

Plaza Premium Group unveils redesigned Plaza Premium Lounge in Dammam



The grand opening was marked by a ribbon-cutting ceremony led by Song Hoi See, PPG's Founder and CEO (Fifth from left); together with Dammam Airports leadership – Mohammed Al-Hassany, CEO (Fourth from left); Rashed Alshammari, EVP Commercial (Third from left); and Anis Jmour, General Manager (Second from left). They were joined by PPG's senior leadership including Ali Bora İşbulan, Deputy CEO (Third from right); Mr. Prasan Verma, Chief Technology Officer (Fourth from right); Okan Küfeci, Senior VP EMEA (First from left); Emrecan Ergin, Vice President MEA (Second from right) and Hassan Mehmood, General Manager for KSA (First from right)

Plaza Premium Group ([PPG](#)) has officially unveiled its Plaza Premium Lounge at King Fahd International Airport ([DMM](#)) in Dammam.

First opened in 2018, the lounge has recently undergone a comprehensive rebuild, designed to deliver an elevated standard of comfort, innovation and service excellence that meets the evolving needs of today's discerning travelers.

This enhancement strategically aligns with the growth trajectory of DMM and supports the Kingdom of Saudi Arabia (KSA)'s broader aviation transformation under Vision 2030. Rolled out in two phases, with the first completed in November 2025, the project reflects Plaza Premium Group's continued investment in the region and its commitment to delivering world-class airport hospitality across the Middle East.

As one of KSA's busiest airports, DMM connects to 65 global destinations and is targeting more than 19.3 million passengers annually by 2030, with long-term capacity set to reach 32 million. The lounge's comprehensive upgrade positions PPG to serve this expanding market and reinforces the Group's support of the Kingdom's goal to become a leading global travel hub.

PPG has been serving travelers in KSA for more than a decade, with a growing presence across Dammam, Riyadh, Jeddah and the Red Sea. The strategic enhancement also aligns with PPG's vision to expand its footprint across the MENA region, following its recent opening of a regional

headquarters in Riyadh.

“The opening of our new Plaza Premium Lounge in Dammam reinforces our strong confidence in Saudi Arabia’s growing aviation sector in the Kingdom. As we continue to expand across key destinations in the region, we remain committed to bringing our expertise in delivering award-winning airport hospitality to serve passengers better and support the Kingdom’s ambitions,” said Song Hoi See, Founder and CEO of Plaza Premium Group.

Eng. Mohammed A. Alhassany, CEO of Dammam Airports, said, “Elevating the passenger journey at King Fahd International Airport is a priority we pursue through continuous enhancement and trusted global partnerships. The newly redesigned Plaza Premium Lounge is a strong addition to our service ecosystem, raising the standard of comfort, hospitality, and premium touchpoints for our guests. We welcome Plaza Premium Group’s continued investment in Dammam Airports, which supports our growth ambitions and contributes to the aviation program under the national transportation and logistics strategy. Together, we are creating a more seamless, welcoming experience for business, leisure, and family travelers alike.”

The upgraded Plaza Premium Lounge in Dammam welcomes passengers with a warm, modern and thoughtfully curated experience blending authentic Saudi heritage with contemporary design. The 1,067 square-meter space with 262 seats is zoned to cater to diverse needs, whether for quiet reflection, productive work, premium dining or family relaxation. Self-check kiosks have also been installed for seamless lounge access.

Inclusive amenities:

- Shower rooms and Accessible washroom with integrated shower facilities
- Dedicated prayer rooms for men and women
- Baby care station
- Vanity area inside the female washroom
- Smoking zone designed with advanced ventilation
- VIP room for Business and First Class travelers

Elevated dining experiences

- Buffet featuring freshly prepared dishes by the culinary team.
- Lounge-to-Go counter for convenient takeaway options
- Dedicated bar counter with selection of wine and spirits and signature mocktails
- Primo Dining offering à la carte all-day menus featuring classic staples alongside Middle Eastern classics like Arabic Chicken Kabsa and Mezze Platters (Passengers of partnered airlines are eligible for complimentary access; other travelers may upgrade from standard PPL access for USD \$20)

“In line with PPG’s customer-centric approach, our focus is on creating a functional and welcoming space that responds to how passengers travel through Dammam today,” said Emrecan Ergin, Vice President for Middle East and Africa, Plaza Premium Group. “The upgraded lounge delivers a thoughtfully curated experience through art, enhanced food and beverage offerings, and purposefully

designed spaces that cater to all kinds of travelers.”