

For Immediate Release

**Plaza Premium Group introduces land-to-air airport experience  
at Qingdao Jiaodong International Airport**

*Through a unique joint venture China's newest international transport hub features 360-degree hospitality services including Plaza Premium Lounges, Aerotel and Meet & Greet services*



*Three-storey VIP Building at Qingdao International Airport operated by Plaza Premium Group*

**(Hong Kong, 25 August 2021) Plaza Premium Group**, the world's leading airport hospitality service provider, in joint venture with **Qingdao International Airport Group** and **Capital Airport VIP Service Management Co. Ltd.** has introduced its first land-to-air premium airport experience which features exclusive, integrated services and facilities, including four Plaza Premium Lounges, one Aerotel and a suite of VIP services including private meeting rooms, meet-and-greet, curb-to-apron escort services and fast track immigration clearance in China's newest airport Qingdao Jiaodong International Airport (TAO).

The unique land-to-air premium experience is offered in two areas: a three-storey VIP Building located at the Arrival area and three Plaza Premium Lounge outlets at the Departure area. Covering a total 6,500 square metres of the airport space, the multi-complex VIP Building offers end-to-end airport hospitality services from dining, lounging, meet-and-greet to personalised concierge and accommodation. The tri-party joint venture is missioned to bring world-class airport hospitality to China's new major aviation hub which spans 478,000 square metres and is equipped to host over 35 million travellers annually.

## PLAZA PREMIUM GROUP

“Thank you for the trust honoured by the Qingdao International Airport Group and Capital Airport VIP Service Management to work with us on this unique partnership to design, build and operate 360-degree land-to-air VIP experiences. The Qingdao project showcases how Plaza Premium Group’s offering has evolved beyond lounge and traditional airport services, towards an end-to-end airport hospitality experience to serve the evolving needs of travellers in today’s new travel landscape. This project that we have spearheaded demonstrates that diversification in the industry is necessary and we look forward to offering this holistic support service to more airports globally in the future,” shares **Mr. Song Hoi-See, Founder and Chief Executive Officer of Plaza Premium Group**. “Furthermore, Qingdao marks the Group’s first presence in the Eastern China region - we are thrilled to expand our presence in mainland China, a market that we value and are dedicated to meeting the needs of.”

### **Land-to-Air Experience: Integrated and premium services offered at the three-level VIP Building**

Level 1: Houses 11 VIP rooms that offer designated spaces for corporations to provide private and premium airport services to affluent travellers. Services include private check-in, concierge, dining, lounge, and a special fast track or curb-to-apron service for those departing at the Domestic terminal.

Level 2: Award-winning services by Plaza Premium Lounge. The 2,673-square-foot lounge includes three private dining areas, three tea rooms, an Aerobar, massage service, concierge, VIP meeting rooms, individual work stations and a souvenir shop.

Level 3: Aerotel Qingdao is located on the third floor of the VIP Building and within a five-minute walk to the nearest security checkpoint. Designed to *promise a “Good Sleep at The Airport”* with travellers’ needs and convenience in mind, the Aerotel houses 54 comfortable rooms across three suite types, crafted with quality bedding, pillow options, soothing lighting, powerful showers, high-speed Wi-Fi and in-room IPTV. On the first and second floors of the building, guests can take advantage of the extensive leisure facilities inside the VIP Building’s Plaza Premium Lounge, as well dine in the restaurant serving various locally inspired and international food options.

### **Departure Experience: A relaxing journey at Plaza Premium Lounge for domestic travellers**

At the new airport, travellers are able to enjoy three pay-per-use Plaza Premium Lounges located on the airside third floor of Terminal 1, situated near the boarding gates, as well as on the East and West sides of the Central Landscape Area respectively. Varying based on the specific lounge, the Lounges offer fast track services, food and beverage options, showers, private resting areas, massage and beauty services, and VIP meet and greet.

The unique land-to-air experience commenced on the opening of Qingdao Jiaodong International Airport on 12 August 2021. All services are available for reservation on [Plaza Premium Lounge official website](#) and [Aerotel official website](#) or via partnered distribution channels and corporations. Since 2019, Plaza Premium Group has opened Aerotel at Beijing Daxing International Airport, and recently opened the first high-speed railway lounges at Changsha, Guangzhou and Shenzhen.

-END-

## PLAZA PREMIUM GROUP

### Images:



*Plaza Premium Lounge at Qingdao Jiaodong International Airport – 1/F lounge area*



*Plaza Premium Lounge at Qingdao Jiaodong International Airport – V1 lounge*



*Aerotel at Qingdao Jiaodong International Airport - 3/F Reception*



*Aerotel at Qingdao Jiaodong International Airport – 3/F room*

### High-resolution image can be downloaded here:

Link: <https://plaza-network.box.com/s/cb53885m20zxoq0ksy2ijezur1e82zbt>

### About Plaza Premium Group

With a mission to *Make Travel Better*, Plaza Premium Group is the pioneer and industry leader in innovating global airport hospitality services and facilities in over 250 locations of more than 70 international airports across the world. Established in 1998 and headquartered in Hong Kong, the group comprises four core business segments – airport lounges Plaza Premium First and Plaza Premium Lounge; airport terminal hotels Aerotel and Refreshhh by Aerotel; airport meet & greet services ALWAYS and a range of Airport Dining concepts. The Group has also developed Smart Traveller, a mobile-app based global airport membership programme that is designed for air travellers, offering uniquely-curated perks, benefits and rewards experience through points earning and redemption. In addition to its own brands, Plaza Premium Group provides airport hospitality solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, Lufthansa, China Southern Airlines, Star Alliance, SkyTeam, American Express and many more.

The Group has won more than 60 accolades in the last five years, including “World’s Best Independent Airport Lounge” for four consecutive years from 2016 to 2019 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by TTG Asia

**PLAZA PREMIUM  
GROUP**

magazine. In 2020, the Group has successfully been awarded ISO 9001:2015 for Hong Kong Headquarters, proving the quality management in providing airport lounge services. In addition, the group's Founder and CEO Mr. Song Hoi-see was named Ernst & Young Entrepreneur of The Year and Master Entrepreneur of The Year 2018 Malaysia. Plaza Premium Group currently employs over 5,000 staff and serves more than 20 million global passengers annually. By continuously innovating and striving to surpass travellers' expectations of airport experiences, the group is growing exponentially across major international airports globally.

To learn more: [www.plazapremiumgroup.com](http://www.plazapremiumgroup.com)

Connect with us: [LinkedIn](#) @plazapremiumgroup, [Twitter](#) @PPG\_worldleader and [WeChat](#) @PlazaPremiumGroup

**Media Contacts:**

Eva Lui, Senior Manager, PR & Corporate Communications, Plaza Premium Group

T: +852 3960 1456 E: [eva.lui@plaza-network.com](mailto:eva.lui@plaza-network.com)

For more information and interviews, please contact **Sinclair** at (852) 2915 1234

Leanne Mullineux | [Leanne@sinclaircomms.com](mailto:Leanne@sinclaircomms.com) | (852) 6929 8614