

Press Release

For Immediate Release

The Mira Hong Kong wins the "Top 10 MICE Hotel of China" Award

For immediate release, Hong Kong: The Mira Hong Kong has been awarded with the **"Top 10 MICE Hotel of China"** recognition of the Grand Awards category at the **7th China Hotel Starlight Awards** jointly conceived by Chinese mainstream mass media, the hotel industry and the banking and investment industry.

The cutting-edge design hotel not only successfully passed the strict selection mechanism conducted by over 100 industry professionals, but also has been recognized as one of the award winners by the judging panel comprising of hotel experts and the Advisory Committee of Asia Hotel Forum.

The Mira Hong Kong has been acclaimed for providing comprehensive services and facilities for the MICE market with significant competitive edge within the region. Highly revered for the high-quality standards, exceptional range of sophisticated venues and professional events team the hotel's status of a market leader has been proved once again by the "Oscar Awards" of China hotel industry.

The notable recognition for outstanding performances and great achievements which all made remarkable impression on the MICE planners has been collected by Ms. Connie Kwan, Director of Sales and Marketing, at The 7th China Hotel Starlight Awards Presentation Ceremony held on 2 March 2012 in Guangzhou.

Due to its representativeness and justness, annually held China Hotel Starlight Awards stands for the unmatched award-conferring authority in China hotel industry while its comprehensive selection range and fairness of the selection system consistently receives widespread public recognition.

The Mira Hong Kong is one of the 22 awardees of the Taiwan, Hong Kong and Macau region in the 2011 edition of the China Hotel Starlight Awards.

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Ms. Connie Kwan, Director of Sales and Marketing, receives the accolade at the award presentation ceremony



*7th China Hotel Starlight Awards
TOP 10 MICE Hotels of China*

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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. 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 to all parts of the vibrant metropolis being a close walk to the local underground, railway stations and the Star Ferry.

With its glamorous look designed by Colin Cowie, The Mira Hong Kong is capable of hosting the most envious events, be it in the largest pillar-less ballroom in the city, equally outstanding multi-function rooms geared with state-of-the-art AV system, or the impressive outdoor lounge venue for most glamorous product launch in an open air, chic setting.

The state-of-the-art, 15,000-square foot pillarless ballroom accommodates up to 800 guests in an L-shaped setting with its stunning “fin” feature wall. The Ballroom boasts 18 handcrafted Czech crystal chandeliers, LED lighting affording 25,000 colour combinations, and futuristic audio-visual rigging. Wi-Fi and wired internet access and stunning park views are offset by the experienced event planning team for the most stunning events.

Two uniquely designed floors on 12/F and 15/F featuring Purple-themed rooms culminating in **The miraclub** on the 15/F, with personalised check-in and check-out, business support, concierge services, two state-of-the-art meeting rooms are for exclusive use by The miraclub guests who also have access to the Club Lounge offering all-day light dining, freshly-squeezed juices and cocktails.

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

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