



News Release

Plaza Premium Group Launched the Second Plaza Premium Lounge at Helsinki Airport *Further expand Group's presence across Europe*



Plaza Premium Lounge at Helsinki Airport Terminal 2

(Helsinki, 21st February, 2022) Plaza Premium Group, the pioneer in global airport hospitality, is pleased to announce the opening of the second Plaza Premium Lounge at Helsinki Airport. This exciting new addition strengthens the Group's strategic presence in Finland and increases its foothold across the rest of Europe. Current location at Helsinki Airport is at non-Schengen area, near to gate 40.

Located within the landside area in the new Terminal 2, spanning 731 square metres and offering seating for 135 guests, Plaza Premium Lounge Helsinki offers a unique environment for passengers to enjoy exclusive and distinctive services at Helsinki Airport. Guests can enjoy a Finnish sauna for the ultimate relaxation experience, the only one available for all travellers at the airport as well as a full 'Wellness Centre' including hair salon, beauty treatments and massage facilities. Private meeting and sleeping pods are available for passengers who require their own dedicated space to work and rest at the airport. The lounge also caters for ALWAYS Meet & Assist service, VIP guests and has a private elevator installed in the lounge allowing passengers fast track access where they can continue through the Premium security lane towards the destination gate.

Helsinki Airport is the largest airport in Finland and the major international gateway to Helsinki. The airport offers fast and smooth connections to Asia and is Northern Europe's leading transit airport. As part of the development programme by the Finnish airport operator Finavia, the airport will have the capacity to serve 30 million passengers annually. The goal of Finavia's investment programme is to develop services and customer experience and strengthen the competitive position of Helsinki Airport

as a significant European airport. The new Terminal 2 expansion has recently opened to passengers on 1st of December.

ALLWAYS Meet & Assist service is dedicated to delivering the perfect tailor-made airport experience for each for our guest whether on arrival, departure or transit. From baggage handling and lounge stays to porter service to offer a seamless service at every point in the airport.

“We are excited to open our second Plaza Premium Lounge in Helsinki, and continue to grow our footprint in Finland and Europe. Travel has been reviving, we observe the increasing demands in travel in the region. We are glad to extend our award-winning services and expertise, to further extend 360-degree world-class airport hospitality services & facilities in Europe. We look forward to delivering our best-in-class signature hospitality at Helsinki Airport. Our team in Helsinki is ready to welcome global travellers this year.” **shares Mr. Okan Kufeci, Regional General Manager, Europe, Middle East and Africa.**

In addition, to ensure a seamless lounge experience to guests, a wide range of digitalised dining services are provided, such as Smart Order, a contactless food ordering system accessible via smart mobile devices. Guests choose from a wide range of breakfast and dining delights including Asian, European, Continental and international choices available in the lounge.

The lounge follows Plaza Premium Lounge’s [“We Care For Your Wellbeing”](#) programme with zoning to facilitate privacy and social distancing, comfortable seating and dining areas.

The Lounge is open daily for all travellers regardless of airline or class of travel also without pre-booking. Guests can enjoy an opening offer 10% of walk-in booking now, and 30% discount with Smart Traveller membership. All services are available for reservation on the Plaza Premium Lounge [official website](#).

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Images:



Plaza Premium Lounge Helsinki – Lounge seating area



Plaza Premium Lounge Helsinki – Finnish Sauna

High-resolution images can be downloaded here: <https://bit.ly/3GZpfLv>

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; 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, China Southern Airlines, Virgin Atlantic, Air France, Star Alliance, SkyTeam, American Express, Capital One 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 2021 at the Skytrax World Airline Awards, the global benchmark of aviation excellence, and “Best Airport Lounge Operator” for 2018 & 2019 by *TTG Asia* 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

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About Plaza Premium Lounge

The world’s first and largest award-winning independent airport lounge network. It offers all travellers, regardless of airlines or class of travel, a lounge experience in a class of its own. The brand’s footprint spans over 70 major international airports and includes Greater China (Hong Kong, Macau, mainland, Taiwan), Southeast Asia (Cambodia, Indonesia, Malaysia, Philippines, Singapore, Thailand), Australia (Brisbane, Melbourne, Sydney), Americas (Argentina, Brazil, Canada, Columbia, El Salvador, Mexico, United States), Europe (Denmark, Finland, Hungary, Turkey, Italy, Sweden, Switzerland, U.K.), India and the Middle East (Oman, Saudi Arabia, United Arab Emirates) and South Africa (Durban, Johannesburg, Ethiopia)

The brand has been awarded the “World’s Best Independent Airport Lounge” for five consecutive years from 2016 to 2021 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. In 2020, Plaza Premium Lounge in Rome was voted “Europe’s Leading Airport Lounge” and, Plaza Premium Lounge Dubai “Middle East’s Leading Airport Lounge by World Travel Awards in 2020 & 2021. In 2020, the brand has successfully been awarded ISO 9001:2015 for its Hong Kong Headquarters, proving the quality management in providing airport lounge services.

To learn more: www.plazapremiumlounge.com

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