through innovative and human-led solutions. PPG's commitment extends beyond its brands, as it also provides lounge management and hospitality solutions to leading airlines, alliances, and corporations worldwide. Plaza Premium Group has over 180 accolades, demonstrating its exceptional achievements and commitment to service excellence. Notably, the group has received the prestigious "World's Best Independent Airport Lounge" award at the World Airline Awards by Skytrax for nine consecutive years from 2016 to 2025. With a team of over 7,000 dedicated professionals worldwide, and through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally.

To learn more: <https://www.plazapremiumgroup.com>

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