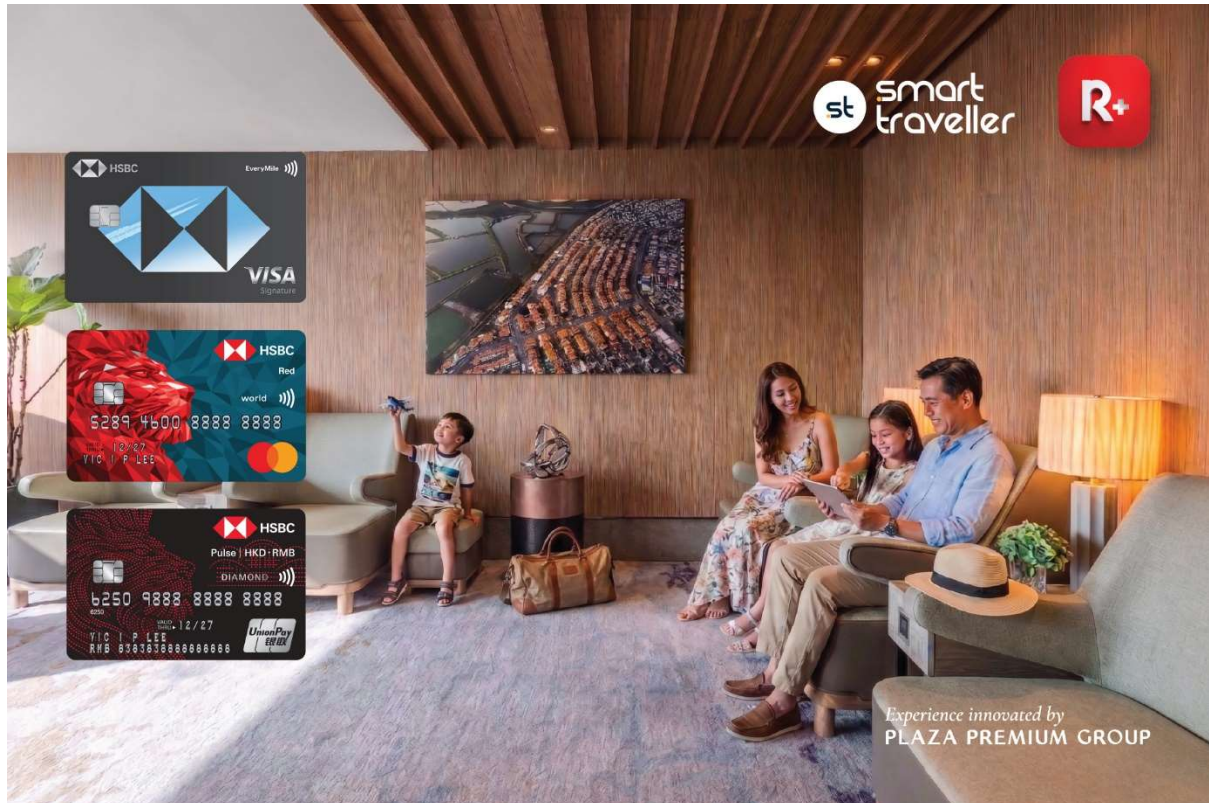


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Smart Traveller and HSBC Credit Cards Launch Summer Campaign to Elevate Family Travel Through Seamless Rewards and Airport Experiences



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Hong Kong, 9 July 2026 — Smart Traveller, Plaza Premium Group's global digital rewards platform, has joined forces with HSBC Credit Cards to launch a summer campaign from now until 17 August 2026, giving travellers access to more seamless rewards, curated airport experiences and exclusive seasonal offers during the peak family travel period. Building on their ongoing collaboration, the campaign places Smart Traveller at the centre of a more connected and experience-led travel journey, bringing together digital convenience, loyalty rewards and airport lifestyle privileges in one platform.

Through this frictionless app-to-app integration, Smart Traveller and HSBC Credit Cards have eliminated traditional redemption bottlenecks, creating a seamless ecosystem for members. Travellers can now instantly convert RewardCash earned from HSBC credit card spend into ST Points at a 2X conversion rate and enjoy half-points pricing, allowing them to effortlessly unlock curated lifestyle rewards and travel privileges in real time.

Timed to celebrate the state-of-the-art infrastructure expansion of Hong Kong International Airport, the campaign is designed specifically to take the friction out of family travel during the peak summer surge. To welcome passengers to the newly opened Terminal 2, the alliance

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introduces interactive 'Summer Missions' alongside curated privileges that make family logistics effortless—such as exclusive access to the ALWAYS luggage wrapping service and signature culinary redemptions like Plaza Premium First's artisanal XO Sauce.

Link: [Explore the campaign and start your summer rewards journey here.](#)



The launch follows the recent recognition for Smart Traveller at the 7th Loyalty & Engagement Awards Ceremony 2026, organised by MARKETING-INTERACTIVE, where the platform received Silver in both Best Cross-Regional Loyalty Campaign and Best Partnership Loyalty Campaign. This recognition reflects Smart Traveller's growing role in delivering customer-focused loyalty initiatives across markets, while also underscoring the strength of its partner-led approach in the travel and hospitality space

” Winning double silver honours at the 7th Loyalty & Engagement Awards Ceremony 2026 validates our partner-led framework, and this campaign serves as its next evolution,” said **Simon Huang, Managing Director of Smart Traveller** at Plaza Premium Group. “Modern travellers, especially families navigating busy seasonal schedules, want immediate value and zero hassle. By deeply integrating our digital ecosystem with HSBC Credit Cards via the HSBC Reward+ app, we are moving beyond traditional point-shifting to actively upgrade the physical airport journey the moment our members step into HKIA's spectacular new Terminal 2.”

The initiative also underscores a broader shift in loyalty marketing, where digital ecosystems and strategic partnerships enable brands to deliver more personalized, end-to-end travel experiences. By combining HSBC Credit Cards' market-leading rewards proposition with Plaza Premium Group's global airport hospitality expertise, the partnership sets a new benchmark for integrated travel and lifestyle solutions.

With family and multigenerational travel continuing to grow, the campaign also introduces a series of “Summer Missions” within the platform. These interactive features encourage users to explore different services and rewards while planning their journeys, adding a more engaging layer to the overall travel experience.

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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 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>

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