

# Airport Dimensions brings southern hospitality to CLT with lounge launch



The lounge view at CLT

[Airport Dimensions](#) has announced the launch of its The Club brand at Charlotte Douglas International Airport (CLT). The Club CLT is the first of a number of "avant-garde" airport lounges Airport Dimensions is set to open across the US, reads the March 30 press release.

"Tailored to appeal to all the senses, they will offer an elevated experience from start to finish, drawing from the heritage of the regions in which the lounges are located," it continues.

The Club CLT is designed to offer a warm and welcoming private space that reflects the history and culture of Charlotte, whilst also providing travelers with a dash of southern charm. The lounge provides an immersive experience from start to finish, transporting travelers from the hustle and bustle of the airport into a relaxing space exquisitely decorated in deep jewel tones and featuring comfortable furnishings to alleviate the stress of travel.

The Club CLT incorporates local art and culture to further enrich and create a sense of place. There are inviting porch swings for a nod to North Carolina ambiance and a menu serving a range of local specialties. Culinary offers include fried green tomato sliders served with spinach, jack cheese and

bacon sriracha aioli, and Carolina bowl pulled pork, alongside warm sweet corn bread with butter, juicy fried pickles with spicy dip, and the freshest seasonal greens, served with a choice of balsamic vinegar or ranch dressing. All of these will be sourced during the peak growing seasons in Charlotte from within a 250-mile radius.



The Club CLT reception desk

The full-service bar has premium drinks including the CLT Margarita, the Club CLT's signature cocktail, which features Blue Shark Distillery's quadruple distilled vodka. A variety of local beers from North Carolina based breweries such as NoDa Brewing Company, Lonerider, Olde Mecklenberg Brewery and Catawba Brewing Company are also available.

Digital F&B ordering through Ready 2 Order will allow guests to order food and beverages via a QR code and for delivery to their table or seat. A selection of light snacks to which guests can help themselves will also be available.

Developed in partnership with architecture and design firm Corgan, the design pays homage to the heritage and natural beauty of North Carolina, with a light-reflecting gold metallic ripple ceiling creating the impression of a sparkling sky and stone flooring with curvilinear gold inlays representing the excitement of the region's first gold rush in 1799.

The business area of the lounge has a full-surface sculpture by artists Anne Moran and Robert Brown, consisting of various metals that create an abstract luminescent effect. Private work pods feature prints from noted landscape photographer Dave Allen, capturing the Blue Ridge Mountains and Great Smoky Mountains National Park.

The amenities guests have come to expect from The Club, such as a hydration stations, a family room, private showers and booths for private calls, are available in the lounge. A host of comfortable 2



seating options will also be available with universal plug-and-play outlets present in every seat.

The Club CLT is available to Members of Priority Pass, along with LoungeKey, which are part of Airport Dimensions' parent company Collinson. The lounge is also available to all Charlotte International Airport travelers looking for a complete hospitality experience through the purchase of a Club Pass online or at the lounge. The Club CLT also participates in the AAA Members Discount and Rewards Program.

"This latest launch adds to Airport Dimensions' growing presence in the US and strengthens our position as the leading lounge operator in the region. This is the first of many lounges that will offer a truly elevated experience, in which the style is bespoke to the location while the quality of digital and physical facilities will delight regular and occasional visitors," said Nancy Knipp, President Americas at Airport Dimensions. "This new project will leverage our market-leading expertise in developing unique airport spaces. We look forward to welcoming passengers and inviting them to enjoy many moments of comfort and relaxation at this important travel hub."



### CLT Airport

"The Club design aims to showcase Charlotte's incredible location and provide a haven in the traveler's journey. We are pleased the design vision was carried out in every detail, from the mountain-scape façade down to the brass inlays at the bar, every facet of the lounge is curated and designed to offer travelers a holistic experience through a series of aesthetics and hospitality moments," said Ginger Gee DiFurio, Vice President and Design Director at Corgan.

Airport Dimensions will continue to grow its lounge network with The Club SFO at [San Francisco International Airport](#) set to open in 2023. The Club SFO is also being developed in partnership with Corgan.

Airport Dimensions recently marked its debut into South America with Ambaar Club, a new lounge concept developed in partnership with the highly respected Ambaar Lounge. Ambaar Club opened at Viracopos International Airport in November and at Fortaleza-Pinto Martins International Airport and

Salgado Filho International Airport in December, with further openings planned at other renowned airports across Brazil.