

On location: A first-class Texas farewell at Plaza Premium First DFW

PAX International Managing Editor Jane Hobson provides readers with a review of Plaza Premium First (PPF) lounge, operated by Plaza Premium Group (PPG), at Dallas Fort Worth International Airport (DFW).



PAX International Managing Editor Jane Hobson at Plaza Premium First DFW

Texas knows how to send a guest home happy. In my case, that meant a green velvet booth, a cucumber martini and an omelet so good I ordered it twice.

Last month, after a busy week at IFSA Global EXPO 2026 in Grapevine, Texas, I arrived at Dallas Fort Worth International Airport with plenty of industry conversations to reflect on and a few hours before departure. PAX International serves as a media partner for numerous industry events, and these gatherings always leave me energized and ready to kick off my boots—metaphorically speaking.

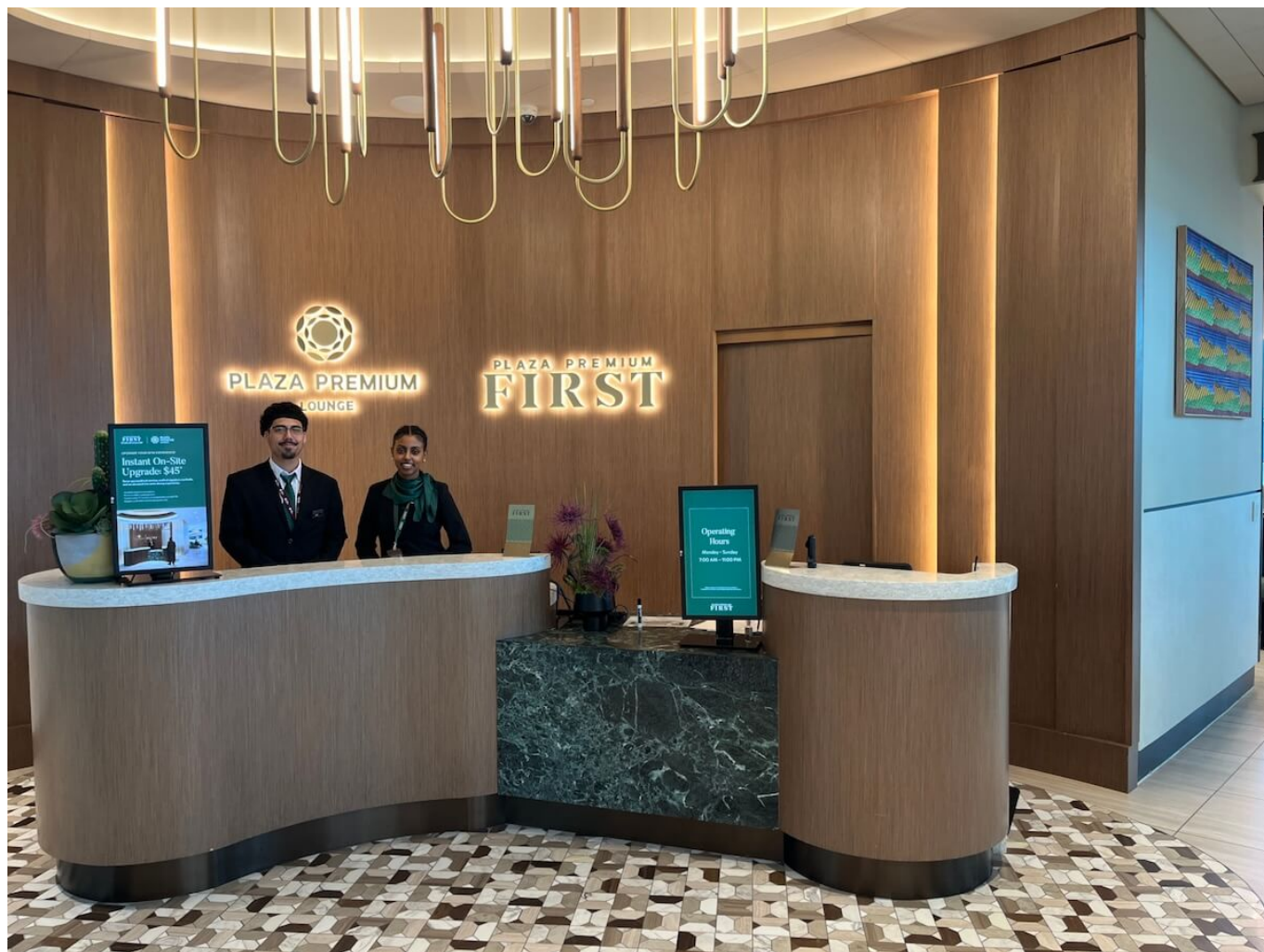
Plaza Premium First (PPF), operated by Plaza Premium Group (PPG), provided a particularly inviting place to do exactly that.

The visit also gave me an opportunity to experience a significant development in the Group's North American expansion. PPG [announced the opening](#) of its two new Terminal D lounges in March,

introducing the first Plaza Premium First in the United States alongside a reimagined Plaza Premium Lounge. PPF DFW became the brand's second North American location, following Vancouver's 2024 debut.

At the [April grand opening](#), PPG Founder and CEO Song Hoi See described the offering as “a new standard of comfort, personalization and culinary excellence.”

With my boarding pass in hand, I was ready to see how that promise translated into a passenger experience.



View of reception at Plaza Premium First DFW

A warm welcome, Texas style

The lounge occupies [Level 2 in Terminal D, opposite gate D15](#). Travelers connecting from other terminals can use DFW's [Skylink train inside security](#).

As I rode the escalator toward the entrance, the bright space above felt like an invitation to slow down. The front desk team greeted me warmly, and their enthusiasm immediately set the tone. I found myself smiling before I had even checked in.

I presented my boarding pass and passport, and a staff member escorted me to my reserved seat before giving me a quick tour. Private restrooms, showers, a prayer room and a generous mix of booths and tables offered options for different needs.

That range matters. After an industry event, I wanted somewhere to work briefly, eat well and

recharge. The layout let me settle into all three without feeling as though I had to choose between productivity and comfort.



The first impression of the lounge upon entering: Bright, clean and welcome

Room to hang your hat

Cowboy hats on display gave the lounge a playful sense of place, while rich greens and tans brought warmth to the interiors. I appreciated how those Texas touches brought personality to the space without overwhelming its polished atmosphere.

Soft jazz played in the background. Green-veined tile added a handsome flourish underfoot, and LED lighting introduced a contemporary element that prompted a few photographs. Bright, clean and welcoming, the lounge made a strong first impression.



Cowboy hats and a palette of rich greens and tans bring Texas character and warmth to the lounge's polished interiors

My booth near the bar felt like a seat in an upscale restaurant. Green velvet wrapped around me in a comfortable embrace, and the booth's shape offered welcome privacy while I worked and studied the menu.

For those of us who cover passenger experience, the details can become a mental checklist. Here, I quickly stopped checking boxes and started enjoying myself. The seating, lighting and service worked together to make the time before departure feel like part of the trip worth savoring.



Green-veined tile and contemporary LED lighting add distinctive touches to the lounge's design

An omelet worth an encore

Food and beverage can turn a comfortable lounge visit into a memorable one. PPF's dining approach combines a full sit-down experience with tableside à la carte ordering and a self-serve buffet.

During my visit, pastries and refreshments, including coffee, tea, juice and flavored water, offered convenient options. I happily settled in for table service.



Server Kaylee present the menu

Kaylee, my server, brought ice water and the breakfast and lunch menus as I got comfortable. Friendly and attentive, she made it easy to relax into the experience.

I started with an oat milk latte and a vegetarian omelet, choosing the vegetables I wanted and, naturally, adding cheese. The result ranked among the best omelets I have eaten. The cheese melted beautifully, pulling apart with each forkful, and the whole dish tasted so good that I ordered another.

Call it my own little Texas two-step.



A made-to-order vegetarian omelet with melted cheese, served alongside an oat milk latte, proved good enough to order twice

The portions suited the pace of my visit: satisfying, with room to try something else when I felt ready. Thoughtful plating reinforced the restaurant atmosphere. I always appreciate when presentation matches the setting, and this meal delivered.

Next came fried green tomatoes from the lunch menu. Savory and easy to cut through, they paired beautifully with a crisp cucumber martini. Together, the dish and drink brought a refreshing, almost spa-like quality to my late morning at the airport.



A crisp cucumber martini brought a refreshing, spa-like touch to a late morning at the airport

Warm beignets supplied the sweet finish. They reminded me of Canada's BeaverTails, those fried dough treats that deliver a comforting taste of home. Finding that familiar pleasure in Texas made the final bites especially enjoyable.



Warm beignets provided a sweet finish

The passenger gets the star treatment

I left Plaza Premium First DFW feeling well fed, refreshed and thoroughly looked after. It delivered the best airport lounge meal I have had to date, supported by staff who made hospitality feel personal from arrival through dessert.

PPF illustrates how attentive service, comfortable interiors and well-executed dining can give a premium lounge its identity. I experienced the value in small moments: a cheerful greeting, privacy when I wanted to work and a server who helped me settle in.

I would gladly return, whether traveling for business or leisure. PPG gave my Texas trip a sparkling final stop and demonstrated that, in the Lone Star State, the passenger deserves the star treatment.



PAX Publisher Aijaz Khan at Plaza Premium First DFW