

Dragonpass Global Awards 2025

Judging panel Criteria

The Dragonpass Global Awards 2025 is a worldwide seal of excellence that recognises and rewards those who share the Dragonpass purpose and values: to be true champions of better.

What are the judges looking for?

For lounges to be regarded as outstanding, they need to be able to demonstrate their commitment to the Dragonpass brand values in how they operate both internally and externally.

| Brand Values                                                    | What does this mean?                                                                                                                                                                                                                                                                                                           |
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| Being innovative, brave and visionary                           | We're looking for lounges that have introduced forward-thinking innovations over the past year – improvements that have enhanced both the customer experience and business operations. For example, implementing automation to boost efficiency, resulting in smoother, more seamless experiences for travellers.              |
| Putting customers first - by caring and supporting              | Demonstrating customer-centricity by delivering exceptional, personalised service and going the extra mile to elevate every experience. For example, staff who are consistently attentive and go above and beyond to assist with special requests on a daily basis.                                                            |
| Being co-creators through collaboration and teamwork            | Recognising lounges that actively collaborate with their own teams and with airport partners – including airlines and airport staff. For example, organising team-building activities to boost morale or partnering on charitable initiatives that give back to the community.                                                 |
| Pursuing excellence and providing quality products and services | Celebrating lounges that consistently go above and beyond to deliver outstanding experiences for their customers. For example, sourcing high-quality food and beverages from reputable suppliers, creating comfortable and inviting spaces, and paying close attention to design and detail to enhance the overall experience. |
| Acting like owners – with confidence and resilience             | Recognising lounge teams that take ownership, listen to customer feedback, and use it to drive meaningful improvements. For example, responding to feedback on lounge occupancy by making changes that enhance the customer experience.                                                                                        |