

For Immediate Release

**Plaza Premium Group and DragonPass International
to offer the largest network of airport hospitality services**
better variety, flexibility and seamless solution ready for corporate clients

Hong Kong, 7 June 2021 – Plaza Premium Group, the pioneer and industry leader in global travel hospitality services and Dragon Pass International (DragonPass), the world leading airport ecosystem digital platform provider, today announces a strategic partnership to offer an exclusive, integrated solution of airport experiences to their corporate clients through direct access to the largest airport lounge and other airport services network globally, providing end-to-end airport hospitality products and services offering with more choice, flexibility and digitally-led customer experience.

The newly formed partnership aims to reach and serve more businesses and travellers worldwide, increasing B2B2C (business-to-business-to-consumer) accessibility to premium travel services. Clients of Plaza Premium Group and DragonPass, such as financial institutions and corporates will be able to offer their customers access to the best of both worlds: Exclusive access to high quality lounge experience offered by Plaza Premium Group's flagship brand Plaza Premium Lounge and a worldwide network of global lounges aggregated by DragonPass. Plaza Premium Lounges currently has over 196 own-branded and third-party-managed lounges worldwide with projections to grow to over 500 in the next 3 years. Additionally, DragonPass offers a network of 1,200 lounges worldwide and expanded its footprint rapidly.

In addition to curating the largest network of lounge offers, DragonPass and Plaza Premium Group jointly offer a comprehensive end-to-end airport hospitality service suites powered by an innovative, digitally-led customer experience. Plaza Premium Group currently owns and operates four key airport service and brand portfolios: Plaza Premium Lounge (lounges), Aerotel (airport transit hotels), ALWAYS (meet-and-greet and concierge services) and Airport Dining (a wide collection of dining concepts). DragonPass has a well-established global presence digitally distributing key premium travel services within its Airport Ecosystem including lounges, limousine & ground transportation, meet & assist, fast-track access, dining, valet parking, baggage portorage and advanced medical services. Through the partnership, the two companies will distribute their combined services to corporate clients, offering more benefits and choices, favourable pricing, greater flexibility via a digitally-led distribution solution to ensure seamless customer experience and secured data management.

“Partnering with DragonPass is one of the key initiatives in our global business transformation to reshape distribution dynamics in the evolving travel market. Together, the two companies are set to offer over 1,700 lounges to corporate clients by 2024-2025. The partnership will not only provide the biggest and best quality airport services, very importantly, it aims to offer a strong, flexible, innovative, data-driven and affordable 360-degree airport hospitality solution to our customers. In the post Covid-19 era we will see greater demand for navigated airport services, assisting travellers through airport arrival with transfers and fast-track services, and greater demand for lounge and in-terminal hotel use, as these services help travellers minimize interactions with others and alleviate stress – the collaboration with DragonPass will help us meet these needs in more locations around the world and make travel an enjoyable and comforting experience once again.” shares **Bora Isbulan, Chief Commercial Officer of Plaza Premium Group**, he adds “The partnership is an exciting, game-changing opportunity to extend and elevate our service offering globally, and supports us in our expansion plans, across territories, services and beyond.”

‘I am delighted that DragonPass and Plaza Premium Group have formed a strategic partnership, that creates not only the largest global lounge network in the world, but also helps to evolve the ever-outstanding airport ecosystem environment and existing programmes for travellers all over the world, backed by the market’s leading technology. This alliance is formed by the great respect we have for each other, along with the long-term relations built on trust and transparency, as we form closer ties and take the global travel market by storm,’ says **Mark Koch, CEO of DragonPass International.**

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Images:



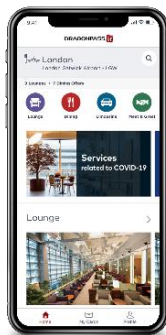
Plaza Premium Lounges currently has over 196 own-branded and third-party-managed lounges worldwide

Pictured: Plaza Premium Lounge, London Heathrow Airport, Terminal 5 Departures



Every Plaza Premium Lounge is different and takes inspiration from local culture, art and design

Pictured: Plaza Premium Lounge at Phnom Penh International Airport, Cambodia



DragonPass – World leading airport ecosystem digital platform provider



DragonPass owns global airport lounges and spa network; offering a network of 1,200 lounges worldwide

High-resolution image can be downloaded here:

<https://plaza-network.box.com/s/fxwirzp6jgdy992jopwupimlsvbdnwz6>

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 196 locations of more than 66 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 and Refreshhh by Aerotel; airport meet & greet services ALWAYS 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, Singapore Airlines, Lufthansa, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for four consecutive years from 2016 to 2019 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

Connect with us: [LinkedIn](#) @plazapremiumgroup, [Twitter](#) @PPG_worldleader and [WeChat](#) @PlazaPremiumGroup

About DragonPass International Limited

DragonPass is the world’s fastest growing premium travel services provider, offering products through advanced digital solutions. Having started off solely as an airport lounge provider, DragonPass have now expanded their product portfolio to cover the entire airport eco-system and beyond. From airport transfers with a wide range of car types available, to VIP and meet & assist services plus airport dining and spa services, retail and security fast track access.

DragonPass now boast a network of over 1,200 lounges globally, in over 130 countries and more than 500 cities. Airport transfers are available at over 800 locations, as well as over 700 dining outlets and more than 100 spas at locations worldwide. The range is ever expanding to adapt to customer and market needs, whilst remaining focused on digital first solutions.

To know more: <https://en.dragonpass.com.cn/>

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