PASSENGER LOUNGE SERVICE OPERATOR
PLAZA PREMIUM LOUNGE
NO. 201735212 and 201739183

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OPPORTUNITY

- DEN conducted a Request for Expressions of Interest looking for:
  - An airport passenger lounge service operator to provide design, construction, operation, maintenance, and management of full-service passenger lounge at the Denver International Airport (DEN)
- RFI had a requirement to submit a proposal for an A Concourse Lounge
- RFI procurement structure allowed proposer to include a proposal for a C Concourse Lounge, if proposer felt the market existed
  - A proposal for a C Concourse Lounge was not a requirement and did not factor into the scoring

SOLICITATION PROCESS

- Request for Expressions of Interest released September 1, 2017
- Question and Answer Session held on September 14, 2017
- One addenda issued on September 15, 2017
- Expressions of Interest were received October 13, 2017

EVALUATION PROCESS

- DEN received six Expressions of Interest
  - TAV America Operation Services — Concourse A
  - Plaza Premium Group — Concourse A
  - Airport Lounge Development Inc. — Concourse A
  - MAG US Lounge Management LLC — Concourse A
  - American Express Travel Related Services Company, Inc. — Concourse C
- Review by DEN Business Management Services, DEN Finance, and DEN Legal
- DSBO reviewed for ACDBE requirements
- Interviews held on December 14, 2017

RECOMMENDED A CONCOURSE OPERATOR

- Plaza Premium Group
- Experience
  - Headquartered in Hong Kong, China
  - 19 years of lounge operating experience
  - 150+ locations in 37 international airports
  - This will be their first lounge in the United States
  - Awarded “World’s Best Independent Airport Lounge” in 2016 and 2017 by SkyTrax
  - Premium airport lounge open to all travelers regardless of airline or class of travel
- ACDBE partners (15% participation)
  - Doc1Solutions, LLC
  - PradoMaes, Inc.

PLAZA PREMIUM LOUNGE

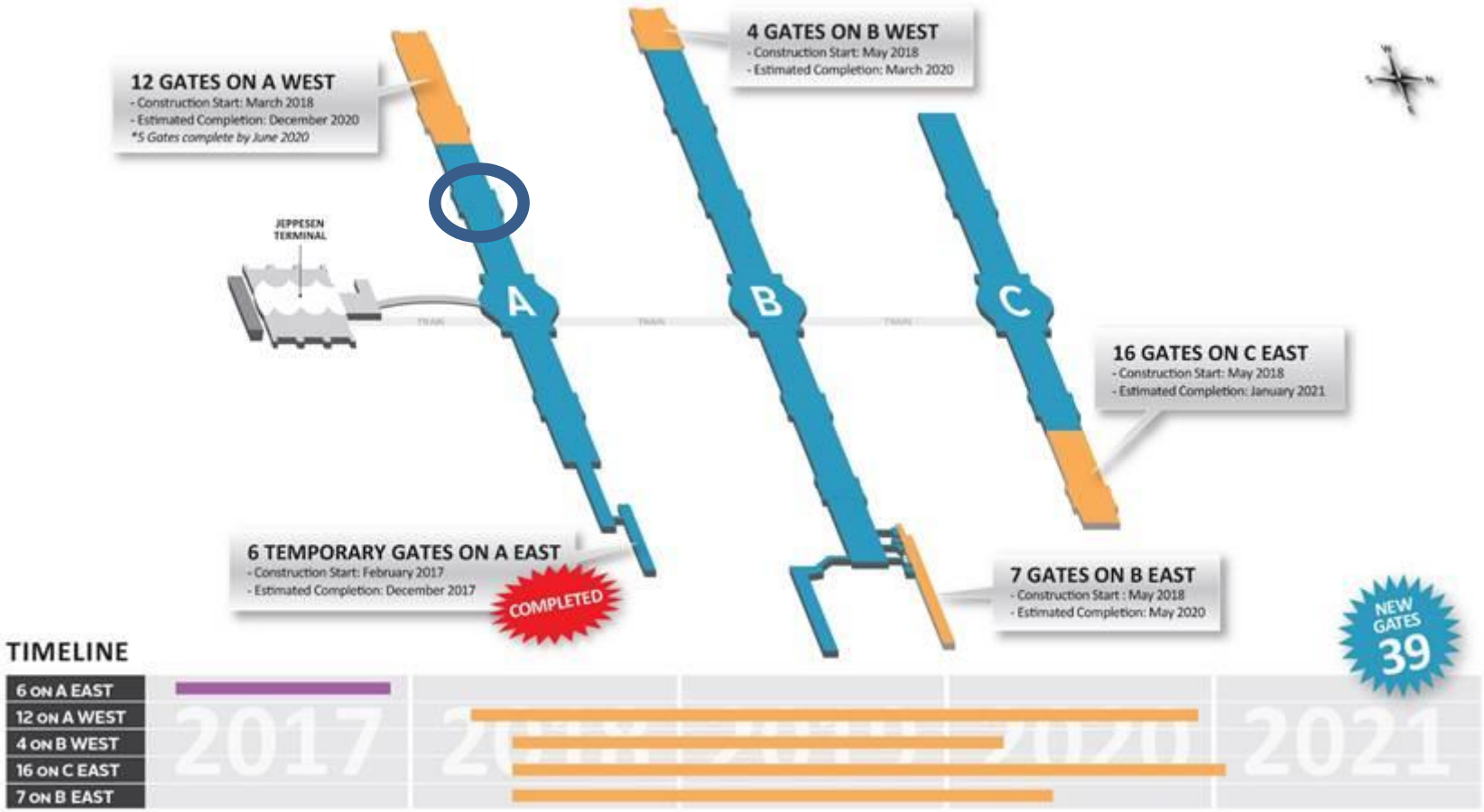
17
Countries & Regions

150+
Locations

37
International Airports

12 million+
Serving passengers a year

PLAZA PREMIUM LOUNGE



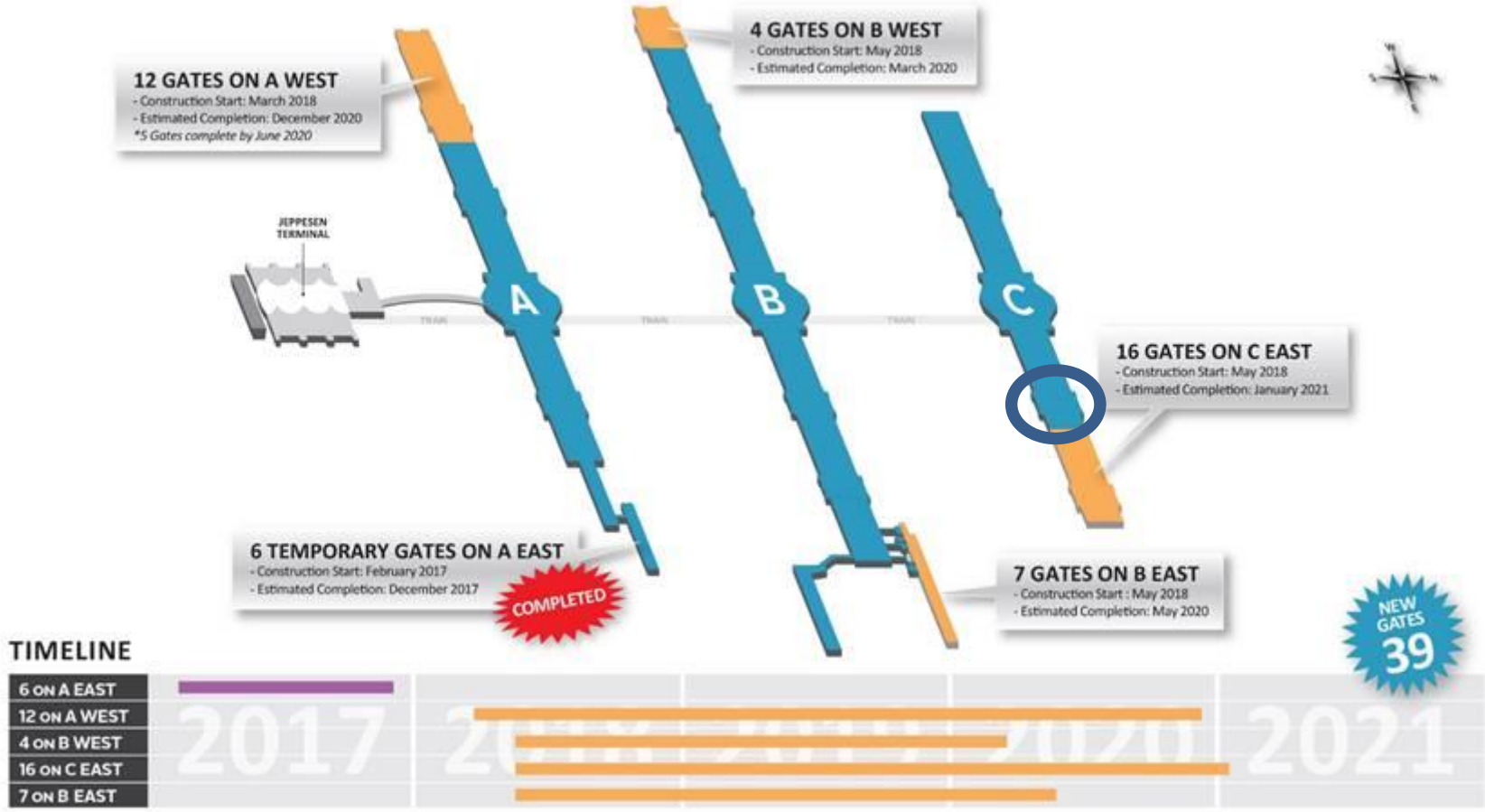
PLAZA PREMIUM LOUNGE

- Term – 10 years
- 11,751 square feet
- Minimum Capital Investment of $10,846,542
- Proposed Privilege Fee (greater of)
  - Minimum annual percentage fee (MAPF) - $1,055,551
  - Percentage fee – 13% initially, plus 1% increase every 2 years of the Term
- First year projected gross receipts - $9,550,000
- First year projected revenue to DEN - $1,055,551
- Capital investment - $10,846,542 ($923 per sq.ft.)

RECOMMENDED C CONCOURSE OPERATOR

- American Express Travel Related Services Company, Inc.
- Experience
  - Operate eight Centurion Lounges in the US, one in Hong Kong and eleven other lounges worldwide
  - Exclusive to certain AMEX card holders, but will allow limited day passes.
  - Three Centurion Lounges in top ten of SkyTrax World's Best Independent Lounges for 2016 and 2017
  - Curate food and mixologist menus by partnering with local chefs
- ACDBE partners (15% goal)

CENTURION LOUNGE



THE CENTURION LOUNGE

Proposed Amenities for Denver's Flagship Centurion Lounge

- Fresh Seasonal Fare
- High-Speed Wi-Fi
- Member Services Desk
- Premium Bar
- Semi-Private Workspaces
- Magazines & Newspapers
- Large Flat-Screen TVs
- Print, Fax, Copy
- Computer Bar
- Shower Suites
- Family Room
- Phone Rooms
- Tranquility Area
- Beer & Wine Tasting Areas
- Spa & Wellness Services

THE CENTURION LOUNGE

- Term – 10 years
- 14,650 square feet
- Minimum Capital Investment of $14,034,700
- Proposed Privilege Fee (combination of)
  - Minimum annual percentage fee (MAPF) - $2,000,000, increasing annually
  - Percentage fee - 25% of gross receipts
- First year projected gross receipts - $153,076
- First year projected revenue to DEN - $2,038,269
- Capital investment - $14,034,700 ($958 per sq.ft.)
- ACDBE goal of 15%

DENVER INTERNATIONAL AIRPORT
DEN