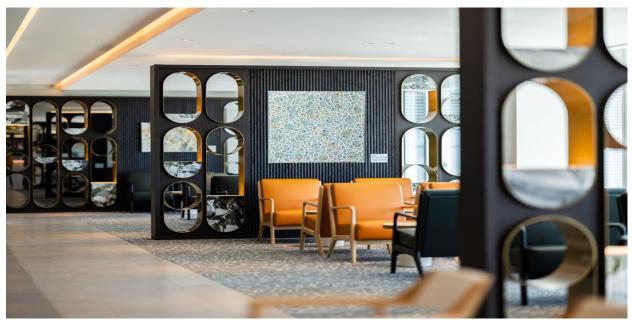# Plaza Premium Lounge officially opens at Adelaide Airport

Invited guests and media have been given their first look inside Adelaide Airport's first independent and only international departures lounge during today's official opening.

Stunning, light-filled lounge areas within the new Adelaide Airport Plaza Premium Lounge

Adelaide, South Australia - 8 August 2023: Plaza Premium Group (PPG), the pioneer in global airport hospitality, has today officially opened Adelaide Airport's first and only independent international departures lounge, offering customers an elevated travel experience.

The Group's newest lounge has further demonstrated the importance of the Australian market and the company's strong commitment to continued local investment.

The new Plaza Premium Lounge – PPG's first presence in Adelaide – was opened by PPG Founder and Chief Executive Officer, Mr Song Hoi See and Adelaide Airport Managing Director, Brenton Cox.

As a result of increasing patronage since the soft opening in April, the lounge's opening hours have been extended to operate daily from 7.00am to 11.30am as of 31 July.

The lounge can cater for up to 137 passengers and incorporates the best of South Australia, featuring a wine installation, and nature-inspired art by two of South Australia's award-winning artists.

Plaza Premium Lounge Adelaide is the group's fourth location in Australia after Sydney, Melbourne and Brisbane, and the first dedicated international common-user lounge at Adelaide Airport since the current terminal was opened in 2005.

It is expected to host international and local travellers, especially South Australian residents travelling out across Oceania, Asia, the US and the UK.

The lounge allows customers to 'pay-as-you-go' at all of its airport locations rather than having to pay an ongoing membership. Members of 'Smart Traveller' enjoy a 20 per cent discount all year round off walk-in rates. Various multi-city passes are also available at a value deal.

Plaza Premium Lounges has also recently re-joined Collinson's airport lounge and experience networks, which means the Adelaide lounge can now be accessed by Priority Pass and LoungeKey Members.

The bespoke design incorporates beautiful features of natural stone, marble, granite and travertine, timber, a raked render finish throughout, and a selection of contemporary feature lighting and furniture, creating a sense of comfort for travellers.

The Plaza Premium Lounge offers travellers a relaxed, sophisticated environment during their journey. The lounge also presents an exciting new in-lounge experience - the Group's first specialty wine feature in collaboration with Accolade Wines, showcasing award-winning Australian wines.

Upon entering, guests will travel through the wine corridor opening into the lounge space divided into multiple zones that accommodate the needs of different travellers. Guests can enjoy a cocktail at the bar, grab a bite in the dining area, or catch up on last minute work or emails in one of the cosy booths. Showers are available to any guests who wants to freshen up pre-flight.

With sustainability in mind, single-use plastics have been eliminated, the lighting scheme is comprised of 100 per cent LED lighting, and the lounge is installed with energy-efficient appliances and water saving devices.

"We are delighted to be the first and only independent international lounge at Adelaide Airport offering departing and transit passengers their own lounge to relax before flying just steps from departure gates," shares Mr Song Hoi See.

"Australia is a key strategic market and we continue to expand our footprint. In addition to today's Adelaide opening, we will also mark the first anniversary this week of the opening of our Aerotel at Sydney Airport, which is our first in-airport brand and gives travellers the option of booking a room on an hourly basis.

"Our lounge sets a new standard of offerings, welcoming guests to experience our award-winning service amongst local touches of South Australia. We cater to all types fof flyers, including families, business and leisure travellers."

"For the first time, all our international departing and transit passengers have the option to relax in a wonderful premium lounge space before their flight. PPG has done a wonderful job with the design and fit-out as well as incorporating South Australian artworks and featuring world-class local wines," says Mr Brenton Cox, Adelaide Airport's Managing Director.

"This is one of the final pieces of our $AUD200 million terminal expansion project that has also seen a significant upgrade of our international arrivals and departures facilities including expanded duty free, more room for immigration processing and more baggage belts for arriving passengers."

The lounge at Adelaide Airport is the newest addition to the Plaza Premium Lounge global network, following the recent lounge openings in Kuala Lumpur, Jakarta, Orlando, Edinburg, Cebu and Dubai. As the group celebrates 25 years of offering unrivalled hospitality this year, the opening marks another key milestone of Plaza Premium Group and its continuous growth.

Travellers have the options to choose from the Australia Pass which gives access to all Plaza Premium Lounges in Australia including Brisbane, Melbourne, and Sydney, or opt for the more popular Kangaroo route where the multi-country pass gives travellers access to lounges across Australia, Southeast Asia and the United Kingdom.

Passes are valid for 12 months from the activation date and can easily be shared with family and friends. Plaza Premium Lounge also welcomes several partner card holders including American Express, Capital One, Citibank, Dragon Pass and HSBC. All services are available for reservation on the Plaza Premium Lounge official website.

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Images:

*Plaza Premium Lounge entrance featuring natural stone,
and bright interiors with buffet and fine wines*

About Plaza Premium Group

With a mission to Make Travel Better, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel; Airport meet & greet services ALLWAYS and a range of Airport

Dining concepts. The Group has also developed Smart Traveller, a mobile app based global airport membership programme that is designed for air travellers, offering uniquely curated perks, benefits and rewards experience through points earning and redemption. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances, and corporates around the world, including but not limited to Cathay Pacific Airways, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One and many more.

The Group has won more than 60 accolades in the past five years, including "World's Best Independent Airport Lounge" for seven consecutive years from 2016 to 2023 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and "Best Airport Lounge Operator" for 2018 & 2019 by TTG Asia magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. In addition, the group's Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of the Year and Master Entrepreneur of the Year 2018 Malaysia. Plaza Premium Group currently employs over 5,000 staff and serves more than 20 million global passengers annually. By continuously innovating and striving to surpass travellers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: www.plazapremiumgroup.com
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