



Press Release

For Immediate Release

7 Days, 17 Dining, Spa & Staycation Offers Up To 37% Off 2021 Mira Flash Sale Kicks Off on Mar 18

15 March 2021, Hong Kong: In the spirit of celebrating life to the fullest, The Mira Hong Kong launches its annual flash sale with **17 exciting dining, spa and staycation offers up to 37% off** available for redemption for several months ahead. Limited quota of vouchers for an omakase dinner menu at French-Japanese WHISK, all-you-can-eat dim sum lunch at Cuisine Cuisine, lunch and dinner buffets at Yamm, as well as fitness membership and cash vouchers at MiraSpa, and Foodie Haven Staycation or room vouchers will be unlocked **from 18 March 9am until the end of 25 March 2021** via a dedicated online portal accessible from the hotel website <http://bit.ly/MiraFlashSale2021>

As gross of the offers quickly sold out within 48hrs from the time of launch in the previous year, for the upcoming edition The Mira Hong Kong has secured a generous amount of discounted vouchers for dining and spa experiences as well as indulgent staycations with HK\$600 hotel credit to spend, breakfast for 2 and late check-out included.

"With the gradual relaxation of social distancing restrictions in the city, Hong Kong dwellers are craving for personal interactions and social dining encounters with business partners, friends and families. The Mira – an urban lifestyle hotel with a host of reputable dining options including MICHELIN-acclaimed restaurants WHISK and Cuisine Cuisine, as well as the award-winning MiraSpa named *Hong Kong's Best Hotel Spa* and *Asia's Best Day Spa* in the 2020 World Spa Awards – is ready to welcome back all Guests who wish to treat themselves or arrange long postponed intimate celebrations with their loved ones!" says Alexander Wassermann, Head of Hotels & Serviced Apartments, Miramar Group.

Among 17 attractive offers Hong Kong urbanites will be able to find **8 dine-in experiences redeemable until 11 July** such as **revered roasted Peking Duck** at HK\$580 (**35% off**) to enjoy at the hotel's contemporary Cantonese restaurant **Cuisine Cuisine, a secret 6-course dinner set menu (37% off)** featuring original Chinese dishes by Chef Edwin Tang at just HK\$688, and **all-you-can-eat dim sum lunch** showcasing more than 20 freshly made dumplings served with a modern twist at just HK\$328 (**15% off**). An innovative **French-Japanese omakase menu** by Chef Oliver Li at **WHISK** featuring premium Japanese seafood and seasonal ingredients plated as **8-course dinner set** is available at **HK\$764 (22% off)** while the stylish lobby café-pâtisserie **COCO afternoon tea set for 2 Guests** can be scooped for just **HK\$328 (30% off)**. True feasts available at the popular restaurant **Yamm** will be the first to catch the attention of those hunting for the best buffet deals in town with **thematic weekday lunch, weekend afternoon tea and dinner buffets for 2 Guests discounted up to 35%**. Famed for abundant seafood selection at dinner with live cooking stations ranging from sushi to tempura, teppanyaki, yakitori, cooked to order Asian-style noodles and Indian specialties Yamm is equally known for its lunch buffets rotating weekly featuring destination themes with flavors ranging from Thailand and Vietnam, Singapore and Taiwan, to latest JingChuanHu showcasing the very best of Great Chinese cuisines of Beijing, Shanghai and Sichuan Provinces. **Dinner for 2 can be enjoyed for only HK\$988 (28% off)** while **lunch for 2 will set one back as little as HK\$458, a saving of 30%** with the greatest discount extended on **afternoon tea buffet (35% off)** priced at **HK\$398** for 2 diners. Adding to the mix are 2 choices of luxuriant champagnes, non-vintage **G.H. Mumm Cordon Rouge Champagne 75cl** and **Perrier-Jouët Grand Brut NV**, both **66% off** the original prices (for take away only).

With wellness gaining extra attention this season, The Mira Hong Kong invites spa goers to indulge in its award-winning facilities once they fully re-open offering a **Day Pass Access discounted by 25% (HK\$375 net)** as well as a full **one-month fitness membership trial at just HK\$2,241 net (25% off)** which grants one an unlimited use of the fitness studio, heat experience zone and lavish infinity pool. Meanwhile, **HK\$1,000 spa vouchers discounted by 25%** (HK\$750 net) are a thoughtful surprise gift for the nearest and dearest family members who deserve deeply relaxing, regenerative and detoxifying rituals. Among the complete portfolio of results-oriented treatments, MiraSpa specializes in therapeutic massages blending Asian and Western techniques, innovative facials using top of the line spa product brands, and a full range of beauty touches for nails.

While staycations remain a hot trend the design-driven urban retreat unlocks a hefty discount on **a one-night stay in its boldly accented City Rooms (up to 29% off)** as low as HK\$550 net per room and puts its best-selling **Foodie Haven Staycation on sale (up to 12% off)** which can be booked at just HK\$1,350 and includes HK\$600 hotel credit, breakfast for 2 and late check-out. Best part - all hotel guests have **unrestricted access to the fun-studded floor of activities** dubbed as **Mirathon** with engaging excitement ranging awaiting in private rooms on a **dedicated 17/F:** from basketball shootout to fossal, dancing mat, dark painting, and – at an extra charge – movie theatre experience with Devialet Phantom speakers and cushy recliners by LIMOSS, VR gaming by VAR Live and more.

All dine-in offers are subject to 10% service charge on the original price. Black-out dates apply. Terms & conditions apply.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design-driven urban retreat 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 a short walk from MTR stations and the Star Ferry. The Mira Hong Kong is a member of Design Hotels™. www.themirahotel.com



Roasted Peking Duck at Cuisine Cuisine



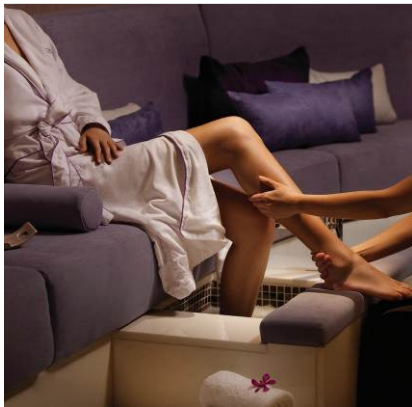
Seafood Tower at Dinner Buffet at Yamm



All You Can Dim Sum Lunch at Cuisine Cuisine



WHISK Omakase Dinner



Regenerative treatments at MiraSpa



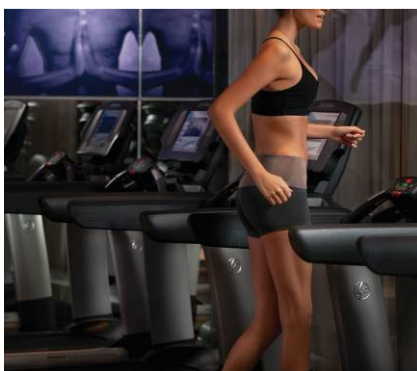
Afternoon Tea Set at COCO



Designer Interiors - City Room at The Mira



Indulgent Staycations with Dining & Spa Credit at The Mira



Fitness Membership, MiraSpa



Complimentary Access to Mirathon Floor of Activities for In-house Guests

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Hi-res images available for download at: http://bit.ly/MiraFlashSale_Press

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