

## Press Release For Immediate Release

### The Mira Hong Kong & Mira Moon Hotel Now Part of Starwood Preferred Guest® (SPG®) Program

(13 October 2016, Hong Kong) The Mira Hong Kong and Mira Moon Hotel, unique properties under the umbrella of the Mira Hotel Collection, are thrilled to announce their participation in Starwood Preferred Guest® (SPG®) Program, offering SPG® Members unique benefits.

SPG® Members staying at The Mira Hong Kong and Mira Moon properties will benefit from SPG® benefits such as but not limited to: Best Rate Guarantee, Complimentary Wi-Fi throughout the hotel premises as well as the Hotel's unique portable Wi-Fi Buddy, Free bottle of water and Complimentary Room Upgrade to next category (subject to availability).

“Partnering with Design Hotels™ and SPG® Program is a significant milestone for the Mira Hotel Collection. With a presence throughout Starwood’s distribution channels will enhance our hotels global reach, strengthen awareness and as such ultimately increase demand. To book, please visit [www.themirahotel.com](http://www.themirahotel.com) for The Mira Hong Kong and [www.miramoonhotel.com](http://www.miramoonhotel.com) for Mira Moon Hotel or alternatively, [www.spg.com](http://www.spg.com) or [www.starwoodhotels.com](http://www.starwoodhotels.com). We are delighted to offer existing and new SPG® members two new exciting hotels in Hong Kong in which to earn and redeem points, in the heart of Tsimshatsui (The Mira Hong Kong) and the only SPG® Hotel with a central location on Hong Kong Island (Mira Moon Hotel), close to Hong Kong Convention and Exhibition Center, Pacific Place and the bustling Causeway Bay.” said Kenneth Sorensen, Head of Hotels & Serviced Apartments, Miramar Group.

- END -



The Mira Hong Kong



Mira Moon Hotel



**Portable Wi-Fi Buddy**



**In-room iPad mini**

Download high-resolution images at: <https://we.tl/ZIM7v6h4nC>

About The Mira Hong Kong [www.themirahotel.com](http://www.themirahotel.com)

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.

From free high-speed Wi-Fi throughout entire hotel, complimentary on-the-go connectivity solutions, high-end Bose docking stations, wirelessly controlled on-screen infotainment, intuitive ambient lighting controls, to little details that make a difference, such as in-room safety box in which guests may charge their laptops, the hotel stands out among 21st century hospitality choices in Hong Kong.

About Mira Moon Hotel [www.miramoonhotel.com](http://www.miramoonhotel.com)

Mira Moon is the very first boutique hotel within the Mira Hotel Collection conceived under the creative direction of the famous design guru – Wanders & YOO. Equipped with 91 one-of-a-kind guestrooms and suite, all five guestroom types and the striking suite of Mira Moon are the modern rendition of the Chinese Mid-Autumn Festival mythology. Tech-savvy features are available at your finger tips allow you to stay connected at all times. Complimentary privileges include portable Wi-Fi On The Go, Wi-Fi throughout the hotel, iPad mini with customized apps, and "PressReader" access with over 4,500 free online publications.

Located at the heart of bustling Causeway Bay on Hong Kong Island, the 5-star boutique hotel Mira Moon is part of the vibrant entertainment district with landmarks like Times Square, Sogo and Hysan Place. Mira Moon also boasts as the only design hotel within a few minutes' walk from Hong Kong Convention and Exhibition Centre.

**For media enquiries or additional images, please contact:**

**The Mira Hong Kong**

**Agnes Ma**  
Marketing Manager  
Tel +852 2315 5574  
[agnes.ma@miramar-group.com](mailto:agnes.ma@miramar-group.com)

**Jakub Lewandowski**  
Public Relations Manager  
Tel +852 2315 5181  
[jakub@themirahotel.com](mailto:jakub@themirahotel.com)

**Mira Moon Hotel**

**Jessica Leung**  
Senior Marketing Officer  
Tel +852 2643 8865  
[jessica.leung@miramoonhotel.com](mailto:jessica.leung@miramoonhotel.com)