

PPG celebrates Lunar New Year with activations across lounges



In Macau, guests receive personalized calligraphed blessings

Plaza Premium Group ([PPG](#)) is welcoming the Year of the Horse with a series of Lunar New Year celebrations across its worldwide lounge network—bringing the season to life through culture and connection at one of the most significant moments in the global travel calendar.

Running from until February 28, the global Lunar New Year program spans Asia-Pacific, Europe, North America and Oceania, bringing the season directly into the travel journey. At a time when millions are on the move, airport lounges offer a moment of grounding—where flavors, shared rituals and cultural practices reconnect travelers with the meaning of the season.

Hong Kong sits at the heart of the Group's Lunar New Year program. At [Hong Kong International Airport](#), the most comprehensive seasonal activation unfolds across the lounges, bringing together curated dining, live cultural moments and guest-led participation as part of the pre-flight journey. Seasonal dining anchors the experience throughout the period. Highlights include an exclusive Spring Menu presented in collaboration with Ming's Kitchen at [Plaza Premium First](#), alongside a curated caviar and sparkling wine experience designed to elevate the festive occasion.



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Live Lo Hei sessions form a key moment of collective celebration, integrated into the lounge environment and inviting travelers to take part in the ritual as part of their journey. Throughout the season, guests are also invited to participate in the CNY Lucky Charm DIY Experience, creating Year of the Horse keepsakes with exclusive Lunar New Year stamps. On selected festive dates, the God of Wealth Giveaway brings the celebration into the space — greeting guests, posing for photos and sharing festive treats and laisee packets to reinforce the sense of abundance and goodwill associated with the season.

From this foundation, Lunar New Year moves through the network much like the journeys it accompanies — carried by shared traditions and shaped by local hands. Across Greater China, lounges welcome peak holiday travel through symbolic dishes and warming refreshments — from Buddha Jumps Over the Wall and eight-treasure rice to tangyuan and festive snacks — paired with ginger tea welcomes and family craft corners where Spring Festival traditions come to life through knot-tying, couplet-writing and tanghulu.

In Macau, guests receive personalized calligraphed blessings in-lounge, alongside festive menus featuring celebratory classics such as dried oyster and shiitake mushroom soup with lotus root, abalone-sauce shrimp-roe E-fu noodles, pan-fried sticky rice cake and sesame balls — dishes chosen for their meaning as much as for their taste. In Taiwan, Lunar New Year continues through live calligraphy and wishing-card displays, with heritage sweets paired with longan and red-date tea, complemented by a curated PPG On-Air Lunar New Year playlist that shapes the ambience across the lounge.

As the journey continues through the wider Asia-Pacific region, Lunar New Year travels alongside it.

Across lounges in Australia and Southeast Asia, travelers are welcomed with symbolic red-pocket gestures, while wish-tying and bracelet-making invite hands-on participation at a relaxed pace. Festive décor and seasonal culinary highlights — from traditional Lunar New Year cakes and sweets to Lunar New Year-themed beverages — bring familiar flavors and a sense of anticipation into the pre-flight experience, allowing the season to be marked without interrupting the flow of travel.



The Lucky Bloom Cocktail featuring the horse

Further along the journey, the season continues to resonate through cultural expression. In the United Kingdom, lounges mark Lunar New Year with live cultural programming — including traditional music performances and calligraphy demonstrations — complemented by festive dining elements and seasonal Lunar New Year menus and treats. In Canada and the United States, Lunar New Year is experienced through a comfort-led lens, reflecting how the season is often observed when far from home. Familiar festive flavors such as dumplings, spring rolls and sweet rice desserts anchor the experience, complemented by festive cocktails and non-alcoholic drinks inspired by Lunar New Year ingredients, alongside symbolic décor woven into the lounge environment.

“Lunar New Year is a time of connection, shared traditions and celebrating with family. As a global 3

hospitality leader, Plaza Premium Group is pleased to share the warmth and spirit of the season with travelers worldwide, through a thoughtfully curated experience across every touchpoint to support those away from home” said Samantha Lim, Plaza Premium Group's Global Director of Lounges. “This season reminds us of the importance of togetherness, renewal and gratitude- values that deeply inspire our commitment to elevating the airport experience through exceptional comfort, hospitality, and care, while creating heartfelt and memorable experiences for every traveler who passes through our doors.”

PPG’s mission to “make travel better” remains at the heart of these celebrations, shaping airport lounges into cultural waypoints where comfort, hospitality and the special season are experienced as part of the destination, even before take-off.