

Press Release

For Immediate Release

The Mira Hong Kong Sets a New MICE Service Benchmark with Free International Calls and Internet Anywhere in the City

11 October 2013, Hong Kong: State-of-the-art meeting facilities with unique designer interiors, including the largest pillar-less ballroom in Hong Kong's downtown, and boldly accented accommodation in the true heart of the city, make The Mira Hong Kong one of the market leaders for organizing innovative events with an edge. Now, the newest service concept – ***the mira-velous handy mobile solution*** - pioneered in Asia Pacific by the individual member of Design Hotels™ offers limitless opportunities for igniting creative events and incentive meetings in the Asia's world city.

Always on top of its technology game, The Mira Hong Kong equips all rooms with the handy smartphone allowing guests to enjoy **free international (IDD) calls and 3G data connectivity anywhere in the city**. Additional functionalities include "room-to-room" calls, simultaneous ring with the in-room phone, Wi-Fi tethering, pre-loaded apps and rich city guide content allowing for designing creative team building challenges and scavenger hunts in the urban jungle of Hong Kong, while giving the ultimate convenience of staying connected at all times, free of charge.

"With the new add-on to our guest-centric services, we have all the potential to set a new benchmark for the overall hotel experience as well as fun and creative meetings and conferences. It is a perfect marriage between innovative tech-friendly solution and The Mira's impeccable approach to guest care," says Eva Kwan, Director of Sales and Marketing, formerly the Director of Events and Catering.

Leveraging on the impressive versatility of spaces from the chic penthouse ballroom with abundance of natural daylight, to open-air terrace venue, or one of the eight equally outstanding multi-function rooms, The Mira Hong Kong itself becomes a playground for hosting a myriad of professional events.

Conference Package at HK\$850/HK\$700 per person daily (whole/half day with luncheon and two/one coffee breaks) includes full set of meeting amenities:

- rental of function room with state-of-the-art audio and visual equipment,
- pre-registered internet access throughout the conference period
- complimentary fruit juices and beverages throughout the day
- welcome coffee or tea and refreshments served during morning and afternoon coffee break
- Chinese or Western luncheon in the function room

To ignite the events further and differentiate the experience from the market **Mira-velous Conference Initiatives** have been designed to suit unique needs, tease the senses and stimulate creativity for a brainstorming sessions or a mira-velous workshop adding a memorable touch to any type of meeting or conference.

Gourmet surprises include a stunning choice of **creative thematic coffee breaks** (to be launched 1 December 2013), some inspired with highly acclaimed dining and bar concepts and even spa of The Mira Hong Kong, while other are steeped in some of Hong Kong's most vibrant cultural flavours.

Another tempting alternative is a choice of **lunch at award-winning restaurants** including 1 Michelin Star Cuisine Cuisine and Michelin-recommended WHISK (*supplement charge of HK\$100 per person*).

Stimulating team building incentives are another optional arrangement to bring the event to another level, from a spectacular Helicopter Flight-seeing to an unforgettable Star Ferry Party in the middle of Victoria's Harbour with stunning skyline of Hong Kong in the background.

For conference booking with guestroom accommodation, event organisers can enjoy **additional upgrades** as well as host of benefits including free connectivity with handy smartphone and complimentary access to the multi-awarded MiraSpa's infinity pool, gym and heat zone:

- Complimentary upgrade to a suite category for every one out of 10 paying rooms of accommodation per night
- Cocktail reception with 30-minute free flowing drinks at chic open-air lounge bar, Vibes, or at one of designer Specialty Suites (for bookings with a total of 30 room nights or above)

For reservations and further details, please contact Catering & Events Management at (852) 2315 5688 or catering.event@themirahotel.com

Terms & Conditions:

- *Guestroom rate to be advised with information on group arrival and departure dates*
- *10% service charge applies to above rates with a minimum attendance of 10 persons*
- *Offer is subject to availability at the time of booking*

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 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 and in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

Designed by Colin Cowie, the state-of-the-art, 15,000-square foot pillarless ballroom accommodates up to 800 guests in an L-shaped setting with its stunning "fin" feature wall. It boasts 18 handcrafted Czech crystal chandeliers, LED lighting affording 25,000 colour combinations with futuristic audio-visual rigging, high-speed Wi-Fi and wired internet access offset by stunning park views.

Latest addition to the property, the group check-in counter, allows for smooth and convenient allocation of accommodation in a relaxed, designer space connected to the newest intimate shopping destination, Mira Mall.

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



Penthouse Ballroom designed by celebrity party planner Colin Cowie is awash with natural light and offers spectacular views of the Kowloon Park



Eight well-appointed function rooms of various sizes can be combined and are available for any types of set up



3/F Pre-function Area for inspiring break-out sessions or chic coffee breaks



5/F Open-air lounge bar hidden in the courtyard is a refreshing alternative for an evening function



5/F Specialty Suites, each with a private outdoor terrace, make a perfect setting for a VIP cocktail party after a successful event



Gourmet surprises include creative thematic coffee breaks as well as choice of lunch at Michelin-rated restaurants

For media enquiries or additional images, please contact:

Agnes Ma

Marketing Manager | The Mira Hong Kong

Tel +852 2368 1111 | Tel +852 2315 5574 (direct) | Fax +852 2369 0972

agnes.ma@miramar-group.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong

Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972

jakub@themirahotel.com