

Plaza Premium Group unveils growth plans across North America



Plaza Premium Group will expand its lounge offerings across the Americas

[Plaza Premium Group](#) (PPG) has announced it will significantly expand its presence across the Americas. This endeavour reflects the Group's commitment to invest US\$300 million globally over the next three years.

The strategic move aims to reinforce PPG's dedication to delivering 360-degree integrated end-to-end airport services, the July 9 press release said.

Expansion highlights include:

- **Personalized Services:** Travellers can expect more personalized services, increased lounge access, new flagship locations and seamless digital solutions across both Plaza Premium Lounges and ALLWAYS Meet and Assist concierge services.
- **Regional Focus:** The Group's efforts will be concentrated on Canada, the United States, and Brazil, with significant projects in Toronto and Vancouver and new lounges in high-traffic U.S. cities like Las Vegas and Washington, D.C.

- **Evolved Partnerships:** PPG will continue its partnerships with Capital One and Visa to develop branded lounges and provide tailored premium experiences.
- **Smart Traveller:** Enhanced membership and rewards program, [Smart Traveller](#), will continue to offer exclusive benefits and personalized experiences to frequent travelers.

Leading this endeavour is Pascal Belanger, Senior Vice President of the Americas, who is known for his leadership and industry expertise.

“As travelers increasingly seek personalized and seamless experiences, Plaza Premium Group is harnessing technology and research to redefine airport hospitality,” said Belanger. “Our investment in cutting-edge technologies like OneTECO and advancements in robotics and AI underpins our commitment to setting new standards. These initiatives aim to enhance operational efficiency and elevate customer experiences across our global footprint, creating the perfect destination before departure.”

The investment aligns with recent consumer reports and trends. This includes a study indicating that 70 percent of travellers desire more lounge access, greater personalization and an integrated digital solution, like an app, for all services.

The ACI 2023 Global Traveller Survey, sponsored by Plaza Premium Group, found that 67 percent of respondents would likely use an app that facilitates navigation and wayfinding, demonstrating the importance of seamless digital solutions in enhancing the travel experience.

As Plaza Premium Group expands its footprint in the Americas, it reaffirms its commitment to enhancing global travel experiences, with Canada standing as one of its earliest and continuing focus markets since 2004.

Song Hoi-see, Founder of Plaza Premium Group, said: "Since our inception, Plaza Premium Group has been driven by a singular goal: to make travel better. Our journey began with the vision of providing accessible and luxurious airport hospitality services to all travelers, regardless of their class of travel or ticket type. Our Americas expansion is a significant milestone in our continued pursuit of excellence."

Plaza Premium Group said it believes that the airport lounge is more than just a transitory space; it's a destination in itself. This belief is central to their latest initiative, “Proudly Local”, which aims to redefine the airport lounge experience into a “destination before departure.” As such, Plaza Premium Group will curate lounges that showcase the best of local cultures within each host city.

“This strategic investment heralds a new era of excellence in airport innovation. By anticipating and adapting to emerging technologies, industry trends and traveler expectations, PPG will be at the forefront of airport innovation,” said Belanger.