

Press Release

For Immediate Release

The Mira Hong Kong voted “Best Business Hotel in Hong Kong” for the third time at TTG China Travel Awards

24 April 2014, Hong Kong: For the third time since its opening The Mira Hong Kong garners highly coveted recognition from China’s leading travel industry professionals at the **7th Annual TTG China Travel Awards 2014**. Voted by the readers of *TTG China*, *TTG-BTmice China*, *TTG Asia*, *TTGmice*, *TTG India* and *TTG Asia Luxury* as the “**Best Business Hotel in Hong Kong**”, The Mira Hong Kong places itself among exemplary industry partners applauded for their strong commitment towards service excellence in categories including Individual Hotels, Hotel Chains and Resort Hotels.

“It gives us tremendous pleasure to yet again receive this invaluable recognition for our continuous efforts geared towards enhancing the guest experience at our flagship hotel. It’s the third time in 5 years of history of The Mira Hong Kong that it is given credit by China’s key travel industry professionals as one of the stellar organisations awarded for their exceptional accomplishments towards the region’s travel industry with strong focus on business travel and MICE,” said Kenneth Sorensen, Business Unit Head of Hotels & Serviced Apartments, Miramar Group. “Together with the most recent recognition of our newest boutique design hotel, Mira Moon, listed among *50 Best New Business Hotels in China* by *Business Traveller Asia-Pacific*, we are confident that our multi-brand collection of design-minded city hotels fulfilling business and leisure yearnings for unique and stylish accommodation is on the right path to success.”

“Third recognition as **Best Business Hotel in Hong Kong** at the *TTG China Travel Awards* stresses the significance of The Mira Hong Kong amongst business and industry circles as a tech-friendly hotel pioneer, which in the middle of 2013 introduced the free unlimited Wi-Fi and IDD calls service with handy smartphone device for use in the city as the first hotel in Asia-Pacific, as well as launched avant garde themed coffee breaks earlier this year – a further step towards bringing its world-class MICE facilities and unrivalled service to another level,” commented Gerhard Aicher, General Manager of The Mira Hong Kong. “In constant pursuit of innovation and excellence we remain true to our core values and achieving consistent levels of service by constantly reinventing ourselves and providing innovative, guest-oriented products and services.”

Latest additions to the broad range of complimentary, add-value offers with particularly strong appeal to business travellers include: **free Nespresso coffee machines** in all 56 suites; **PressReader service** in all hotel rooms – a digital app allowing for free access to over 2000 full-content, current day newspapers and magazines from around the world; as well as **24-hour access to gym at MiraSpa** and **free tai chi classes every Saturday morning**, which help to find the essential balance between business and leisure, all **introduced in Q1 of 2014**.

“Aside from contemporary, designer guestrooms and lifestyle facilities for discerning travelers, it’s a full-spectrum range of personalized services and latest technologies that differentiate The Mira Hong Kong

from the competition. We are confident that these services, coupled with our award-winning facilities, will reshape the accommodation choices of business travelers, large corporate accounts, and tech-savvy tourists visiting the city.” said Gerhard Aicher, General Manager of The Mira Hong Kong.

About the TTG China Travel Awards

A spin off from the TTG Travel Awards, the TTG China Travel Awards seeks to recognise best performing travel and tourism organisations in the Greater China region as determined by votes cast by fellow trade professionals who are readers of *TTG China*, *TTG-BTmice China*, *TTG Asia*, *TTGmice*, *TTG India* and *TTG Asia Luxury*. It is modelled after the annual flagship TTG Travel Awards, which honours the best in Asia Pacific’s travel and tourism organisations, and is now regarded as the most coveted and influential awards in the region’s industry since its inauguration in 1989. The TTG China Travel Awards will be conferred upon 60 exemplary travel trade suppliers in its 2012 edition.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with 492 boldly accented guest rooms, including a collection of 56 suites and specialty suites. Overlooking the lush Kowloon Park and centrally located in Tsimshatsui, the heart of Hong Kong’s commercial, shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis being just a short walk away from MTR stations and the Star Ferry.

From free high-speed Wi-Fi throughout entire hotel, complimentary mobile solutions with free data, local and international calls as well as access to personalized concierge service on the move, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

Two uniquely designed floors on 12/F and 15/F make up the epitome of personalized service concept designed with discerning business travellers in mind, The Mira Club. Featuring purple-themed rooms with private check-in and check-out, additional all-inclusive services include full business support and concierge services, two state-of-the-art meeting rooms for exclusive use by The Mira Club, and whole day access to the Club Lounge offering buffet breakfast, all-day refreshments and evening cocktails.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels and Kiwi Collection.

www.themirahotel.com



The sleek handy smartphone, a standard feature in every room of Hong Kong’s first Design Hotels™ property, can be used on the go for complimentary international calls and unlimited Wi-Fi in the city



The Mira Hong Kong keeps enhancing its service offer geared towards the business travellers, most recently with 24hrs access to gym at MiraSpa and free tai chi classes



***Accolade received by Director of Sales and Marketing,
The Mira Hong Kong, Ms. Eva Kwan, at the 2014 TTG
China Travel Awards Ceremony in Shanghai***

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