

Plaza Premium Group elevates airport experiences with Art of Travel campaign

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This creative take on a classic art piece showcases Plaza Premium Group's Limousine product

Plaza Premium Group ([PPG](#)) is transforming the airport journey. Its latest global initiative, The [Art of Travel](#), invites travelers to view each trip as a masterpiece, blending timeless elegance with modern innovation.

Launched in April, the campaign uses iconic works of art to symbolize PPG's five core pillars: Lounge, Meet & Greet, Buggy, Aerotel and Limousine.

Mei Mei Song, Chief Transformation Officer at Plaza Premium Group, explains the vision. "The iconic works of art featured in The Art of Travel campaign are classic masterpieces, selected as metaphors embodying the airport experiences that Plaza Premium Group creates—timelessness and attention to detail. Just as a masterpiece reflects creativity and craftsmanship, we believe that every detail of a traveler's journey—from the moment they arrive at the airport, getting to the destination, to returning home—can be approached as an art form," she tells *PAX International*.

With nearly three decades of experience, PPG understands that travelers seek more than efficiency. “At PPG, our core mission is to make travel better,” Song says. “We understand the importance of continuous innovation and mindful design in curating experiences.”



Mei Mei Song, Chief Transformation Officer at Plaza Premium Group

The universal language

For PPG, art is more than a visual theme. “Art is a universal language that transcends cultures and borders, much like travel itself. It makes travelers feel connected regardless of where they come from or which language they speak,” Song says.

The campaign builds on PPG’s history of integrating art into its lounges in cities such as London, Dubai, Hong Kong and Sydney. This new phase incorporates creative storytelling, digital art and AI enhancements.

It also considers traveler personas. “Airport hospitality is an art and a lifestyle, getting it right can ultimately make the travel journey better—much better,” Song says. “We always try to understand passengers’ pain points and develop thoughtful solutions that truly address their needs.”

One such solution is Beyond First, a bespoke end-to-end service. “From the moment travelers leave their homes until they reach the gate, Beyond First offers premium services such as limousine transport to the airport, personalized check-in assistance, fast-track immigration, exclusive access to the Plaza Premium First Lounge and a buggy ride directly to the gate,” Song says. It serves personas such as solo flyers, senior travelers and families with young children as part of its mission to make travel better for all.



This creative take on a classic art piece showcases Plaza Premium Group's airport Meet & Greet product