

TRAVEL AND HOSPITALITY

Chase debuts ultra-luxe lounge at LaGuardia Airport

January 17, 2024



Besides luxury wellness treatments and menus from local staples, the space features the company's first-ever Reserve Suites. Image credit: Chase

By LUXURY DAILY NEWS SERVICE

J.P. Morgan's Chase Bank is offering new travel perks to those with top cardholder status.

Available exclusively to its top-tier members, Chase Sapphire Lounge by The Club has arrived in New York, debuting at LaGuardia Airport this week. Besides luxury wellness treatments and menus from local staples, the space features the company's first-ever Reserve Suites reservations for the private rooms with white glove service start at \$2,200 for three hours.

"Chase Sapphire Reserve cardmembers are travelers by nature and New York City is continuously topping the list of their travel destinations," said Dana Pouwels, head of airport lounge benefits and strategic partnerships at [Chase](#), in a statement.

"As such, we're thrilled to expand our offering to serve New Yorkers and visitors, alike," Ms. Pouwels said. "With an expansive space, VIP touches, wellness amenities, locally sourced dining and more, this new lounge at LaGuardia Airport's Terminal B reflects our dedication to enhancing cardmembers' travels from beginning to end."

Luxe layover

The brand, launched in 2021, landed first at Hong Kong International Airport in 2022 before its inauguration at Boston Logan International Airport later that year.

Opened Jan. 16 on the fourth floor of the Queens-based transit center's new concourse, Terminal B, Chase's latest lounge is its largest to date, taking up more than 21,800 square feet.



A variety of Chase Sapphire Lounges are coming soon to other airports around the United States. Image credit: Chase

The concept's third iteration now boasts hometown eateries including Joseph Leonard, which serves new American fare, and the family-owned Joe Coffee Company, where an on-site barista will present beverages. Its bar will serve a selection called the "Sapphire Signature," in addition to other cocktails and mocktails from renowned craft drink specialists at Apotheke, all of which are exclusive to Chase's LaGuardia club.

Certain dining options such as a signature caviar service, bites from Jeffrey's Grocery, a seafood staple, and a reserve wine list curated by sommeliers at New York City's Parcelle restaurant and retailer, are only accessible via the ultra-luxe Reserve Suites by Chase.

The bookable rooms involve dedicated attendants and an en suite bathroom and shower stocked with high-end products; guests can also opt to receive a premium travel gift before departure.

Chase Sapphire Reserve participants who are interested in the experience can find booking and pricing details under the "Benefits & Travel" section of the Chase Mobile app. For all others, the LaGuardia lounge houses a variety of other amenities, including a concept facial bar, a retro game room, a playroom for children and a nursing room.



Chase's latest lounge is its largest to date, taking up more than 21,800 square feet. Image credit: Chase

"We're honored to welcome Chase to Terminal B upon the opening of the Chase Sapphire Lounge by The Club, which will be a spectacular addition to our new terminal," said Suzette Noble, CEO of LaGuardia Gateway Partners, in a statement.

"This new amenity beautifully complements Terminal B's commitment to elevating the experiences of our guests from the tri-state area and around the United States."

The spot is open from 4:30 a.m. to 9:30 p.m. each day, though hours of operation may vary. Further expanding its lounge network, John F. Kennedy International Airport will receive a Chase Sapphire Lounge by The Club on Jan. 23; this location results from a joint venture with United Arab Emirates airline Etihad Airways ([see story](#)).