

PPG launches global campaign to enhance summer sport experience



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[Plaza Premium Group \(PPG\)](#) has launched “The Starting Line,” a global campaign designed to enhance the airport experience for travelers attending major international sporting events this summer. The initiative will see the airport hospitality provider introduce sport-themed activations across its portfolio of lounges, hotels, dining concepts and passenger services, positioning airports as part of the broader travel journey for sports fans.

The campaign will be rolled out across multiple markets including Brazil, Canada, the United States, Europe, the Middle East, Africa and Southeast Asia. Within its lounge network, PPG is introducing fan zones, live match screenings, themed décor and interactive activities at selected locations. Lounges in São Paulo and Rio de Janeiro will feature dedicated football viewing areas, while locations across Canada, the Middle East and Africa will incorporate match-day activations, themed styling and regional food and beverage offerings. In the United States, lounges at Dallas/Fort Worth and Orlando

will host football-themed games and passenger engagement activities during key match days.

As part of the program, Aerotel properties at Shanghai Pudong, London Heathrow and Madrid will offer travelers access to selected live football match screenings, allowing them to follow sporting events while in transit. Summer Travel Kits containing travel essentials will also be available at selected U.K. locations, complementing the company's hospitality offering during the peak travel season.

The initiative extends to PPG's dining and passenger services businesses. Flight Club locations in Kuala Lumpur, Kota Kinabalu and Bali will introduce "Watch & Dine" experiences featuring match screenings, themed entertainment and shared dining options. Meanwhile, ALWAYS Meet & Assist services will provide travelers with airport support including fast-track processing, porter services and terminal transfers across its global network of more than 500 airports.

As part of the campaign, PPG has also introduced a new brand mascot designed to represent sports-focused travelers attending international events. The Starting Line reflects the company's strategy of leveraging major global sporting events to drive engagement across its airport hospitality ecosystem, strengthening the role of airport lounges, accommodation and passenger services within the wider travel experience for sports fans throughout the summer season.