



**Song Hoi See**  
**Founder and CEO**  
**Plaza Premium Lounge Management Limited**

Song Hoi See, Founder and Chief Executive Officer of Plaza Premium Lounge Management Limited, has transformed the airport industry. After leaving his job as an investment banker to launch his own business, he started flying economy class and lost his airport lounge privileges. He found the travel experience unpleasant and lacking in adequate services. Identifying a need to improve airport facilities, in 1998 Mr Song launched the world's first Airport Pay-in Lounge at Hong Kong International Airport. Open to all airport users regardless of airline or travel class, the service-oriented Pay-In Lounge concept was driven by a desire "to do something for the majority."

Through his initiative and vision, Mr Song has changed the perception of airport lounges: airport lounges should not be reserved for premium travellers only, Mr Song has introduced airport lounges to all travellers regardless of class of travel. Since the initial launch, Mr Song has extended the range of services to include other airport value-added conveniences such as meet and greet, transit hotels, limousine service, airport meet and greet, as well as airport business and conference centres. The company now operates in more than 110 locations in 28 international airports and counts over 2,500 employees. The success of the business model has prompted airport authorities from around the world to open their doors to welcome the Pay-in Lounge facility and value-added airport services in their respective airports to enhance the overall traveller experience.



Key to his success, Mr Song identified the need to have a well-structured and controlled management system in place when operating in different locations and with various cultures. As a result, in 2002 he initiated a company effort to attain the ISO 9001:2000 accreditation (upgraded to ISO 9000:2008 in September 2010), an international standard acknowledging guaranteed service quality and customer satisfaction. This certification is unprecedented in the aviation service industry and Plaza Premium Lounge is the first airport lounge to receive such an accreditation.

Mr Song is the winner of the Outstanding Entrepreneurship organised by Enterprise Asia, a non-government organisation rewarding initiative and business leaders. The company has also been awarded a number of prestigious honours, including Corporate Award of Customer Service Excellence Programme by Hong Kong International Airport; The Best Overall Lounge by Delhi International Airport Ltd.; and The Top in Class Award by Malaysia Airports Holdings Berhad.

Plaza Premium Lounge Management Limited has been nominated as one of The Most Valuable Companies in Hong Kong since 2005. Mr Song has been serving the World Economics Committee of Airport Councils International since 2010, is a founding member of the Malaysian Chamber of Commerce and was formerly the chairman of Hong Kong Airport Manager Association.