

Airport Dimensions x Ambaar Lounge launch airport lounge brand

Airport Dimensions, the global leader in airport lounge and passenger experiences and operator of renowned US lounge network, The Club, has partnered with the Ambaar Lounge brand to launch an exciting new airport lounge concept called Ambaar Club. The new airport lounge brand will be launched at multiple locations across four airports in Brazil over the coming months.

The launch of Ambaar Club will mark Airport Dimensions' debut in the South American market and accentuates its aggressive global growth plan. This development builds on the company's recent expansion in key markets and the addition of wider airport experiences such as the introduction of the sleep lounge brand sleep 'n fly in the Middle East.

"Combining Airport Dimensions' unparalleled digital and physical airport assets and experiences with Ambaar Lounge's deep understanding of the regional market, the new Ambaar Club brand will provide a wealth of experiences perfectly tailored to the various needs of passengers in Brazil and help drive revenues in the airports.

"We will be announcing details of the Ambaar Club initial locations soon," says Nancy Knipp, President of the Americas, Airport Dimensions.

Ambaar Lounge is the leading operator of VIP lounges in Brazil, providing personalized experiences to airport passengers and partners in the country since 2013. The company currently operates premium lounges at Belo Horizonte International Airport and Guarulhos International Airport, with plans to expand its network to four other airports in the region.

"Ambaar Lounge is proud to partner with Airport Dimensions and looking forward to new developments in Brazil and abroad. After many years developing our brand, this opportunity to partner with Airport Dimensions confirms that we have achieved the right proposition. We will soon announce a stunning network of new lounges for our growing base of customers and followers," adds Bernardo Claro da Fonseca, CEO & Founder, Ambaar Lounge.

The Ambaar Club lounges currently in development will be available to members of Priority Pass, the world's largest independent airport lounge access program, which is part of Airport Dimensions' parent company, Collinson.