

Press Release

For Immediate Release

The Mira Hong Kong Launches New Website With the Latest Booking Engine Technology for Seamless Reservation Experience and Best Room Offers Available Online

11 October 2013, Hong Kong – Open, inviting, intimate, connected – The Mira Hong Kong, repeatedly recognized by the industry as a pioneering tech-friendly hotel, delivers a new level of quality service by launching a brand new website with fast loading and intuitive navigation menu fully integrated with an efficient online booking engine, allowing guests to feast their eyes through a seamless reservation experience.

Developed to support cross platform users including Apple, Windows and Android mobile devices with **responsive design scalable** for all screen sizes and operating systems, the website is a **highly visual gateway and premonition of designer hotel experience** allowing for intuitive navigation through myriad of chic accommodation, event space, luxurious spa and award-winning dining options. “While the number of devices, platforms and browsers grows continuously, we aimed for website design that automatically delivers a quality experience to all users no matter how large or small their display,” shares Gerhard Aicher, General Manager of The Mira Hong Kong.

Not only a true eye candy amongst industry peers’ portals, booking process via both desktop and mobile versions are designed for fast moving, modern travelers enabling to view and compare room choices and packages, and complete reservation with optional enhancements within few quick steps.

“The new website promises some enticing advances in the realm of online booking experience,” reveals Frank Foster, Vice President, Revenue Strategy & Optimization, Hotels & Serviced Apartments, Miramar Hotel and Investment. “Not only are we now better positioned to meet demand in the market while breaking the misconception that best offers are available on third party platforms; it is also an important part of the strategy of converting and generating more organic online bookings.”

In celebration of the launch of entirely new website, which coincides with the hotel’s 4th year anniversary, guests are invited to take advantage of **complimentary room upgrade to next category and 25% discount of Best Available Rates** for bookings made via hotel website 21 days prior to arrival for stay from 1 November 2013 until 31 January 2014*.

To celebrate in style, **each 88th online booking every month** during the promotional period will enjoy one night of **complimentary accommodation** during their stay.

Book online now at www.themirahotel.com/new-website-new-experience and input **Promo Code “4ANNIV”** to enjoy the above offer and stand a chance of winning free accommodation!

*Subject to availability and confirmation with terms and conditions applied.

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



Newly introduced handy smartphone with complimentary international calls and data connectivity can be used anywhere in the city



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

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