



## AIRPORT DIMENSIONS AND SWISSPORT HAVE COMPLETED A DEAL TO ACQUIRE NO1 LOUNGES BUSINESS

News / Airports / Routes



**Airport Dimensions, a global leader in travel and passenger experiences and market leaders in the US with its The Club brand, has reached an agreement with joint venture partner Swissport, owner of Aspire, a leading global lounge and global aviation services company, to acquire the No1 Lounges business through our joint venture SwissportALD. The acquisition will see Airport Dimensions and Swissport operate nine No1 lounge portfolio spaces at London Heathrow, London Gatwick, and Birmingham airports. ?**

**As part of the acquisition, Airport Dimensions and Swissport will be taking on the iconic No1 lounges as well as the exclusive Clubrooms brand which offers guests a first-class, luxury lounge experience in a private and intimate setting.**

**John Upton, CEO of No1 Lounges said; “As we emerge from the pandemic, we welcome this transaction which enables us to strengthen and secure our business and carry on our mission to make it easier for our customers to eat, drink and relax in style before they fly. The new funding will enable us to further enhance No1’s lounging experience so that we continue to offer industry-leading innovation and choice for our customers. We can’t wait for travel to return and to reopen our business after such a disruptive year. We’re excited**

**about the future and look forward to welcoming our customers back.”**



Mignon Buckingham, CEO of Airport Dimensions, said; “We’re delighted to have the opportunity to invest in the exciting No1 brand. The acquisition of No1 Lounges, (which closely follows the launch of our Chase Sapphire Lounge® by The Club brand in partnership with JPMorgan Chase) cements our position as a leading provider of premium airport lounges and experiences globally. Running alongside our Club Aspire offer, No1 Lounges will enable us to provide greater variety and a differentiated and unrivaled travel experience proposition for passengers and airports. No 1 Lounges, Airport Dimensions and Swissport are fully aligned in our commitment to offering a more unique, more personalized, and more enjoyable experience for travelers across the airport journey, giving them an alternative to other F&B options during their stay at the airport. This investment is just one of many Airport Dimensions continue to make to enhance the experience for the traveler, offering them choice and control whilst driving increased revenue performance for the airport.

The No1 brand will retain its own strong and unique identity. This means passengers will be able to continue to enjoy this highly desirable brand and retain a wide selection of locations to relax and refresh during their airport journey.

The newly acquired group plans to continue to provide the full range of existing No1 products, including Premium Security (express security) at Gatwick, enhanced by Airport Dimensions’ portfolio of digital and physical offerings. With its partnership with digital ordering companies Servy (F&B) and Inflyter (Duty Free), plus the ecommerce platform Connecta, the traveler journey for No1 lounge guests will be made more adaptable and personalized than ever.

The new venture means members of Priority Pass, the world's largest independent airport lounge access program, will once again be able to enjoy access to the No1 network. Airport Dimensions and Swissport will also continue to work closely with partners such as Holiday Extras, Lounge Pass, Dragon Pass and TUI to provide No1 Lounges for their members and guests, and day passes will continue to be available to travelers via the No1 website.



29 JUNE 2021

**ARTICLE LINK:**

<https://50skyshades.com/news/airports-routes/airport-dimensions-and-swissport-have-completed-a-deal-to-acquire-no1-lounges-business>