



## PLAZA PREMIUM LOUNGE

# Going the Extra Mile

Regardless of airline or class of travel, Founder and CEO of Plaza Premium Lounge Management Limited SONG HOI SEE'S vision to create a pay-per-use airport lounge is now a celebrated reality.

MICHELLE SEVIOR discovers the first class service at economy prices.

**T**ravel is an emotional business. The whole industry runs on adrenalin and as economies drive competition, the battle for the hearts of the consumer has reached fever pitch.

Few understand what consumer sentiment means as well as entrepreneur Song Hoi See, Founder and CEO of Plaza Premium Lounge Management Limited – a concept he pioneered over 13 years ago based on his observation that the bulk of airline travel comes from economy class. It made perfect sense to sell the comfort and convenience of a well-appointed airline lounge to this growing market segment.

Thanks to his will and vision, today as you enter Plaza Premium Lounge in Hong Kong, you are greeted with smiles, all the conveniences and amenities a traveler needs and an impressive array of snacks and drinks to put you in the right mood for the flight.

Now managing and operating in more than 60 locations at 17 international airports, Plaza Premium Lounges continue to improve and perfect their uniquely specialized faultless service areas.

### All in the Attitude

"The concept is a success not only because there is a growing demand, but more so because of the signature service which we keep upgrading and improving



**SONG HOI SEE:** "Each traveler has individual needs. At Plaza Premium Lounge, we strive to meet all customer expectations and provide total satisfaction to all travelers using our unique service."

to meet the ever-changing needs of travelers and exceed their satisfaction. No one understands the needs of travelers better than us. As a matter of fact, we have set standards for other service providers to follow," says Song.

"Our team spirit's core value is 'Together we accomplish more' because we understand that, yes, people want value for money but more importantly, they return to our lounges for the way we make our customers feel. Many of our staff have regular friends amongst our

customers and we get an increasing amount of repeat and referral business. Besides aiming for excellence in quality of customer service, we are innovative in a sense that we explore unconventional services which offer a lot more than traditional airport lounge services."

Plaza provides Total Airport Premium Services (APS), which enables travelers arriving Hong Kong to enjoy a hassle-free journey from the point they land and leave the aircraft, to the moment they are back at the airport ready to go home."





"This really adds value to our customers because in addition to the airport lounge, APS provides an all rounded and total solution to travelers with services such as the following:

- Spa & massage
- Hair & Nail services
- Our popular Meet & Greet service
- Access to our Private Airport Club, which also has Chinese fine dining restaurant, bar and outdoor lounge.
- Business and Conference Centres
- Serviced Offices
- Baggage Handling services
- Limousine, Butler and Concierge services

And that is why even the most prestigious airlines use our lounge to bring value to both their business and first class passengers, as well as the airline who in itself is keen to control costs."

The lounges do fill a niche as many customers are MICE (Meetings, Incentives, Conventions and Exhibitions) travelers since Hong Kong is home to some of the world's largest trade exhibitions and a dynamic place to host MICE events.

"Plaza Premium Lounge takes pride in being an integral part of the MICE business in Hong Kong and in fact a very high portion of our business comes from MICE travel.

## Innovation

"Our newly established Plaza Premium Lounge Academy, based in Hong Kong, provides systematic and comprehensive training to all service staff of the network around the world, ensuring the unique service culture and standards of Plaza Premium Lounge are fully acquired. This is just one of the many ways we develop a very strong team spirit and service culture with a firm belief in accomplishing more together, so whether you are on business or leisure, you are bound to find something that will delight your senses at any Plaza Premium Lounge around the

world," says Song.

"In addition to this our new B2B online software Plaza Partners Portal for lounge visits takes convenience to a whole new level not only for travelers but also for travel agents, who are able to get easy bookings of our lounge services anytime, anywhere. It is difficult to find something that is this personalized. Value added products are especially evident in this sector," explains Song.

## Pre-Flight Pampering

According to Song, no matter the hardware, the magic is in the quality of heartfelt service offered to customers

"Feeling tired after a long haul? Plaza Premium Lounges offer a peaceful resting area, shower as well as a newly revamped Wellness Spa & Salon to hush away the fatigue and boost a traveler's overall health & well-being with a truly organic spa and aromatherapy massage at 2 outlets in Hong Kong International Airport. Hair and beauty services are also available, for whichever need, you will always look presentable and ready for action. This is how we add value to our customers' lives. It's all about how we make you feel."

"With the Plaza brand you can rest assured we go the extra mile. For example, most travelers, especially those on economy class, airplane food is known for not being able to substantially whet the appetite. Our award-winning chefs prepare the kind of food you can truly relish at our lounges. Our customers are well traveled and can easily judge and appreciate the quality of the food we serve. We don't cut corners where it comes to giving customers more than they expect. This is a service industry and the trick is to exceed customer expectations."

Plaza Premium Lounge Management Ltd. in Hong Kong has specifically tailored their service to cater to most business needs.

## Handling Business Efficiently

"Since March 2008, we have become the main operator of the World Trade Centre – Hong Kong International Airport (WTC-HKIA). The facilities offered create an atmosphere conducive to trade, conference and social gatherings.

You may handle all your business needs with ease as time is of great importance to busy executives. There is a baggage handling service as well, so you may attend daily meetings with peace of mind that all your valuables are safe. The meet and greet service is specifically created for VIP customers, and they make life easier with the efficient service, offering the full package of baggage handling, booking accommodation, organizing limousine transport, butler services and much more.

"Relax, groom and enjoy the endless pampering service that Plaza Premium Lounge has to offer. Travel is now a pleasure, giving you time to reflect on your amazing holiday, or plan for your next business meeting. Just sit back, and enjoy the ride. Come visit us before your next flight and enjoy what you've been missing with more surprises around the corner," invites Song.

## New 'Wow' projects to come in the future

Our operations and service network go beyond South East Asia and India. We have already expanded our scope with a new transit hotel in Hyderabad, followed by new projects in the Middle East, and in North America with a new lounge at Edmonton to be built this year. Apart from that we'll soon also be announcing more projects that's sure to 'Wow' travelers in the near future which is why for the time being I can only tell the tip of the iceberg," concludes Song. ■

For additional information please visit [www.plaza-network.com](http://www.plaza-network.com)