

Press Release

For Immediate Release

The Mira Hong Kong Voted “Best Business Hotel in Hong Kong” for the 5th Time at TTG China Travel Awards

8 April 2016, Hong Kong: For the fifth time since the hotel opening in 2009, The Mira Hong Kong garners precious accolade from China’s leading travel industry professionals at the **9th Annual TTG China Travel Awards 2016**. Voted by the readers of *TTG China*, *TTG-BTmice China*, *TTG Asia*, *TTG India*, *TTGmice*, *TTGassociations* and *TTG Asia Luxury* as the “**Best Business Hotel in Hong Kong**”, tech-friendly design hotel pioneer in the city holds its leading position as the top choice among travel industry partners acknowledged for their commitment towards service excellence.

“We feel privileged to receive this meaningful recognition from China’s key travel industry professionals and we thank our supporters for identifying our efforts in exceeding the expectations of MICE market and business travel segment,” said Gerhard Aicher, General Manager of The Mira Hong Kong. “With every new season and consecutive **Best Business Hotel in Hong Kong** title received at the *TTG China Travel Awards* The Mira Hong Kong receives a strong signal from business and industry circles that our efforts in providing innovative, guest-oriented products and services such as thematic coffee breaks for meetings and events, as well as new tech-friendly essentials, are the way to success.”

Always seeking for the best service solutions with tech-savvy business travellers in mind, The Mira Hong Kong most recently equipped all of its 492 sleek rooms and suites with thoughtful portable “Wi-Fi Buddy” devices allowing for unrestricted 4G connectivity across the city, which Guests can use to share its signal to up to 10 personal portable devices.

“While business travellers and meeting organisers look for award-winning facilities and prime location with convenient access, which The Mira Hong Kong is proud to have, we believe it is the personalized service and continuously enhanced add-value benefits that can make a difference between just another hotel stay and a memorable experience,” said Gerhard Aicher.

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*, *TTG India* and *TTGmice*. 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. Each year the TTG China Travel Awards selects 60 exemplary travel trade suppliers.

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 the entire hotel and across the city with portable Wi-Fi device for use on-the-go, to high-end iPod docking stations and sound system, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, and little details, such as laptop-sized safety boxes with chargers, the urban hotel stands out among 21st century hospitality choices in Hong Kong.

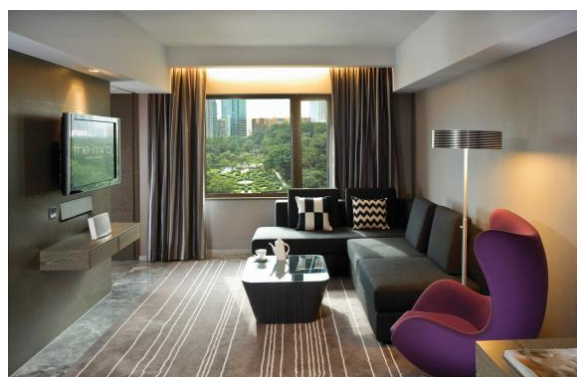
Two uniquely designed floors on 12/F and 15/F make up the epitome of personalized service concept designed with discerning business travellers in mind, The Mira Club. Featuring purple-themed rooms with private check-in and check-out, additional all-inclusive services include full business support and concierge services, two convenient meeting rooms for exclusive use by The Mira Club Guests, 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 and Kiwi Collection.

www.themirahotel.com



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



Smartly designed rooms in 4 bold color themes and rigged with tech-friendly gadgets ensure playful and comfortable stay for modern travellers

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