

# Plaza Premium Group to unveil two lounges at DFW in early 2026

# PLAZA PREMIUM GROUP

Plaza Premium Group releases details regarding 2026 lounge openings at DFW

Plaza Premium Group ([PPG](#)) has unveiled the next landmark in its American journey at Dallas Fort Worth International Airport ([DFW](#)). This milestone reflects PPG's ongoing passion for transforming the travel experience, promising elevated comfort, innovative design, and personalized service for every guest.

PPG's footprint at DFW began with ALWAYS Meet & Assist, providing end-to-end passenger support across all terminals, followed by the opening of Plaza Premium Lounge in Terminal E in 2020, marking PPG's first lounge in the U.S. Designed with a Texas-inspired aesthetic, fresh local and international cuisine, a full-service bar and amenities including high-speed Wi-Fi and charging stations.

Building on this foundation, PPG is preparing to expand its presence at DFW with two new lounges in Terminal D, opening in early 2026 – Plaza Premium First and Plaza Premium Lounge. These spaces are designed to deliver tailored experiences for distinct traveller segments, recognizing that today's passengers have diverse expectations, travel purpose and preferences.

- **Plaza Premium First:** Offering an elevated lounge experience for discerning travelers, Plaza Premium First will provide a refined, bespoke experience with personalized service at its core. Designed for travelers who value a highly curated service with attention to detail and individuality. Drawing on the brand's successes in global gateways, this exclusive lounge will embody contemporary luxury, all-inclusive, personalized service, refined dining, indulgent amenities and privacy.
- **Plaza Premium Lounge:** Complementing the premium experience, Plaza Premium Lounge will provide a welcoming environment designed for comfort, convenience, and relaxation. It sets a new benchmark for accessible yet high-quality airport hospitality, catering to the needs of today's diverse traveler.

Both lounges will blend local character with international influences – drawing inspiration from the culture of Dallas-Fort Worth and the broader global travel community. Sustainability and accessibility remain central to the design, ensuring that each visit upholds PPG’s commitment to eco-friendly and inclusive travel.

Once operational, PPG will serve passengers in both Terminals D and E together with ALWAYS Meet & Assist, creating an integrated hospitality network designed to elevate every stage of the journey.

“We are excited about what this development represents, full details — including design, amenities, partnerships and access programs — will be shared closer to the opening. We are also aware that some third-party reports have included incomplete or inaccurate information, and we encourage media and travelers to refer to PPG’s official communications for verified updates,” PPG said in its statement regarding the upcoming lounge developments at DFW.