

Press Release

For Immediate Release

Best Rate Thursdays Live at The Mira Hong Kong *Time Limited, Best Room Offers Refreshed Weekly*

15 April 2015, Hong Kong – Tech-friendly design hotel pioneer and an urban luxury retreat in the heart of Tsim Sha Tsui, The Mira Hong Kong, launched an online campaign favoring quick decision and traveling on impulse to the fast paced metropolis. Combining seamless reservation experience through hotel's responsive design website and integrated online booking engine the travellers can select from a constellation of rooms and suites at unbeatable rates with Club Access privileges offered for all suite accommodation.

Whether it's a strike of wanderlust, or an unplanned business trip to Hong Kong, Best Rate Thursdays offer from The Mira Hong Kong adds to the thrill of spontaneous travel. For the quick and decisive, this first-come, first-serve offer opens up a range of rooms and suites available for stay for up to 60 days ahead. Booking window opens on every Thursday between 9am and 6pm (HK Local Time) and the choice of rooms changes weekly.

From contemporary rooms to 4 types of spacious suites including glamorous, open floor Spa Suites with private steam and Jacuzzi bath, with a special supplement the travellers may enjoy Club Benefits such as private check-in and check-out at the Club Floor, free breakfast at and unlimited access to the exclusive Club Lounge with evening cocktails and daily refreshments, and even a complimentary use of the boardroom for up to 2hrs per day.

Every stylish stay at The Mira Hong Kong enjoys signature complimentary privileges:

- free Wi-Fi and in-room wired internet connections
- handy smartphone for use in the city - a mobile clone of your in-room phone, with free local & IDD calls to 25 designated countries, and unlimited 3G data connectivity
- digital press with over 3,000 newspapers and magazines from over 100 countries
- unlimited access to MiraSpa facilities including infinity pool, heat experience zone and 24/7 fitness centre
- free minibar (non-alcoholic beverages), welcome amenity, pillow menu

“Impulse buying and last minute travel plans are common behaviors today especially amongst modern travellers equipped with portable devices constantly connected to the internet. The hotels nowadays have at their disposal efficient tools such as powerful online booking engines where we can create exciting, time limited offers for those who travel on the spur of the moment. Introduction of ‘Best Rate Thursdays’ campaign is another brick in the strategy of converting and generating more organic online bookings,” shares Gerhard Aicher, General Manager of The Mira Hong Kong.

Best Rate Thursdays is a complementary campaign to the year-round **Advance Purchase Offer** which rewards bookings made ahead of time with complimentary room upgrade for selected room types and discounts up to 30% off Best Available Rates.

Visit <http://www.themirahotel.com/best-rate-thursdays/> to gain access to the special offer on every Thursday, 9am – 6pm (HK Local Time).

**Rooms are subject to availability and confirmation with terms and conditions applied. Rates are subject to 10% service charge.*

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.

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

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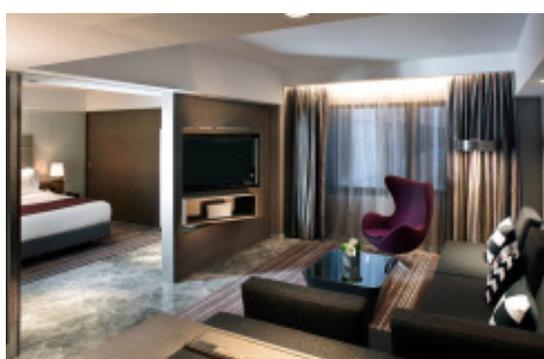
Pioneered by The Mira Hong Kong in Asia-Pacific handy smartphone with complimentary IDD calls and free Wi-Fi can be used anywhere in the city



The Mira Hong Kong draws a world where urban luxe meets contemporary design and cutting-edge technology



Stunning infinity pool is just a part of the 18,000 sq ft complex of wellness facilities at MiraSpa



Stylish and contemporary rooms and suites are fitted with premium materials and designer furniture including Arne Jacobsen Egg Chairs

Hi-res images available for download: <http://we.tl/vUgsLbo28n>

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