Plaza Premium Group expands Asia lounge offering in Bangkok, Taipei and Nagoya

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PPG's Plaza Premium Lounge in Concourse G at Bangkok Suvarnabhumi Airport offer passengers a choice of comfort, amenities and service levels

Plaza Premium Group (PPG) is building its presence across Asia around a clear passenger expectation: time at the airport should serve individual needs. For some, that means a productive hour before a domestic flight. For others, it means a private place to rest between long-haul connections or a quieter dining experience before departure.

Recent investments in Bangkok, Taipei and Nagoya illustrate how the airport hospitality operator is translating those differences into its real spaces. The projects combine openings with substantial refurbishments, pairing practical amenities with regional food, art and design.

Jonathan Song, Chief Commercial Officer, Plaza Premium Group, describes the approach as "doubling down on major Asian gateways with premium airport hospitality."

Two experiences, one gateway

At Bangkok Suvarnabhumi Airport, PPG has opened Plaza Premium Lounge and Plaza Premium First side by side in Concourse G, giving passengers a choice of service levels.

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The 578-square-meter Plaza Premium Lounge seats 98 passengers and serves frequent flyers, families and premium credit cardholders seeking somewhere to work, eat and recharge. A live kitchen and buffet feature Thai favorites, including Pad Thai and Som Tam, while shower suites, family facilities and a multi-faith room accommodate varying preflight routines.

The more intimate, 212-square-meter Plaza Premium First focuses on privacy and elevated service for executives, premium-cabin passengers and other travelers seeking greater exclusivity.



Jonathan Song, Chief Commercial Officer, Plaza Premium Group

“What draws travelers to choose this more exclusive experience is the shift in what luxury means today,” Song tells *PAX International*. “It is less about a physical seat and more about having space, time and control over your journey to step away from terminal noise.”

That proposition extends to made-to-order dishes at Primo Dining and locally inspired cocktails at The Aero Bar, including a Tom Yum-inspired Siamese Martini. Across both lounges, Thai materials, contemporary local art and regional flavors establish a connection with the destination.

Ten years in Taiwan

In Taipei, the priority includes helping passengers recover during longer journeys. PPG completed a five-month refurbishment of four lounges across Taiwan Taoyuan International Airport’s Terminals 1 and 2, marking its 10th anniversary in Taiwan.

The spaces — The Blossom, The Jade, The Terroir and The Crest — draw on local aesthetics while incorporating private resting zones and suites with hotel-quality bedding and premium mattresses.

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PPG has served more than six million travelers in Taiwan since opening there in 2016, Song reveals.

Food also reinforces the local connection, with offerings including Executive Chef Russ Wang's Sha Cha Beef Noodles and a collaboration with Michelin Bib Gourmand-recognized Moon Moon Food.



Primo Dining at Plaza Premium First offers made-to-order dishes, with regional flavors connecting travelers to Thailand

At Chubu Centrair International Airport in Nagoya, shorter domestic journeys call for a different layout. The Terminal 1 domestic lounge accommodates up to 149 travelers, with dedicated work areas, technology connectivity and charging ports at every seat.

Together, the projects show how rest, productivity and cultural identity can guide lounge planning without requiring the same formula at every airport, Song says.

Partnerships support the next phase

Song sees further opportunities in primary and secondary Asian hubs as intra-regional and leisure travel grows. PPG's ambitions extend beyond lounges to Aerotel transit hotels, ALLWAYS meet-and-greet services, airport dining and its Smart Traveller loyalty platform.

An upcoming private terminal jointly operated with Changi Airport Group, scheduled for mid-2027, points toward that broader hospitality strategy.

"Partnerships with airports and airlines are essential in the next generation of airport hospitality," Song says.

Airport collaboration helps PPG align facilities with terminal development plans, while relationships with airlines, financial institutions and lounge networks support capacity planning and service for

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different passenger groups. For PPG, the next stage of expansion rests on connecting those services around the passenger’s journey.

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