

Plaza Premium Lounge and Plaza Premium First debut at DFW



Plaza Premium opens two new lounges at DFW

[Plaza Premium Group](#) (PPG) has opened two new lounges at Dallas-Fort Worth International Airport ([DFW](#)). This milestone launch introduces the first-ever Plaza Premium First (PPF) in the United States, alongside a reimaged Plaza Premium Lounge (PPL), that caters to a variety of traveler needs—from luxury seekers to business travelers and families. The openings in Terminal D establish PPG's flagship presence in the United States.

Plaza Premium Group's footprint at DFW began with the introduction of ALWAYS Meet & Assist, offering end-to-end passenger support across all terminals. This was followed by the opening of the Plaza Premium Lounge in Terminal E in 2020, marking the Group's first lounge in the United States. Featuring a Texas-inspired design, a selection of fresh local and international cuisine, a full-service bar, and modern amenities including high-speed Wi-Fi and charging stations, Terminal E continues to serve as a cornerstone of the Group's U.S. operations.

Building on this strong foundation, Plaza Premium Group is expanding its presence at DFW with the launch of two new lounges in Terminal D: Plaza Premium First and Plaza Premium Lounge. These new spaces are thoughtfully curated to cater to distinct traveler segments, reflecting the Group's commitment to meeting the diverse expectations, travel purposes, and preferences of today's passengers. The debut of Plaza Premium First marks the brand's first U.S. lounge and its second in North America, following its Vancouver debut in 2024.

Renowned for its culinary diversity, exceptional hospitality, distinctive design and thoughtful amenities, both lounges blend local character with international influences drawing inspiration from the culture of Dallas-Fort Worth and the broader global travel community.

Plaza Premium First

Plaza Premium First is designed to provide a refined, bespoke experience with personalized service at its core. Drawing on the brand's successes in global gateways, this lounge will embody contemporary luxury and elevated hospitality for discerning travelers who value craftsmanship, attention to detail and individuality, the March 10 press release said. The newly launched Plaza Premium First represents the brand's most elevated offering to date.

Upon arrival travelers are welcomed by a dedicated lounge ambassador and escorted to their table where they can enjoy a full sit-down dining experience. Menu highlights include breakfast and all-day dishes such as Brisket Benedict, Prime Steak Tips and Duck Tacos, alongside indulgent desserts like ube cheesecake and warm bread pudding. A self-serve buffet is also available, while à la carte dishes are ordered tableside and served by staff, complemented by drink and dessert trolley service.

The beverage program features a curated selection of complimentary craft cocktails, wine and beer, alongside a reserve list of select bottles available for purchase. Signature cocktails are complemented by a thoughtfully selected wine, beer and spirits list. The lounge emphasizes enhanced privacy through thoughtfully designed interiors featuring leather seating and subtle locally inspired design touches, alongside wellness-focused amenities such as luxurious shower facilities and dedicated relaxation areas.

Personalized service remains at the heart of the experience, with each lounge ambassador delivering exceptional hospitality throughout every visit, the press release stated.

Plaza Premium Lounge

Plaza Premium Lounge at DFW offers a premium and welcoming environment centered on comfort, convenience and relaxation, delivering high-quality airport hospitality in an accessible, contemporary setting. The lounge features a thoughtfully curated food and beverage program, including a rotating buffet, complemented by self-serve coffee, tea and soda water available daily.

Passengers seeking a more premium dining experience can also enjoy an à la carte menu featuring standouts such as the Smash Burger, Korean Fried Chicken Sandwich and shareable bites like crispy dumplings and fried green tomatoes, alongside a full-service bar. The lounge has a mix of comfortable open seating and private seating areas for added privacy, high-speed Wi-Fi and charging stations throughout the space.

Travelers can enjoy locally inspired culinary offerings such as buttermilk biscuits, blueberry cobbler muffins and cranberry orange muffin bread from family-owned Dallas bakery Maui Foods, paired with local beverages including Hop & Sting craft beer, TX Whiskey and Garrison Brothers Cowboy Bourbon, as well as a selection of wine, beer, spirits and non-alcoholic refreshments including La Colombe coffee, premium teas, juices and soft drinks.

Comfort at DFW

Access to both lounges is available for purchase, with flexible options designed to suit different travel needs. Plaza Premium Lounge offers access starting at US\$70 for a two-hour stay, providing passengers with premium comfort and amenities in a contemporary setting. For elite travelers, Plaza

Premium First is available starting at US\$115 for a two-hour stay, delivering personalized service, refined dining and enhanced privacy. Additional hours may be purchased for an added fee. Lounge access is available for travelers departing within three hours of their scheduled flight.

Both lounges integrate PPG's commitment to culture, interpreted through distinct artistic expressions in each space. Plaza Premium Lounge serves as a canvas for community engagement through opportunities for local artists, galleries and organizations in the Dallas-Fort Worth area to display their work throughout the space, celebrating the city's creativity and connecting guests to the heart of the destination. Plaza Premium First elevates this approach with the brand's Global Art Program, curating an exclusive collection of international artworks in collaboration with global art partners. These curated pieces transform the lounge into an intimate gallery, blending local and global artistic perspectives to enhance the overall guest experience.

Each lounge reflects Plaza Premium Group's signature design philosophy, blending local inspiration with international influences to create a seamless pre-flight experience for both domestic and international travelers.

PPG will introduce Beyond First, a fully curated, end-to-end premium airport experience that goes well beyond lounge access. Supported by PPG's ALWAYS Meet & Assist concierge service, Beyond First pairs exclusive access to Plaza Premium First with tailored Meet & Assist support, porter service and chauffeured limousine transfers in partnership with Blacklane, ensuring an effortless journey from home or hotel to gate—and beyond.

The ALWAYS Meet & Assist concierge service is available for bookings by any traveler from 6 a.m. to 6 p.m. at all terminals at DFW. It provides guided support through check-in, security, baggage handling, fast-track TSA clearance, and private jet bridge access upon request. Designed for business travelers, VIPs, families, or solo passengers alike, it ensures a stress-free, fully tailored airport experience. Reservations can be made in-person at the ALWAYS concierge desk in Terminal D or by booking online directly through the ALWAYS website.