AIRPORT DIMENSIONS AND AMBAAR LOUNGE EXPAND THE NETWORK WITH OPENINGS AT 2 INTERNATIONAL AIRPORTS IN BRAZIL

News / Airports / Routes

Following the opening of their first AMBAAR Club lounge at Viracopos International Airport in December 2021, leading airport lounge operator and travel experience expert Airport Dimensions and VIP lounge operator AMBAAR Lounge have opened the concept at two further renowned Brazilian airports this month.

Passengers at Fortaleza International Airport (FOR) and Porto Alegre International Airport (POA) will now have the opportunity to experience AMBAAR Club. Both lounges will provide guests with a range of services in a comfortable and contemporary environment that celebrates the heritage of the local area.

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The AMBAAR Club POA combines high-quality design with a host of facilities to make the travel experience more relaxing and convenient. Private rooms for calls and meetings will be complemented by an exclusive coffee bar area, buffet and cocktail bar. The lounge design has been inspired by local themes of the surrounding Rio Grande do Sul area, with an emphasis on wood and leather with highlights in rich shades of red, yellow and green that reflect the state's flag. The result is a space that evokes the cozy environment of a country house typical of the mountain cities of the state.

AMBAAR Club FOR pays homage to the culture of Brazil's northeastern Ceará state. Carefully considered details such as a vibrant color scheme provide a warm and welcoming ambience, while hammocks and strategic lighting encourage the guest to daydream of the city's relaxing beaches and the balmy northeastern Brazilian sun.

A complementary menu offers an extensive selection of international and locally-inspired food and beverages, as well as a wide range of vegan and vegetarian options. Visitors can choose from regional favorites such as canjica (Brazilian corn), curau de milho verde (green corn pudding) and brigadeiros (Brazilian chocolate truffles), and freshly baked Brazilian cheese bread.

AMBAAR Club FOR and AMBAAR Club POA will both operate from 6am to 10pm. They will offer a range of comfortable individual and group seating options, with Ambaar Club FOR offering seating capacity for 108 guests and Ambaar Club POA able to accommodate 170 seated passengers at any one time. Families will be well catered for with children's play areas, while co-working areas and private booths allow business travelers to work in a relaxed setting.

AMBAAR Club lounges will welcome guests from all airlines. It will also be available to members of Priority Pass, the world's largest independent airport lounge access program providing access to over 1,300 lounges and airport experiences, which is part of Airport Dimensions' parent company, Collinson.

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Nancy Knipp, President Americas at Airport Dimensions, said; “With the successful launch of AMBAAR Club at Viracopos International Airport, we’re delighted to be growing the presence of this exciting new brand at these two important travel hubs in Brazil. With passenger numbers continuing to grow and demand for private and safe airport spaces also on the rise, AMBAAR Club will offer moments of peace and relaxation to the many passengers traveling through these airports. This is just the first step of our journey with AMBAAR Club, and we’re now looking forward to further expansion of the AMBAAR Club experience. We’re also excited to add new locations alongside our partners at Fraport, with whom we have enjoyed a long-standing relationship at key North American travel locations in Baltimore/Washington and Pittsburgh, and most recently in Cleveland.”

Bernardo Claro da Fonseca, CEO & Founder of AMBAAR Lounge, said; “We’re very happy to be rolling out this exciting new brand to new locations in Brazil. The creation of this new lounge brand in partnership with Airport Dimensions is allowing us to grow our network across South America and offer a personalised, warm and welcoming lounge experience to guests on the move. We can’t wait to see where the partnership will take us next.”

Sabine Trenk, COO of Fraport Brasil said “The opening of these two new environments in Porto Alegre and Fortaleza raises the standard of services offered at our airports. The partnership with a qualified company and a reference in VIP rooms, such as AMBAAR Lounge, brings quality and professionalism to the experiences we offer to our passengers”.

As well as entering the South American travel market for the first time with AMBAAR Club, Airport Dimensions has been bolstering its number one position in the US and the UK with innovations that are taking the travel experience to new heights. This included the acquisition of the No1 Lounges business, with Airport Dimensions now operating nine No1 Lounge spaces at London Heathrow, London Gatwick and Birmingham airports. The company also recently expanded its award-winning The Club brand with a new opening at Cleveland Hopkins International Airport and set to launch another at Charlotte Douglas International Airport early this year. In addition, Airport Dimensions announced last year a partnership with JPMorgan Chase, which will introduce Chase Sapphire LoungeSM by The Club, with locations already in development.

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