

## Meet the man behind airport pay-in lounge concept in Hong Kong

Fifteen years ago, a bad experience led founder & CEO of Plaza Premium Lounge Management Limited Song Hoi-see to an airport concept that would forever change business travelling.

*Singapore Business Review* recently had the chance to speak with Song Hoi-see, founder and CEO of Plaza Premium Lounge Management. He shared his inspiration in pioneering the airport pay-in lounge concept in Hong Kong over a decade ago.

**SBR: How did you come up with the idea of an airport pay-in lounge? What was your inspiration?**

**SH:** I founded this concept based on my personal bad experience as a business traveller in the old Kai Tak Airport many years ago, when I started my own business leaving my bank job, I travelled on my own expenses (economy class) and I found the airport experience to be very unfriendly and uncomfortable. There was nowhere to fax or charge my old school laptop, moreover, sometimes the airport would be so full that you would struggle to find a seat.

At my previous job in an American bank, I had enjoyed corporate privileges including business class travel, I had seen the advantages of efficient travel services, spanning from limousine services to

business centre facilities in the airport lounges.

I saw an opportunity in the market, as like myself, 85 percent of travellers fly economy class, in other words they don't enjoy such comfort and convenience, that's when I started brainstorming and observing passenger behaviour, and consequently, launched Plaza Premium Lounge, an airport lounge opened to all travellers regardless of airlines or class of travel. I didn't settle at that, I researched extensively and observed what travellers would want in a lounge facility, and introduced services to exceed the expectations of travellers.

**SBR: What three goals are you focused on right now?**

**SH:** We are actively opening many lounges globally, next year we will increase our network to London Heathrow, Sydney Kingsford, Mumbai, Abu Dhabi among other projects. We are very happy that travellers and airports are recognising the value that we bring to the airport, and we will focus on working with the airports to create premium airport service products, namely airport lounges, day hotels and meet and greet services, to enhance the airport experience for all travellers. My vision is to be the household name for premium airport



Song Hoi-see  
Founder and CEO  
Plaza Premium Lounge Management

services worldwide, we have an extensive network and it is my hope that when someone from Hong Kong travels abroad, they know that when they stay at Plaza Premium Lounge, they are well taken care of and at ease when they travel. Also, like I do when I travel internationally, I see Hong Kong brands abroad and feel proud of it. I would like for travellers to know that we are a Hong Kong brand, as this is a good reflection of the entrepreneurship opportunities and environment that Hong Kong presents.

### OFFICE WATCH

## TripAdvisor Singapore detours from the ordinary

The folks in TripAdvisor get to travel a lot and it was scenes from around the world that influenced the design of the new office in Singapore with a world map collage hanging on the pantry wall. Designed by Kyoob-id, the 6,000 sq ft office at PwC building is a true testament of TripAdvisor's playful environment: eclectic blend of materials, lots of open spaces, and exposed ceilings. In keeping with the travel mood, road directional signages are planted along passageways as wayfinding to various departments and resource areas.

At the pantry, a world map collage reminiscent of a travel scrap book is also emblazoned on the wall lined with a row of bar-height chairs and tables. In keeping with the travel mood, road directional signages are planted along passageways as wayfinding to various departments and resource areas. Pillars are also erected with warm-lit lamp posts conjuring walks at the Hyde Park! Chicken wire framed with a vintage blue acts as a screen divider between departments, too.



General office



Reception



Pantry



Meeting room