

Press Release

For Immediate Release

UEFA EURO 2020 PLAYcation at The Mira Stay, Watch & Play with Free Minibar, Late Check-out & More

7 June 2021, Hong Kong: Football fans anticipating the kick-off of UEFA EURO 2020 games may now book a staycation at The Mira Hong Kong which shows all 51 matches of the tournament from **11 June till 11 July inclusive**, starting with a Turkey vs Italy game on a Friday night. The UEFA EURO 2020 PLAYcation at The Mira offered from **HK\$860 per night** includes an overnight stay at one of its City Rooms, fully stocked **free minibar** with generous selection of beer, soft drinks and snacks, as well as a hot **Game Night Snack Combo Box** delivered to your room featuring crispy Karaage Chicken, Thai Fish cakes and Battered Fries to fuel the night of sports excitement, as well as a **late check-out until 2pm** on the next day.

Each of the City Rooms, in serene Green, stylish Silver or striking Red color theme the hotel's guests may choose from upon check-in, is equipped with a crisp **42" SONY LCD TVs** and a comfy Egg Chair, available in King Bed room configuration.

Adding a playful twist to the staycation typically targeting young male audience is unlimited, **complimentary access to the 17/F Mirathon zone** featuring a host of **play rooms and entertainment** suitable for guests of all ages featuring Foosball, Basketball Shootout, Mini Bowling, Dancefloor Matt, Giant Tetris, Kids' Playroom, and – at an extra charge – VR gaming room and private movie theatre suite for those who wish to enrich their experience, be it modern families or small groups of friends seeking for an alternative venue to watch the games other than a neighborhood sports bar or own home.

"Hassle-free flights to Europe are still off the charts to many, let alone covering the highlight games in 11 different host cities scattered across the continent. Watching games live from the comfort of a chic room with five-star services is the second best thing to standing at the stadium these days, says Alexander Wassermann, Head - Hotels & Serviced Apartments, Miramar Group. "Awarded Hong Kong's Leading Lifestyle Hotel in World Travel Awards 2020 and Tripadvisor's Travellers' Choice 2021, The Mira continues to enrich its portfolio of tailored staycations to meet the needs of the local guests with more exciting packages to come this summer."

During their stay all Hotel guests may enjoy further benefits from **free high-speed Wi-Fi to 20% off dining** across hotel outlets and **25% off a la carte spa treatments** at MiraSpa.

T&C Apply. Room selection is subject to availability upon check-in. Advance booking is required. Prices are subject to 10% service charge.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, designer 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 a short walk from MTR stations and the Star Ferry. The Mira Hong Kong is a member of Design Hotels™ and a partner hotel of Marriott Bonvoy™ program. www.themirahotel.com

The Mira Hong Kong, Mira Place, 118 - 130 Nathan Road, Tsim Sha Tsui, Kowloon
Booking Enquiries: 2315 5605 or reservations@themirahotel.com

Online bookings: https://bit.ly/2020euro_mira

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Watching sports live at The Mira



The Mira Hong Kong, Designer Lobby Entrance



A combo box of savory snacks delivered to your room



The Mira Hong Kong, City Room in Red



17/F Mirathon zone features a host of play and entertainment rooms for all ages, including Foosball



Other games for sports fans include Basketball Shootout, Mini Bowling for kids and more

Hi-res images available for download at: http://bit.ly/euro2020_staycation_press

For media enquiries or additional images, please contact:

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