

Plaza Premium Group taps The Knot Group as North American AOR

Owner of the world's largest independent airport lounge network appoints PR agency representation across North America

Toronto, February 27, 2019 — The world's market leader of airport hospitality solutions, Plaza Premium Group, has named The Knot Group as public relations agency of record. The Knot Group will raise awareness for Plaza Premium Group's four core airport business lines across North America – pay-per-use airport lounge concepts Plaza Premium Lounge and Plaza Premium First, airport transit accommodation Aerotel and Refreshhh by Aerotel, airport meet & greet service Allways as well as a portfolio of airport dining concepts. The Knot Group will also oversee influencer relations across North America and build strategic in-market brand and media partnerships.

Visit the Plaza Premium Group newsroom for hi-res images, videos and media information:
plazapremiumlounge.theknotgroup.com

Plaza Premium Group is an award-winning airport hospitality industry leader with over 160 locations at 42 international airports globally and serves over 14 million passengers each year. It's eponymous lounge concept, Plaza Premium Lounge has presence across four Canadian airport hubs, with 15 lounge spaces in four markets (Toronto, Vancouver, Winnipeg, Edmonton), while Aerotel has been enjoyed by North American travellers transiting Singapore, Abu Dhabi and Hong Kong since its inception. The group also has exciting expansion plans in North America this year – more news to follow.

Founded over 20 years ago by CEO Song Hoi-see, who discovered an opportunity in the airport hospitality market by happenstance: A former investment banker turned-entrepreneur, Song found himself flying economy class without the airport lounge privileges he had previously enjoyed. Determined to address his pain point alongside other business travellers like himself, he was committed to "make travel better," consequently Song pioneered the world's first independent airport lounge, open to all travellers regardless of airline or travel class. The pay-per-use model differs from traditional lounges, which provide access based on airline travel class and frequent flyer programmes. The company has extensive experience serving other airlines in their eponymous lounge as well as managing and operating the lounges of Star Alliance, American Express Centurion, SkyTeam, Cathay Pacific Airways, Singapore Airlines, China Eastern Airlines, China Southern Airlines. Beyond its lounge portfolio, over the last 20 years, Plaza Premium Group has worked hand-in-hand with leading international airports including London Heathrow, Singapore Changi, Abu Dhabi, to name a few, to develop other innovative airport hospitality solutions to transform the on-ground airport experience.

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 service and facilities in over 160 locations of 42 international airports across the world. Established in 1998, the group is headquartered in Hong Kong and comprises five core business segments: Airport Lounges, the world's largest independent lounge network with brands, Plaza Premium Lounge and Plaza Premium First; Airport Transit Hotel and Leisure Service, Aerotel and

Refreshhh by Aerotel; Airport Meet & Greet Service, Allways; a range of Airport Dining concepts; and in addition to its portfolio of brands, Plaza Premium Group also provides Airport Hospitality Solutions to leading airlines, alliances and corporates around the world, including but not limited to Cathay Pacific Airways, Singapore Airlines, China Eastern Airlines, 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 three consecutive years from 2016 to 2018 at the Skytrax World Airline Awards, the global benchmark of aviation excellence. 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.

The group is the world's largest airport hospitality solution provider with its industry expertise and global reach, it currently employs nearly 5,000 staff and serves over 14 million passengers around the world 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: plazapremiumgroup.com
Connect with us: LinkedIn [@plazapremiumgroup](https://www.linkedin.com/company/plazapremiumgroup)

About The Knot Group

The Knot Group is a catalyst for conversations and meaningful experiences for corporate clients and brands that span the fields of arts, culture, events, food, lifestyle, fashion and beauty.

Founded in Toronto in 2009, The Knot Group is a visionary Public Relations and Events agency that provides a polished yet personal approach to services across North America. With an extensive network of media and influencers, the forward-thinking agency is recognized for implementing creative strategies.

The Knot Group’s PR division specializes in delivering strategic plans that gain results, cultivate ongoing relationships, and establish clients as industry leaders. The events management and production division is dedicated to developing bespoke experiences that leave guests with lasting brand impressions.

Visit theknotgroup.com or newsroom.theknotgroup.com to view recent client news.

Media Contact

The Knot Group
Tat Read, Partner & PR Division Lead
tat@theknotgroup.com
416 220 1466