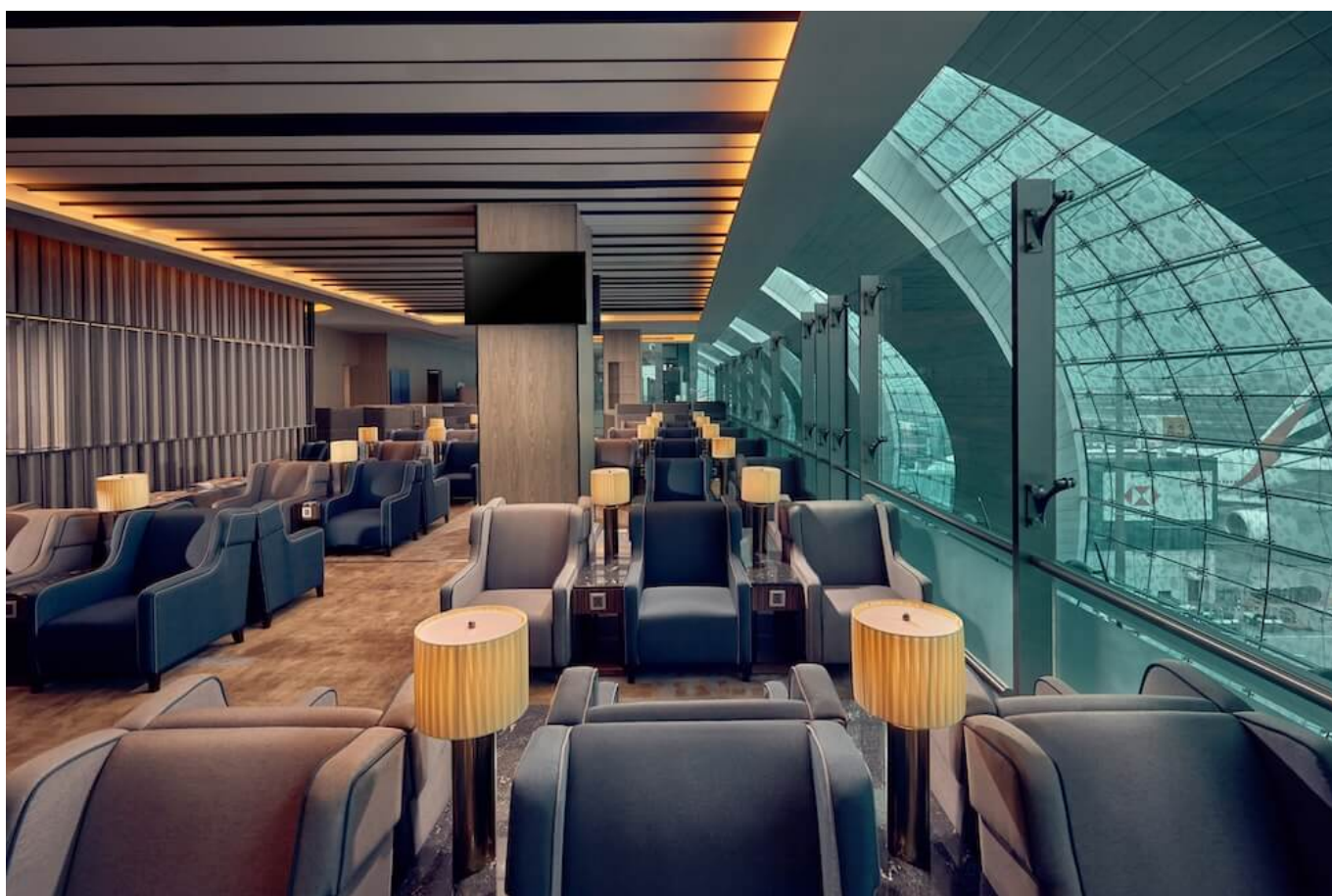


Plaza Premium Group elevates lounge experiences across the Middle East and Asia

This is a special feature from the [November 2025 Middle East, Asia & Africa digital issue](#) of *PAX International*, on [page 32](#).



PPG pioneered the pay-per-use lounge model, redefining how travelers experience airport comfort

Plaza Premium Group ([PPG](#)) continues to cement its presence across the Middle East and Asia with an ambitious expansion plan backed by a US\$300 million investment through 2027. The group's focus on market expansion and product diversification builds on its long-standing presence in these regions.

"Asia and the Middle East are two strategic markets for Plaza Premium Group, where we already have a strong presence and plan to continue expanding," Jonathan Song, Chief Commercial Officer at Plaza Premium Group, tells *PAX International*. The group, which began its journey in Hong Kong and Malaysia in 1998, now operates in Taiwan, Macau, Mainland China, Singapore, Indonesia, the Philippines and Cambodia.



Jonathan Song, Chief Commercial Officer, Plaza Premium Group

In the Middle East, PPG's footprint includes Saudi Arabia, United Arab Emirates, Oman and Jordan.

"We are particularly focused on expanding further in Saudi Arabia, where we have recently established a strategic office," Song explains.

With lounges in Riyadh (RUH), Dammam (DMM), Jeddah (JED), and Red Sea (RSI) airports, the company's decade-long presence in the Kingdom underscores its commitment to growth in one of the world's fastest-developing aviation markets.

Evolving the pay-per-use model PPG pioneered the pay-per-use lounge model, redefining how travelers experience airport comfort. Founded by Song's father, Song Hoi See, in 1998, the model "successfully democratized lounge access and transformed how people travel as airport lounges were exclusive for 15 percent of the Business and First Class travelers."

Nearly 30 years later, the concept has become integral to modern air travel.

"Airport lounges play an essential role in today's travel landscape—in any part of the world and across all cabin classes—whether you fly Economy, Business or First," Song says. Airport operators now view premium lounges as key assets that enhance competitiveness and elevate passenger satisfaction, he explains.

Serving every traveler



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As travel booms across Asia and the Middle East, PPG's product tiering strategy allows it to cater to diverse passenger needs. Its portfolio includes Plaza Premium Lounges for premium amenities, Plaza Premium First for elevated experiences aimed at affluent travelers, and VIP Rooms offering privacy and personalized service.

"Recognizing that there is no one-size-fits-all solution, Plaza Premium Group has developed a product tiering strategy and diversified its lounge and airport hospitality offerings to serve a broader demographic of travelers," Song notes.

This tiered approach extends to design. Business travelers find dedicated workspaces and meeting rooms, while leisure passengers enjoy relaxed zones and social areas such as the Aero Bar at Toronto Pearson Airport. Families benefit from kids' play areas and family-friendly seating. PPG's innovations also include the Caviar Bar in Dubai and Abu Dhabi.

In Hong Kong, the Plaza Premium First Lounge features the Infinity Room for travelers seeking an exclusive, private retreat. The group's recently launched Beyond First service combines the luxury of its flagship lounges with Allways Airport Passenger Services, providing limousine transfers, expedited check-in, and personalized meet-and-assist experiences.

"PPG's commitment to personalized hospitality ensures that all traveler segments—from solo leisure passengers and business travelers to small and multi-generational families—experience thoughtful services that enhance their airport journey," Song says.

PPG's lounges blend culture with premium experiences, reflecting the spirit of the location.

"Our approach balances approachability through culturally mindful, inclusive spaces with luxury touches like premium dining and highly personalized services," Song explains.

Expanding access in emerging markets

PPG continues to bring its blend of accessibility and luxury to new markets, recently expanding into Cairo and Phnom Penh. Collaborations with airlines and integration with loyalty programs are driving this growth.

“At Plaza Premium Group, we emphasize tailored experiences and localization with initiatives like ‘Your Destination Before Departure,’ which proudly integrates local culture, cuisine, art, and design into our lounges,” Song says.

By combining partnerships, localization, bundled services and digital rewards through its Smart Traveller platform, PPG is building a future where every traveler—regardless of ticket class—can enjoy a seamless and rewarding airport experience.

As Song puts it, “Airport hospitality is no longer a privilege, but an expectation—and Plaza Premium Group is proud to lead that evolution.”