

Saudia and Plaza Premium Group open lounge at London Heathrow



Saudia and PPG at the new lounge opening at London Heathrow

[Plaza Premium Group](#) has announced the opening of its latest airline lounge project. Developed for [Saudia Airlines](#), the lounge is located in Terminal 4 of Heathrow Airport. Marking a significant milestone in Saudia's ongoing commitment to elevating global guest experience, the lounge was officially inaugurated by H.E. Engr. Ibrahim Al-Omar, Director General of Saudia Group.

London Heathrow is a pivotal hub for air travel between the United Kingdom and the Kingdom of Saudi Arabia, playing a significant role in both country's economy and connectivity, the press release said.

The new lounge is designed exclusively for First and Business Class passengers to elevate the pre-flight experience and enjoy a unique, tailor-made experience for Saudia Airlines travellers.

The lounge features a range of luxurious offerings showcasing the warmth of Saudi hospitality, including traditional Saudi coffee and dates from the Kingdom. A premium dining experience is available through an international buffet, with a private VIP area offering à la carte dining and personalized butler service. Additional features include a bespoke London Tea Exchange experience, luxury showers with Urban Apothecary amenities, prayer rooms and a quiet zone. Visitors can also enjoy fully equipped workspaces, along with high-speed Wi-Fi and charging stations as well as floor-to-ceiling runway views and a capacity of 140 visitors.

The VIP Zone experience is further elevated with an exclusive a la carte menu and a personalized “Butler Service” will be available to cater to every need.

Song Hoi See, Founder and Chief Executive of Plaza Premium Group said: “We are proud to announce the opening of our first airline lounge for Saudia Airlines, managed by Plaza Premium Group at London Heathrow—marking our seventh lounge in this vibrant city. For over 25 years, Plaza Premium Group has pioneered airport hospitality, introducing the world’s first independent airport lounge in 1998 and growing into a global leader with a presence in 150 countries across 600 international and domestic airports. Our journey, rooted in a commitment to making travel better for all, has been recognized with eight consecutive ‘World’s Best Independent Airport Lounge’ awards by Skytrax since 2016. London remains one of the world’s most important aviation hubs, and our continued expansion here underscores our dedication to enhancing the travel experience for every guest. The launch of the Saudia Airlines Lounge allows guests to immerse themselves in the city’s rich heritage and culture through thoughtfully curated in-lounge experiences, further reflecting our commitment to delivering world-class, locally inspired hospitality at every touchpoint.”

Rossen Dimitrov, Chief Guest Experience Officer at Saudia, said: “The launch of our new lounge at London Heathrow Terminal 4 is a testament to Saudia's dedication to providing an exceptional travel experience that embodies the essence of Saudi hospitality. We are proud to offer our guests a premium space that combines comfort, luxury, and cultural richness, setting a new benchmark for international travel.”

The unveiling of the new lounge is part of Saudia's strategic plan to enhance its services, which includes a comprehensive investment in the passenger experience, such as seat retrofits, advanced IFE screens and high-speed in-flight connectivity across its fleet.