

## Press Release



For Immediate Release

### **The Mira Hong Kong & Mira Moon Hotel Keep Travellers Connected with a Free Portable ‘Wi-Fi Buddy’**

*6 January 2016, Hong Kong:* The Mira Hong Kong and Mira Moon Hotel, unique properties of Mira Hotel Collection (part of Miramar Group), announced today the launch of a new guest-friendly service yet again setting a new industry standard in Guest connectivity. Elevating the guest experience to a new level The Mira Hong Kong has already fitted all rooms with sleek, portable Wi-Fi devices allowing for unlimited, high-speed internet connectivity for use on-the-go anywhere in Hong Kong. Mira Moon hotel will implement the new solution within Q1 2016.

With the free portable “Wi-Fi Buddy” guests of the Mira Hotel Collection properties have the complete freedom of staying connected around the clock and anywhere in the city using their own devices, be it their smartphone, tablet, or laptop, with which they can browse the internet, maps, use their personal social media, or make voice calls over the internet using their preferred pre-loaded apps, all from their very own and familiar devices configured to their needs.

“Enabling our Guests to use their own device is a huge leap forward. Nowadays every traveller carries at least one private device that has all the contacts, personalized set-up, preferred apps such as news services, currency converters, messengers and social network apps loaded and configured. Guests staying in our hotels no longer need to go through the learning curve of getting familiar with a third-party smartphone provided by the hotel, which was the case till now. Or, search for designated hotspots in Hong Kong where they can enjoy free connectivity. It’s always been at the core of our service promise to provide unique solutions that make a difference and constantly improve ourselves based on our Guests’ feedback and changing market needs. Giving our Guests an opportunity to stay connected 24/7 when on-the-go in Hong Kong - using their own devices - is one of such initiatives. The new sleek ‘Wi-Fi Buddy’ fits easily in your pocket, weighs close to nothing, and you can share the signal among up to 10 personal devices. It’s a fuss-free, straightforward connectivity,” said Kenneth Sorensen, Head of Hotels & Serviced Apartments, Miramar Group.

“We are excited to announce that each of the 492 guestrooms at The Mira Hong Kong is already equipped with the new technology solution, while our sister hotel Mira Moon, will have the new ‘Wi-Fi Buddy’ integrated in all rooms by 1 March 2016,” said Gerhard Aicher, General Manager of The Mira Hong Kong.



***The sleek, free, portable “Wi-Fi Buddy” is a seamless on-the-go connectivity solution for modern travellers staying at Mira Hotel Collection hotels***

## **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, designer 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 a short walk from MTR stations and the Star Ferry.

From free high-speed Wi-Fi throughout entire hotel, complimentary on-the-go connectivity solutions, high-end Bose 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.

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

[www.themirahotel.com](http://www.themirahotel.com)

## **About Mira Moon**

Mira Moon is the very first boutique hotel within the Mira Hotel Collection conceived under the creative direction of the famous design guru – Wanders & YOO. Equipped with 91 one-of-a-kind guestrooms and suite, all five guestroom types and the striking suite of Mira Moon are the modern rendition of the Chinese Mid-Autumn Festival mythology. Tech-savvy features at your fingertips allow you to stay connected at all times. Complimentary privileges include Wi-Fi throughout the hotel, iPad mini with customized apps, "PressReader" access with over 3,000 free online publications, and free mini-bar on non-alcoholic beverages.

Located at the heart of bustling Causeway Bay on Hong Kong Island, the 5-star boutique hotel Mira Moon is part of the vibrant entertainment district with landmarks like Times Square, Sogo and Hysan Place. Mira Moon also boasts as the only design hotel within a few minutes' walk from Hong Kong Convention and Exhibition Centre.

*Mira Moon Hotel is a member of Design Hotels™.*

[www.miramoonhotel.com](http://www.miramoonhotel.com)

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