

## Press Release

For Immediate Release

### **The Mira Hong Kong enters agoda's Gold Circle**

**15 December 2011, Hong Kong:** The Mira Hong Kong's commitment to provide a premium online product has been recognized with a **Gold Circle Award** by a leading hotel booking site **agoda.com**.

The Mira Hong Kong succeeded in offering consistently competitive room rates through **agoda.com's** custom-built yield control system and, most importantly, has earned positive reviews and comments from agoda.com customers – the greatest testimony to the quality of service and competitive edge offered by the unique design hotel.

“With constantly growing number of online transactions in the world and Asian market especially, we are honoured to be recognized by a valuable partner with this important accolade for effective online revenue management,” commented Martin Chung, General Manager at The Mira Hong Kong.

Out of 381 hotels worldwide to receive a Gold Circle Award this year, only seven in Hong Kong were distinguished, The Mira Hong Kong being one of them.

The awards, launched in 2009, are unique to agoda.com and gain increasing recognition as “a mark of excellence in online distribution among hotel partners”, according to Mr. Errol Cooke, Director of Hotels – Global at agoda.com.

Travelers who stay at a Gold Circle Award-winning property are assured excellent service and great value at a fair price

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### **About The Mira Hong Kong**

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel – overlooking the lush Kowloon Park – easily connects to all parts of the vibrant metropolis.

*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)



***Entering the Gold Circle***

*Mr. Martin Chung, General Manager of The Mira Hong Kong, receives the Gold Circle Award 2011 from Ms. Sharon Tam, Director of Market Management, agoda.com.*

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