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Press Release
For Immediate Release

Design-driven The Mira Hong Kong Launches Wonderful Australia

Teaming Up with Tourism Australia, Australian Trade and Investment Commission, and Miramar Travel with Experiential Offerings from Stay, Spa, Sip to Savour

September 10, 2021 - Hong Kong: The Mira Hong Kong – a design-driven urban lifestyle retreat in Tsim Sha Tsui – is unveiling its latest lifestyle program **Wonderful Australia** encompassing thematic staycation packages, wine and dine, as well as spa experiences in partnership with **Tourism Australia, The Australian Trade and Investment Commission (Austrade) and Miramar Travel**. From **September 17 until November 14**, the Hotel will entice eager to travel Hong Kong dwellers with immersive staycations, winery discovery, savouring and spa indulgence, pillaring signature experiences from **WANDERful, WINEderful, FEASTiful to SPATiful** Australia.

Wonderful Australia: Themed Rooms With Brand New 3D Photo Room at Mira Wanderland

The newest staycations can be enjoyed fully at one of the **10 unique WANDERful Australia-themed guestrooms with a choice of Aussie foodie delights proudly presented by Tourism Australia**. These include 4 states experience rooms co-created by Destination New South Wales, Tourism Western Australia, Visit Victoria and Tourism and Events Queensland representatively together with 6 guestrooms featuring unique Australian experiences rooms recommended by the Tourism Australia.

To fully enjoy the 4 destinations: Check into the designer interiors and spring into **New South Wales** where you will be awash with the magnificent Jacaranda Season. Kick back on the beach of sun-kissed **Queensland**, set out on a journey to **Western Australia's** Ningaloo Reef, or soak up Melbourne's coffee culture of **Victoria**.



Wonderful Australia at The Mira
Thematic Rooms – New South Wales



Wonderful Australia at The Mira
Thematic Rooms – Queensland



*Wanderful Australia at The Mira
Thematic Rooms – Western Australia*



*Wanderful Australia at The Mira
Thematic Rooms – Victoria*

To unlock the 6 iconic immersive experiences room: Experience the thrill of **Surfing**, discover the terroirs of **Winery**, get star-struck with **Southern Lights**, and be amazed by the sub-tropical **Rainforest**. Feel uplifted at the cheerful **Festival** room featuring Balloon Spectacular, and immerse in **Indigenous Culture** with Digeridoo instruments display. Whichever you end up at, be prepared for a staycay filled with wonder!



*Wanderful Australia at The Mira
Thematic Rooms – Indigenous Culture*



*Wanderful Australia at The Mira
Thematic Rooms – Rainforest*



*Wanderful Australia at The Mira
Thematic Rooms – Southern Lights*



*Wanderful Australia at The Mira
Thematic Rooms – Surfing*

During the campaign period, the hotel's dedicated activity floor will also be enhanced with the exciting **Adventure Australia 3D Photo Room** featuring rainforest vistas and a 3D floor sticker for creating instaworthy moments by the social-savvy Guests.



*Wanderful Australia at The Mira
Australia Adventure 3D Photo Room*



*Wanderful Australia at The Mira
Guest Floor Experience*

Choose from 3 package choices from HK\$1,400 and embark on your journey to Australia:

- Australian Seafood Platter for 2 Guests and a bottle of Australian white wine served to the room (From HK\$1,400);
- Bountiful Aussie Buffet Dinner at Yamm for 2 Guests (From HK\$1,800)
- endota Soothing Jade Stones Massage (80mins) for 1 Guest at MiraSpa with a HK\$450-worth gift set (From HK\$1,800)

Each staycation includes **an overnight stay, buffet breakfast at Yamm for 2 Guests, welcome gift postcard by Tourism Australia, fluffy Koala Toy as a souvenir to take home, and a HK\$1,000 Miramar Travel Gift Coupon per room for designated Australia Tour** to stimulate interest in planning a holiday when the borders finally open. With a supplement starting from HK\$200 only, guests will be able to stay at one of the themed rooms assigned on random basis, based on availability.

Get Feastful with Australia: Aussie Buffet Feast at Yamm, Seafood Platter and BBQ Menu

For nearly 2 months at **Yamm**, the popular buffet destination for families in the city, Hong Kong foodies will be able to gorge on all-you-can-eat **Aussie Buffet Feast** dinner featuring glorious seafood and iconic meats starting with freshly shucked Australian oysters, grilled kangaroo with red wine, grilled Australian lamb chops with honey and soya, grilled Barramundi with herbs, lime and garlic, as well as carving of slow-cooked Australian grass-fed beef striploin with black pepper and garlic. On the desserts table diners will find signature Lamingtons, rich macadamia tart and moreish Anzac biscuits.

Whilst staycay goers could unlock through the thematic package **Australian Seafood Platter for two** served to the room with **a bottle of Hunter Valley Semillon white wine by Mount Pleasant** featuring Chilled Whole Rock Lobster, Australian Prawns Cocktail, and Australian Octopus Ceviche with Mango & Lime, next to hot seafood specialties such as half a kilo of Kinkawooka Mussels steamed in Australian Chardonnay. More sizzling delights await with the brand new **premium Aussie BBQ menu** featuring succulent Black Angus beef burgers and five-star lamb chops as an optional upgrade (HK\$600) to the hotel's popular **Glamping with a Splash** staycation staged at one of the speciality suites with a spacious private terrace.



*Feastful Australia at The Mira
Aussie Buffet Dinner at Yamm*



*Wanderful Australia at The Mira
Staycation with Seafood Platter*

WINEderful Australia: Wine by the Glass exploration & exclusive Penfolds wine dinner at WHISK

For nearly 2 months, wine aficionados can complete their dining experience at The Mira's restaurants, **WHISK**, **Yamm**, and **Cuisine Cuisine** as well as the hotel's laid-back open-air lounge bar **Vibes** with **9 handsome picks from Down Under** selected by the Hotel's sommelier, Alan Sun, with four whites, four reds, and one sparkling wine **available by the glass (from HK\$120)** and spanning the major wine growing regions of Australia. The journey of wine discovery features prominent picks from across the country starting from Margaret River in Western Australia to Hunter Valley in New South Wales, Adelaide Hills in South Australia – the place where cult German Riesling producer Egon Muller grows his Rieslings grapes for Kanta – as well as neighboring Barossa Valley famous for deep, mature Merlot and Shiraz varieties.

The most anticipated highlight of WINEderful Australia program slated for **October 7** is the **exclusive Penfolds Wine Dinner at WHISK** (HK\$1,480 per person) during which gourmands will have a rare chance of sampling some of the most sought-after wines from Australia's iconic wine producer paired with innovative French-Japanese cuisine by Chef Oliver Li who specializes in inventive omakase menus on a nightly basis. Eight surprising dishes crafted with Japanese produce and modern French cooking techniques will be harmoniously paired with critically acclaimed wines such as the original and beautifully balanced **Penfolds RWT** that is an embodiment of Barossa Valley Shiraz aged in French oak, as well as the sophisticated Penfolds Bin 23 Pinot Noir, and classic Penfolds Grandfather Port Rare Tawny 20 Years with its recognisable fruitcake notes. Wines will be introduced by a Guest speaker from Penfolds.

Australia is Spatiful: endota Soothing Jade Stones Massage

Meanwhile, MiraSpa joins hands with Australia's largest, award-winning day spa and skincare product brand, **endota**, to showcase a **Soothing Jade Stone Massage** (from HK\$1,308 per person). Guests who succumb to endota's signature treatment at MiraSpa will experience an **80-minute ritual** developed to relax and rejuvenate utilizing warm Shiatsu stones to encourage circulation and dissolve tension of the body followed by a restorative treatment to the facial muscles with jade vitality rollers. To extend the pleasure at home all guests will receive a **Holiday Body Essentials gift set** – a **HK\$450-worth travel-friendly kit** of mini body care must-haves including endota's best-selling Vanilla & Macadamia Body Drink for hydrating the sun-kissed skin.



*SPAtiful Australia at The Mira
endota Soothing Jade Stone Massage at MiraSpa*



*WINEderful Australia at The Mira
Australian Vineyards with Iconic Visitors*

*All offers listed are subject to terms and conditions and advance booking is required.
10% service charge applies to all offers unless specified otherwise.*

For bookings and enquiries, please contact:

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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

About Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

<https://www.australia.com/zh-hk>

About Austrade

The Australian Trade and Investment Commission (Austrade) is the Australian Government's international trade promotion and investment attraction agency which delivers quality trade and investment services to businesses to grow Australia's prosperity. The agency helps companies around the world to identify and take up investment opportunities in Australia as well as to source Australian goods and services.

www.austrade.gov.au

About endota

Founded in 2000 by its CEO Melanie Gleeson and now boasting over 100 spas across the country, endota spa is Australia's largest day spa network which has successfully developed over 50 organic and natural skincare and beauty products. endota is an indigenous word meaning 'beautiful' that serves as a guide in every spa treatment delivered, and in every product conceived. endota has been voted the Best Australian Beauty Brand for three consecutive years in the Marie Claire Beauty Awards (2018 – 2020). The Prix de Marie Claire is the most prestigious consumer-voted beauty award in Australia.

www.endotaspacom.au

About Penfolds

Penfolds has a history and heritage that profoundly reflects Australia's journey from colonial settlement to the modern Era. Established in 1844, just eight years after the foundation of South Australia, Penfolds has played a pivotal role in the evolution of winemaking in Australia - and across the world. Sitting comfortably outside of fad and fashion, Penfolds has taken Australian wine to the world on a grand stage and forged a reputation for quality that is without peer.

www.penfolds.com/

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