

Press Release

For Immediate Release

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

17 April 2015, Hong Kong: The Mira Hong Kong yet again garners highly coveted accolade from China’s leading travel industry professionals at the **8th Annual TTG China Travel Awards 2015**. 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”**, The Mira Hong Kong stands firm at the forefront of exemplary industry partners applauded for their strong commitment towards service excellence in categories including Individual Hotels, Hotel Chains and Resort Hotels.

“For the fourth time since the hotel opening less than 6 years ago The Mira Hong Kong is given credit by China’s key travel industry professionals as one of the stellar organisations awarded for their exceptional accomplishments towards the region’s travel industry with strong focus on MICE and business travel. Recognition as **Best Business Hotel in Hong Kong** at the *TTG China Travel Awards* stresses the significance of The Mira Hong Kong amongst business and industry circles as a tech-friendly hotel pioneer providing innovative, guest-oriented products and services such as thematic coffee breaks introduced in the last season,” said Gerhard Aicher, General Manager of The Mira Hong Kong.

Adding to the innovative, 21 century in-room solutions such as complimentary smartphones with free IDD calls to 25 countries and free 3G Wi-Fi connectivity for use on the go, most recently the hotel took another leap forward in the green direction with luxury design and style in focus adding an eco-friendly “car of the year” to its limousine fleet. The award-winning Tesla Model S with zero greenhouse gasses or noise emissions serves as another electrifying enhancement to overall guest experience.

“We are confident that these services coupled with award-winning facilities will reshape the accommodation choices of large corporate accounts, meeting organisers, as well as tech-savvy business travellers seeking a more personalized and add-value hotel stay 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 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 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.

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 state-of-the-art meeting rooms for exclusive use by The Mira Club, 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, Tablet Hotels and Kiwi Collection.

www.themirahotel.com



The sleek handy smartphone pioneered by The Mira Hong Kong in Asia-Pacific can be used on the go for complimentary international calls and unlimited Wi-Fi connectivity



The latest addition to 21 century services offered by The Mira Hong Kong is the eco-friendly limousine service with award-winning Tesla Model S

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