

Plaza Premium Group expands HEL presence with Lumi and Aurora lounge concepts



PPG is expanding its presence at HEL with the introduction of two distinct lounge concepts: Lumi and Aurora

Plaza Premium Group ([PPG](#)) has announced an expansion of its lounge operations at Helsinki Airport ([HEL](#)). The development transforms the existing Plaza Premium Lounge into two distinct lounge concepts—Plaza Premium Lounge Aurora and Plaza Premium Lounge Lumi—offering travelers greater choice, enhanced comfort and a more tailored airport experience.

Located in the non-Schengen area near Gate 40, the expanded lounge represents a major strategic milestone for PPG at HEL. Deeply inspired by the raw beauty of Finland's changing seasons, the dual-concept space offers travelers an authentic Nordic atmosphere before departure. The names directly celebrate the country's iconic landscapes: Lumi (Finnish for "snow") evokes pristine, snow-draped winters, while Aurora draws inspiration from the vibrant Northern Lights. This connection to Finland's natural heritage is woven throughout the interiors, brought to life through curated local artwork and thoughtful, nature-inspired design.

The development introduces two distinct lounge concepts tailored to different traveler profiles: Aurora, an elevated transformation of the existing lounge offering a more refined, premium experience, and Lumi, a brand-new lounge designed to be family-friendly and a haven of comfort. This launch builds on PPG's recent momentum at HEL, following the late-May opening of its premier dining concept, Bites & Plates, which seamlessly integrates with both spaces.

"We are excited to further expand our presence in Finland with the introduction of these two new lounge concepts at Helsinki Airport—Northern Europe's premier transit hub connecting Europe and Asia. Building on the strong foundation we established when we entered the market in 2019, along with the recent opening of our new F&B concept Bites & Plates, we are able to provide more options tailored to the different needs of travellers. We look forward to continuing to redefine the airport experience with our award-winning hospitality and truly living our mission to make travel better," said Mario Binelli Mantelli, Vice President, Northern Europe & UK, Operations, Plaza Premium Group.

Plaza Premium Lounge Aurora

Designed exclusively for airline partners, Plaza Premium Lounge Aurora offers an elevated, tranquil 1

environment accommodating up to 101 passengers. Built for both relaxation and productivity, the lounge features a generous buffet selection alongside complimentary wine, beer, and soft drinks, with a premium cocktail menu available for purchase. Catering to families and business travelers alike, the space includes two private shower suites to refresh before long-haul flights, a dedicated children's play corner and a bookable meeting room. Real-time flight information screens are integrated throughout, ensuring guests stay updated while enjoying a calm, comfortable setting between journeys.

Plaza Premium Lounge Lumi

Located adjacent to Aurora, Plaza Premium Lounge Lumi welcomes walk-in travellers, advanced bookings, corporate clients, and members of leading lounge access programs. Designed as an open and accessible space for all travellers, Lumi offers a highly flexible environment for dining, relaxation, and work. Guests wishing to stay productive can take advantage of dedicated work pods, comfortable workstations, and easily accessible charging points throughout the space. To complete the experience, Lumi features a diverse culinary selection blending local Finnish favourites with international dishes, accompanied by complimentary beer, wine and soft drinks—offering a warm, comfortable sanctuary to unwind before departure.

Families travelling through HEL will be welcomed inside Lumi with a dedicated children's play area alongside the first iWall installed within an airport lounge. Developed in Finland, this innovative, motion-sensing gaming wall allows Lumi guests of all ages to control games, exercises and physical activities using their body movements—completely controller-free. Providing an engaging, active way to stretch and recharge right inside the lounge, the iWall brings a fun, wellness-focused touch to the pre-flight experience.

A new chapter at HEL

Together, the Aurora and Lumi lounges represent a significant leap forward in airport hospitality at HEL, the press release said. By offering these two distinct yet complementary spaces, PPG is now positioned to serve the full spectrum of travelers—from airline partners and corporate clients seeking an exclusive retreat, to families, leisure travellers and loyalty program members looking for pre-flight comfort and convenience. Both Plaza Premium Lounge Aurora and Plaza Premium Lounge Lumi are now fully operational in the Non-Schengen Area near Gate 40.