

## Press Release

For Immediate Release

### **The Mira Hong Kong Becomes SMOKE-FREE Hotel**

**31 January 2011, Hong Kong:** The Mira Hong Kong is pleased to announce that in support of a cleaner, healthier lifestyle, **The Mira Hong Kong will officially become an entirely *smoke-free hotel***, as of 9 February 2011.

The Mira Hong Kong is committed to providing all of its guests with a smoke-free environment in compliance with the Hong Kong government's existing and expanding law covering public areas including restaurants and bars.

Guests appreciate being able to walk into a fresh and clean room, free of pollutants inherited from a previous guest. Therefore, The Mira Hong Kong has introduced the non-smoking hotel initiative in an effort to extend the commitment for providing an improved environment for the majority of guests, beyond simply the public areas. This initiative aims to safeguard the comfort and wellbeing of the majority of the guests in 'shared' spaces such as guest rooms. **The Mira Hong Kong is proud to be one of the pioneers in encouraging this smoke-free hotel policy in Asia.**

Nonetheless, the hotel is sensitive not to completely isolate its guests who prefer to smoke. As such, the al fresco terrace garden, Vibes, is being appointed as the designated smoking area with access via the glass elevator on the 3<sup>rd</sup> floor. Similarly, a number of specialty rooms and suites with private terraces are available for guests' reservation, where smoking is permitted outdoor on the terrace itself. Guests might otherwise enjoy the peaceful environs of the adjacent Kowloon Park, or Knutsford Terrace with its alfresco dining and drinking atmosphere located directly opposite the hotel.

#### **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.

Centrally located on Nathan Road in Tsimshatsui, The Mira Hong Kong is situated in the heart of Hong Kong's commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary design with stylish, warming touches that delivers a sense of wellbeing and subtle stimulation. Treatments incorporate innovative technology to yield maximum results, via exclusive product ranges. All 18,000 square-feet of MiraSpa encapsulate rejuvenating spa, beauty and hair services. Complete with a state-of-the-art fitness centre and 25-metre infinity-edge pool, a wet zone with sauna, steam, whirlpool, experience showers, waterbed lounge and nine spacious treatment rooms including two VIP Couples' Spa Suites.

*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)

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The exterior of The Mira Hong Kong



The Colin Cowie® -designed fin wall feature in The Mira Hong Kong lobby