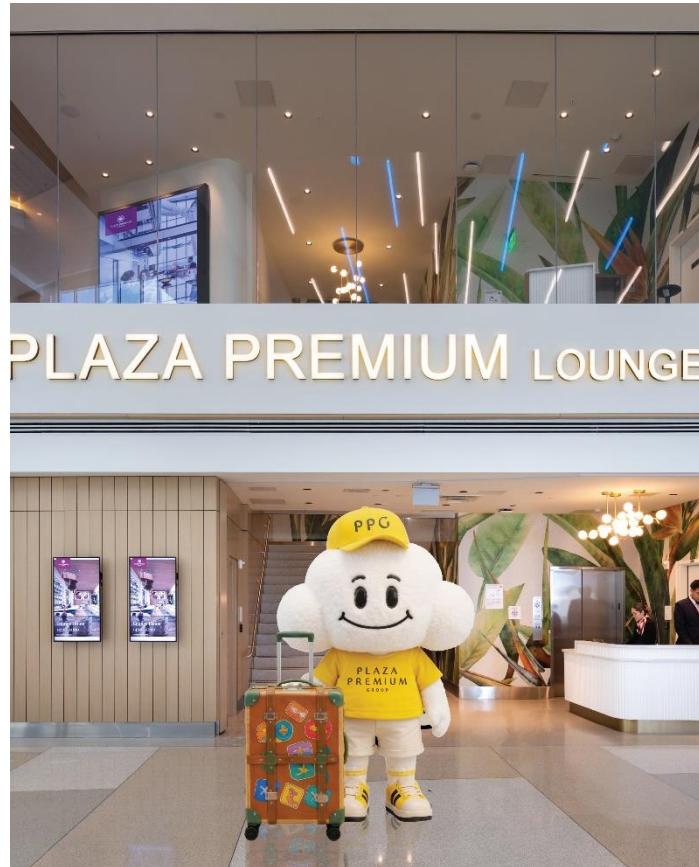


FOR IMMEDIATE RELEASE

**Plaza Premium Group Kicks Off “The Starting Line”
Redefining Airports as the Pre-Game Arena for Sport Travellers**



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Hong Kong – 15 June 2026 - As the world prepares for an unprecedented summer of international sport, Plaza Premium Group (PPG), the global leader in integrated 360-degree airport hospitality experiences and passenger service solutions, today announces the launch of “The Starting Line.” This global campaign redefines the airport experience, transforming it from a transit necessity into the foundational first chapter of every traveller's sporting journey.

As millions of travellers cross borders for global football tournaments, iconic European championships, and international competitions, PPG is positioning its lounges, hotels, dining, and airport passenger services as the essential pre-game environment.

At the heart of the campaign is a simple insight: every great game starts long before the whistle blows, it starts at the airport.

“We don’t own the game, but we own the moment before it,” said Mei Mei Song, Chief Transformation Officer, Plaza Premium Group. “The Starting Line is about

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elevating that in-between airport moment into something energising, memorable, and an essential part of the sporting journey.”

Bringing the Spirit of Sport to Every Touchpoint

Through “The Starting Line,” PPG introduces curated experiences across its airport hospitality portfolio.

Plaza Premium Lounges: The Warm-Up Zone

Plaza Premium Lounges are transforming into pre-game hubs for travelling football fans.

In Brazil, home to one of the world’s most passionate football cultures, locations in São Paulo (GRU) and Rio de Janeiro (GIG) feature dedicated “Fan Zones” with large-format screens and stadium-inspired decor.

In both Canada (across key airports including YYZ, YVR, YEG, YWG) and the Middle East & Africa region (across key airports including SAW, DXB, AMM, NBO, and CAI), lounges are bringing the match-day atmosphere to life with national flags and stadium-themed styling. To elevate the guest experience, lounge staff across these locations will be wearing team jerseys during match times.

The excitement extends into the USA for the World Cup activation, bringing interactive energy to key host city gateways like Dallas-Fort Worth (DFW) and Orlando (MCO). On featured match days, fans can test their skills with trivia games or take part in the "Score to Win" hover soccer challenge, stepping up for a penalty-style shot to walk away with exclusive match-day prizes.

Plaza Premium Lounges: Curated Flavours & Travel Essentials

Menus celebrate local game-day flavours across both regions. In Brazil, guests can enjoy Boteco-inspired bites alongside beverages from local brewers, while Canadian lounges feature regional favourites such as poutine, sliders, and pass-around appetisers.

In the USA and across Middle East & Africa locations, lounges will debut exclusive World Cup-themed F&B items and premium match-day cocktails. To ensure an engaging experience for the whole family, these select international locations will also support the festivities with destination-inspired complimentary treats and interactive kids' colouring activations.

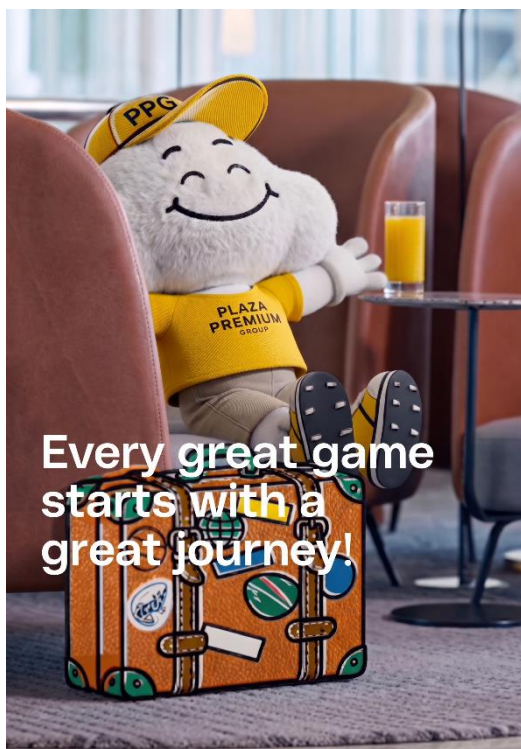
The experience extends into Europe, where lounges help travellers stay refreshed from boarding to the final whistle. Locations will introduce curated Summer Kits with sun cream, tissues, and hydration sachets, ideal for those heading straight from the airport to stadiums and fan zones.

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For fans planning their match-day travel, Plaza Premium Lounge passes offer flexible options to suit every itinerary, delivering up to 50% savings compared to standard walk-in rates.

- **The Global Pass:** Ideal for fans crossing continents from Asia or the EMEA region to the Americas.
- **The Americas & Canada Pass:** Tailor-made for fans traveling domestically or regionally between host cities.

To discover the right pass tier for your tournament schedule, visit the official [Plaza Premium Lounge Pass Page](#).



Aerotel: Never Miss the Game, Even While Travelling.

This summer, travellers can enjoy live football viewing just minutes away from their gate. At Shanghai Pudong matches, at **Aerotel Shanghai Pudong (PVG)**, guests can watch live football matches from the comfort of their rooms, **while Aerotel London Heathrow (LHR)** offers live match screenings at the Library Lounge. Expanding the European footprint, **Aerotel Madrid (MAD)** will also enable guests to catch selected matches during their stay, with additional properties to be announced.

Completing the experience, Summer Travel Kits will be available exclusively at UK locations, offering travel essentials for guests continuing their journeys.

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With flexible short stays and locations just minutes from the gate, Aerotel allows travellers to catch the match, recharge in comfort, and continue their journey with ease.



Dining: The Fuel Stop

Dining is reimagined as a “Watch & Dine” experience across key Southeast Asian hubs, including Flight Club locations in Kuala Lumpur (KUL), Kota Kinabalu (BKI), and Bali (DPS). Menus are designed for shared moments, featuring snack combos, group platters, and bundled beer buckets.

Beyond the menu, guests can enjoy a lively, stadium-inspired atmosphere with curated playlists, football-themed decor, and interactive activations such as photo booths and a “Lucky Wheel” in Bali. Across locations, “Fan Fuel” offerings keep travellers energised from boarding to the final whistle.

Airport Passenger Services: Why Queue When You Can Fast-Track?

This Summer, ALLWAYS becomes the “The Starting Line” – for unforgettable journeys. Through Meet & Assist and Fast Track services, ALLWAYS Meet & Assist greeters act as team captains and provide personalised support and local insights, helping travellers move through the airport with ease.

From buggy transfers for effortless terminal navigation and porter services for hassle-free baggage handling, guests can navigate the terminal efficiently and continue their journey with ease and momentum.

Whether for the passionate fan or the traveller caught up in the season’s energy, “The Starting Line” taps into a shared emotional truth: the journey is part of the experience.

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Anchored by the tagline, “*Every great game starts with a great journey,*” PPG reinforces its role at the intersection of travel, culture, and global moments.

Meet & Assist service is available at over 500 airports globally, including key North American gateways like Dallas/Fort Worth (DFW), Orlando (MCO), and Toronto Pearson (YYZ), alongside a newly expanded regional footprint at Billy Bishop Toronto City Airport (YTZ).



Meet our Mascot: The Ultimate Sports Traveller

In time with this exciting season, we are also delighted to introduce our brand-new mascot. Epitomising the modern sports-loving wanderer who lives for the thrill of the game and travels the world to experience it. It showcases how travellers integrate athleticism and global events directly into their journeys.

By bringing this campaign to life, PPG strengthens its pivotal role at the intersection of travel, culture, and epic global moments.

- ENDS -

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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

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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 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 177 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>

Connect with us: LinkedIn, YouTube: @Plaza Premium Group; Facebook, Instagram: @plazapremiumlounge; X: @We_Are_PPG; WeChat, Weibo, Xiaohongshu: @環亞全球出行 PlazaPremiumGroup; Instagram (mysmarttraveller): @mysmarttraveller

Note to Editors

Experiences vary by location to ensure each lounge offers a bespoke touch tailored to the local travel experience.

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