

Plaza Premium Group expands in Istanbul with lounge opening at SAW



The ribbon cutting at SAW

Plaza Premium Group ([PPG](#)) is expanding its lounge and passenger services at Istanbul Sabiha Gökçen International Airport ([SAW](#)).

In line with Turkey's booming tourism sector and rising passenger volumes, PPG will operate four lounges at the airport by this year's summer season — three international and one domestic. This includes a recently opened domestic lounge, with the existing domestic lounge set to convert into an international lounge.

The grand opening of the new Plaza Premium Lounge Anadolu in Domestic Departures at SAW was marked by an inaugural ribbon-cutting ceremony led by Song Hoi See, Founder and CEO of Plaza Premium Group, together with the airport's leadership Kerem Maybek, Chief Commercial and Strategy Officer and Hanita Ahmad, Chief Financial Officer. Attendees were joined by PPG leadership Bora İşbulan, Deputy CEO, Emrecan Ergin, Vice President MEA and Yasemin Akcay, Area General Manager, Türkiye & Hungary. Other distinguished guests included Mehmet Tevfik Nane, Chairperson of the Board at Pegasus Airlines and Mehmet Erdoğan, Board Member of TAV Construction.

Recognizing the growing demand from experience-driven travelers, PPG is creating a distinct proposition for the affluent travel segment in Turkey. It will soon introduce Plaza Premium First — its elevated lounge brand — at Sabiha Gökçen. Plaza Premium First is designed for discerning travelers and represents an evolution of Plaza Premium Group's mission to redefine travel through personalized

hospitality, bespoke dining and curated cocktails, wines and spirits. Plaza Premium First lounges are currently located in cosmopolitan capitals: Hong Kong, Kuala Lumpur, Jakarta, Macau, Vancouver, Phnom Penh and most recently Rome — with more locations coming soon, including Dallas, New York and Riyadh.

“PPG is celebrating its fifth anniversary in Turkey. We began our journey here in 2021 with two lounges, Fast Track and Meet & Assist services at Sabiha Gökçen International Airport. PPG has been growing alongside the airport and the tourism industry. We are optimistic about the growth opportunities as we look forward to further expansion across Türkiye,” said Song.

Sabiha Gökçen International Airport, one of the key hubs in Turkey and Europe, connects Istanbul to more than 154 destinations across 54 countries. It served 48 million passengers in 2025, with more than 270,000 flights. This continued growth reinforces Istanbul's position on the global stage, as the city ranked fifth worldwide for international arrivals in 2025.

In 2025, PPG hosted over 1.2 million passengers across its lounges, fast track and meet-and-assist services at SAW—representing a significant increase of 32 percent compared to the previous year.

“We have seen steady growth in Türkiye's travel industry alongside strengthened connectivity. PPG also saw significant expansion in the past five years. We are excited to broaden our portfolio of airport hospitality services in Sabiha Gökçen Airport and provide more options for travellers, making every journey more comfortable, personalized, and seamless.” said Ali Bora İşbulan, Deputy CEO, Plaza Premium Group.

Speaking at the launch event, Ahmad said, “In the modern era of aviation, travel is defined not merely by the destination, but by the excellence of the journey itself. By collaborating with a world-renowned leader like Plaza Premium Group, we are ensuring that Sabiha Gökçen meets those expectations. The inauguration of this new lounge is a physical manifestation of our shared commitment to redefining and elevating the passenger experience at every touchpoint.”

“At Sabiha Gökçen, our goal is to ensure that every journey through our terminal is fluid, intuitive and genuinely welcoming. This 'More Than an Airport' philosophy is brought to life by partners who share our dedication to excellence. My thanks go to the Plaza Premium Group and Mr. Song Hoi See; their investment in our future is a vital catalyst for the premium experience we provide today,” added Maybek.