

Press Release

For Immediate Release

The Mira Hong Kong Awarded 2014 TripAdvisor Certificate of Excellence

Recognised as a Top Performing Hotel as Reviewed by Travelers on the
World's Largest Travel Site

18 June 2014, Hong Kong: The Mira Hong Kong, a tech-friendly hotel pioneer in Asia-Pacific and the flagship property of Design Hotels™ network in Hong Kong, announced today that it has received a TripAdvisor® Certificate of Excellence award. The accolade, which honors hospitality excellence, is given only to establishments that consistently achieve outstanding traveller reviews on TripAdvisor. The Mira Hong Kong receives the meaningful badge for the second year in a row.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account reviews ratings. Businesses must maintain an overall TripAdvisor rating of at least four out of five, substantial volume and recency of reviews. Additional criteria include a business' tenure and popularity ranking on the site. According to the TripAdvisor's regional office, only 105 hotels in Hong Kong have been granted the rewarding badge in 2014.

“It gives us tremendous pride to have received the TripAdvisor Certificate of Excellence for the second year in the row for The Mira Hong Kong; and individually for Whisk, our contemporary European fine dining restaurant,” commented Gerhard Aicher, General Manager of The Mira Hong Kong. “The seal of approval by the Guests who tried and tested our unique property – a part of a growing collection of hotels within Mira brand portfolio – is by far the strongest evidence that we are on the right track. We are extremely grateful to all our Guests who took the time to share their experience on TripAdvisor.”

With an average of 30 comments per month, the travellers who stayed at The Mira Hong Kong have most eagerly zeroed in on the tech-friendly innovations, such as the handy smartphone device with free IDD calls and unlimited Wi-Fi, personalized, yet unobtrusive service combined with five-star facilities, fantastic location and unique modern design.

“With growing expectations of the modern travellers and fierce competition in the industry, The Mira Hong Kong keeps adding new and enhancing existing services, which translates into more positive reviews and better ratings,” added Gerhard Aicher. Complimentary Nespresso coffee machines in all of its suites; PressReader service in all hotel rooms – a digital app allowing for free access to over 2000 full-content, current day newspapers and magazines from around the world; as well as 24-hour access to gym at MiraSpa and free tai chi classes every Saturday morning at The Mira Hong Kong were all introduced in early 2014.

“TripAdvisor is pleased to honor exceptional hospitality businesses for consistent excellence,” said Marc Charron, President of TripAdvisor for Business. “The Certificate of Excellence award gives top performing establishments around the world the recognition they deserve, based on feedback from those who matter most – their customers. From Australia to Zimbabwe, we want to applaud exceptional hospitality businesses for offering TripAdvisor travellers a great customer experience.”

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 shopping, dining and entertainment district, the hotel easily connects guests to all parts of the vibrant metropolis being just a short walk away from the MTR station and the Star Ferry.

From free high-speed Wi-Fi throughout the entire hotel, complimentary smartphone solutions with free 3G data, local and international calls as well as access to personalized concierge service for use in the city, high-end Bose iPod docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls and other in-room tech-friendly features, 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

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 260 million unique monthly visitors**, and more than 150 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 39 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors. TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 22 other travel media brands.

**Source: comScore Media Metrix for TripAdvisor Sites, worldwide, Q1 2014*

***Source: Google Analytics, average monthly unique users, Q1 2014; does not include traffic to daodao.com*



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



The complimentary handy smartphone can be used on the go for free international calls and unlimited 3G data connectivity



The Mira Hong Kong keeps enhancing its service offer most recently with 24hrs access to gym at MiraSpa and free tai chi classes

Follow this link to download hi-res images: <http://we.tl/n2JZrlxrMs>

- ends -

For media enquiries or additional images, please contact:

Agnes Ma

Marketing Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5574 (direct) | Fax +852 2369 0972
agnes.ma@miramar-group.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972
jakub@themirahotel.com