

# Plaza Premium Group invests in significant Americas expansion



With a team of over 5,000 dedicated talents, PPG serves more than 20 million global passengers annually. Through a continuous pursuit of innovation and excellence, the group is experiencing exponential growth globally

Plaza Premium Group (PPG), the global leader in airport hospitality services and an eight-time winner of the “World’s Best Independent Airport Lounge” award by Skytrax, has announced a significant expansion across the Americas as part of a larger commitment to invest US\$300 million globally over the next three years. The strategic move aims to reinforce PPG’s dedication to delivering 360-degree integrated end-to-end airport services, providing a seamless travel experience for every customer.

Travelers can expect more personalized services, increased lounge access, new flagship locations, and seamless digital solutions across both Plaza Premium Lounges and ALWAYS Meet and Assist concierge services. Major efforts will be concentrated on Canada, the United States, and Brazil, with significant projects in Toronto and Vancouver, and new lounges in high-traffic US cities like Las Vegas and Washington, D.C.

PPG will continue its partnerships with Capital One and Visa to develop branded lounges and provide tailored premium experiences, while also extending its award-winning experience to new partners like Desjardins. The enhanced membership and rewards program, Smart Traveler, will continue to offer exclusive benefits and personalized experiences to frequent travelers.

## **Harnessing technology**

Leading this ambitious endeavour is Pascal Belanger, Senior Vice President of the Americas. “As travelers increasingly seek personalized and seamless experiences, Plaza Premium Group is harnessing technology and research to redefine airport hospitality,” said Belanger. “Our investment in cutting-edge technologies like OneTECO and advancements in robotics and AI underpins our commitment to setting new standards. These initiatives aim to enhance operational efficiency and elevate customer experiences across our global footprint, creating the perfect destination before departure.”

The investment aligns with recent consumer reports and trends, including studies indicating that 70 percent of travelers desire more lounge access, greater personalization, and an integrated digital solution, like an app, for all services. The ACI 2023 Global Traveler Survey, sponsored by Plaza Premium Group, reveals that 67% of respondents would likely use an app that facilitates navigation and wayfinding.

Song Hoi-see, Founder of Plaza Premium Group, adds, “Since our inception, Plaza Premium Group has been driven by a singular goal: to make travel better. Our journey began with the vision of providing accessible and luxurious airport hospitality services to all travelers, regardless of their class of travel or ticket type. Our Americas expansion is a significant milestone in our continued pursuit of excellence.”

## **Proudly local**

Plaza Premium Group’s latest initiative “Proudly Local” aims to redefine the airport lounge experience into a “destination before departure” while showcasing its commitment to being a key player in the local community. Plaza Premium Group will curate lounges that showcase the best of local cultures within each host city, offering a unique travel experience in every touchpoint. Initially piloted in Kuala Lumpur, Jakarta, Nagoya, Adelaide, Rome and Dubai, this initiative will soon expand to North America.

“This strategic investment heralds a new era of excellence in airport innovation. By anticipating and adapting to emerging technologies, industry trends and traveler expectations, PPG will be at the forefront of airport innovation,” added Belanger.