

Plaza Premium Group

In-Terminal Hotels and Airport Lounges for More Relaxed Air Travel



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Although air travel is often considered the quickest way to move from A to B over a significant distance, the airport experience indubitably adds time and inconvenience that can deter people from choosing to fly.

Once time is set aside for travelling to the airport, checking in luggage, clearing security and reaching the departure gate, flying short-haul distances may not be the most convenient choice for all passengers. Such factors may also deter people from travelling further afield, as the hassle of transatlantic flights may

motivate holidaymakers to choose a destination that is closer to home and can be reached by road or rail.

To support the return to air travel and promote international tourism following the Covid-19 pandemic, it is thus imperative for airports, airlines and suppliers

to work together to make the airport experience more appealing for passengers. With its mission to 'Make Travel Better', Plaza Premium Group aims to accomplish this.

Aerotel

Airport accessibility plays a key role in enabling passengers to use air travel. Although many people choose to drive to the airport to efficiently transport themselves and their luggage, this puts airport parking and local roads under considerable pressure and comes with a significant cost per car.

Meanwhile, passengers who are unable or choose not to drive may find that ground transportation options limit their ability to catch certain flights, even when an airport is well-connected to public transport links. For example, LHR is served by London's rail and tube network, but the first train to Heathrow Airport from Paddington arrives at 05:47, while the last train leaves Heathrow at 23:25. For early morning flights that require passengers to arrive outside of these hours or for passengers travelling from further afield, it may be necessary to also book a hotel and taxi.

To mitigate this inconvenience and remove the need to organise a transfer from a nearby hotel, in-terminal hotels are becoming popular at some airports. Plaza Premium Group has thus opened landside and airside hotels in airports across the globe, including an impressive 82-room facility nestled in the arrivals hall at LHR Terminal 3.

For added convenience and in recognition of the varied schedules of passengers, these rooms can be booked for periods of six hours, nine hours, twelve hours or nightly. Meanwhile, rooms are offered for solo, couple and family groups and are all equipped with power showers and soothing lighting, as well as small touches like Sleep Tea to help guests feel refreshed.

This service can make flying more attractive by removing the stress associated with travelling to the airport and worrying about arriving on time. Instead, passengers staying at an Aerotel facility can wake up and simply walk upstairs to catch their flight or can use the facility upon arrival to recharge for onward travel.

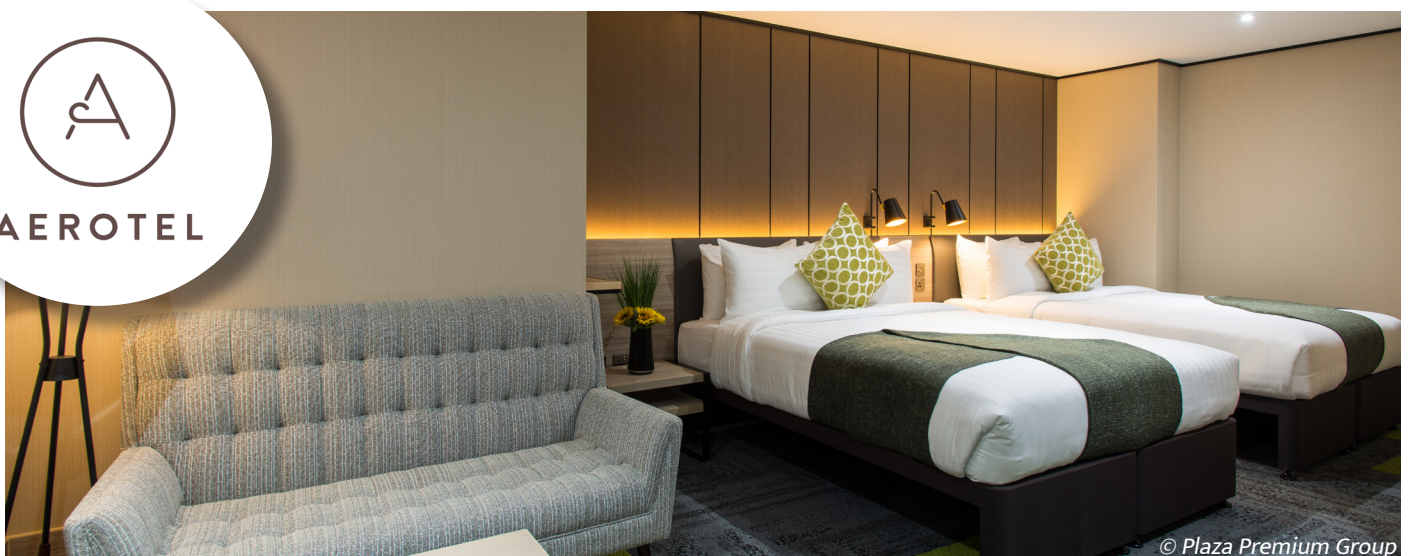
Plaza Premium Lounge

Likewise, some passengers are attracted to air travel due to the option of accessing premium experiences while waiting for their flight. In 2022, Plaza Premium Lounge was voted the 'World's Best Independent Airport Lounge' at the Skytrax World Airline Awards for the sixth consecutive year. Its London Heathrow Terminal 2 Departures lounge was listed as number one on the Top 10 rankings, followed by its Terminal 3 Departures lounge at Leonardo da Vinci-Fiumicino and its facility at London-Gatwick North Terminal Departures.

These facilities provide travellers with a comfortable space to relax away from the crowds, alongside private suites, shower facilities and a selection of freshly prepared meals, including both English and



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international choices. Thanks to the popularity of this experience, the company is expanding its facilities and has recently opened its seventh location in the UK, with the launch of its first lounge in Scotland at Edinburgh Airport.

As the company grows, the Group continues to study the preferences of its customers and meet the varied and dynamic needs of travellers. The new lounge in Edinburgh consequently incorporates facilities such as a quiet area for reading or working, as well as an interactive zone to entertain children and families.

These offerings highlight the Group's ability to make air travel more attractive to a vast array of customers, from families who find it stressful to travel with

children, to business travellers who require reliable Wi-Fi.

Alongside this UK expansion, Plaza Premium Group aims to double its lounge locations worldwide from over 250 lounges to over 500 lounges by 2024/25. In line with the growing industry trend towards digitalisation, the Group will also incorporate new technologies into its facilities across the globe. **Plaza Premium Group Founder and CEO Song Hoi See said:** *"We believe that digitalisation plays a part in delivering a seamless customer experience. Therefore, placing solid technology which connects, from service delivery to our backend systems, has been our focus this year."*

Through these efforts, Plaza Premium Group hopes to mitigate the inconveniences associated with the airport journey and attract customers seeking a luxurious and enjoyable travel experience. These options will help ensure passengers continue to choose to travel by air, thus assisting the aviation industry in its ongoing recovery from the pandemic.

Plaza Premium Group is comprised of four core business segments – airport lounges; airport terminal hotels; airport meet & greet services; and a range of airport dining concepts.



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