

## Press Release

For Immediate Release

### **Miramar Hotel and Investment Company, Limited Announces the Appointment of Gerhard Aicher as General Manager of The Mira Hong Kong**

*26 June 2013, Hong Kong:* Miramar Hotel and Investment Company, Limited (HKSE stock code: 71, hereunder referred to as The Group) has announced the new appointment of Gerhard Aicher as General Manager of The Mira Hong Kong.

A seasoned international hotelier whose passion for the industry sprouted from his upbringing in a family run hospitality business in Austria and has resulted in an impressive career in hospitality management spanning Asia and Europe for over 20 years, Aicher has numerous years of experience in the various hospitality disciplines, from Finance through Operations to Sales and Marketing. He started his career in finance and proved himself as Director of Finance in a number of properties including the prominent Paris Marriott Champs-Elysees, Le Meridien Vienna and Le Meridien Stuttgart before moving to Asia.

Educated in Austria, Aicher holds a degree in Hospitality Management from School for Hotel & Tourism Management “Villa Blanka” in Innsbruck – one of the most elite hotel schools in the world. Fluent in German, English and French with expert knowledge and cosmopolitan charisma, Aicher has a keen interest in the world of design and arts which made his choice of the new post a natural one. Adept at working with a multitude of backgrounds and cultures gives him a natural flair as a cross-cultural communicator, who is skilled at pulling together multi-national teams to ensure finite business results.

“In his new capacity, Gerhard will lead the team at The Group’s flagship hotel in Hong Kong, setting the standards for growth in a mission to become the leading sophisticated urban lifestyle hotel group of choice in Asia-Pacific, that strives to continually deliver innovative guest-oriented products and services, as we work on enhancing our commercial assertiveness and grow our international footprint,” said Kenneth Sorensen, Hotels & Serviced Apartments Business Unit Head of Miramar Group.

Upon taking over the post at The Mira Hong Kong, Aicher cited innovation in terms of facilities, technology and service and consistently delivering unique and personalized hotel experiences as keys to the hotel’s continued success. “Having already carved out a niche in Hong Kong’s competitive hospitality industry, we will always look for new ways to make the modern travelers’ stay more memorable and pursue to anticipate their ever changing expectations. With recent ISO and HACCP certifications in place, we will dedicate ourselves to further enhance the standards for both the guests and our world-class team trained in the Mira Way.”

#### **About The Mira Hong Kong**

“Mira” signifies a giant, red star in the constellation of Cetus. It means “foresight” in Spanish and “perfection, peaceful and prosperous” in Latin. With such a directional name, it is anticipated that The Mira Hong Kong will soar, prosper and shine.

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 boldly accented guest rooms, including a collection of 56 suites and meticulously designed specialty suites. Centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district and a close walk to the local underground, railway stations and the Star Ferry, easily connects to all parts of the vibrant metropolis.

MiraSpa is an award-winning 21st century spa concept managed by the hotel. Complemented by the indoor infinity-edge pool and fitness centre, the spa encompasses 18,000 square-feet of total fitness, beauty and wellness.

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

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

### **About Miramar Hotel and Investment Company, Limited**

Incorporated in 1957 and listed on the Hong Kong Stock Exchange since 1970, Miramar Hotel and Investment Company, Limited is a holding company whose subsidiaries are engaged in core businesses including property investment, property development and sales, hotel ownership and management, food and beverage and travel operations.



**Gerhard Aicher, General Manager of The Mira Hong Kong**

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