

Press Release

For immediate release

Mira Moon Hong Kong Scoops Four Prestigious International Awards 2016

(Hong Kong – 22 December 2016) – Mira Moon Hotel, Hong Kong's Most Awarded Boutique Hotel and the first design boutique hotel within the Mira Hotel Collection, proudly announces the exciting news of **scooping four international awards for BEST BOUTIQUE HOTEL** from the world renowned publications and organizations, namely:

- **Best Boutique Hotel Asia Pacific by TTG Travel Awards (Asia)**
- **Best Boutique Hotel by Travel Weekly Asia**
- **Asia's Best City Boutique Hotel by World Boutique Hotel Award**
- **Best City Boutique Hotel by Lotour Hong Kong Hotel Award**

Reflecting on a highly successful year, Frank Foster, General Manager of Mira Moon (and Vice President, Revenue Strategy & Optimization of Miramar Hotels & Serviced Apartments) commented "It is our great honor to be recognized as one of the finest boutique hotels in the world and these awards are the testament to the efforts by the entire Mira Moon team since the opening. I am thankful to our travel partners and readers who have continually shown their support since the opening as well as the entire Mira Moon team for their contribution throughout the year."

The Awards

TTG Travel Awards (Asia)

Top honors have once again bestowed on Mira Moon Hotel, as this fashionably storied boutique hotel was being voted as "**Best Boutique Hotel Asia Pacific**" at the 27th TTG Travel Awards (Asia) for the second year in a row in October. Winning the "Best Boutique Hotel Asia Pacific" by TTG Travel Awards (Asia) for the second time, this is again the recognition and acknowledgement by the industry professionals, travel partners and sophisticated readers for Mira Moon's service excellence and topnotch high-tech amenities.

Travel Weekly Asia 2016 Reader Choice Awards

In the same month, Mira Moon was crowned as "**Best Boutique Hotel Asia Pacific**" at Travel Weekly Asia 2016 Reader Choice Awards for the very first time. Being voted by readers and industry professionals including travel consultants, tour operators and destination management companies, these two renowned awards are once again an affirmation of the collective efforts provided by the entire Mira Moon Team. The awards cement the seamless service provided by the team as well as to capture the outstanding service performance of Mira Moon. Boasting a pioneer hotel offering personalized and tech-savvy gadgets, all in-house guests enjoy the portable Wi-Fi On The Go, in-room iPad mini, hotel Wi-Fi, Bluetooth audio system and digital hotel directory on a complimentary basis.

World Boutique Hotel Award

In November, the hotel was honored to receive the second award from World Boutique Hotel Awards 2016 named Mira Moon as "**Asia's Best City Boutique Hotel**", for its standout amenities, cutting-edge design and superb service. World Boutique Hotel Award is the first and only international award scheme exclusively dedicated to recognizing unique excellence among luxury boutique hotels round the globe.

Lotour Hong Kong Hotel Award

Lotour Hong Kong Hotel Award collaborates with CTV in China recognizing the great effort of the hotel. Evaluated by the Awards Committee comprising seasoned hospitality judges, the "**Best City Boutique Hotel**" award recognizes the hotel's service excellence in giving great experience to guests as well as the bespoke

design concept and tech savvy amenities of the hotel. Lotour.com is one of the leading travel information site based in China with over 22 million registered users. During the assessment period, all finalists were reviewed by discerning travel bloggers and critics accessing the hotel's service quality, product innovation and guest engagement that stand out from its competitors. Winning the award from Lotour.com has further strengthened the leading position of Mira Moon as best boutique hotel in Hong Kong.



Mira Moon Hotel



The Awards



Full Moon Room



In-room iPad mini

Please download high resolution photos via <https://we.tl/3CtireKDwj>.

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About Mira Moon

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 5,700 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.

More information: www.miramoonhotel.com

About TTG Travel Awards

The TTG Travel Awards has been recognizing the best of Asia-Pacific’s travel industry since 1989. This prestigious annual event honours stellar organizations and individuals in 4 categories: Travel Supplier, Travel Agency, Outstanding Achievement and Travel Hall of Fame. This TTG Travel Trade Publishing event is proudly organized by TTG Asia, with the support of TTG India, TTG China, TTGmice, TTGassociations, TTG-BTmice China and TTG Asia Luxury.

About Travel Weekly Asia Readers Choice Award

Travel Weekly Asia is the definitive voice in the travel trade industry, providing news and opinions on the latest developments in the industry. In recognition of the achievements of the best in class within the industry, the Travel Weekly Asia Readers Choice Awards pays tribute to the inspiring and innovative individuals who have made it happen. The awards given out reflect outstanding accommodation, transportation, venue, service and technology providers in their respective categories. Their achievements have helped to create a thriving landscape of economic activity that boosts the industry.

About World Boutique Hotel Award

Established in 2010, World Boutique Hotel Award is the first and only international awards organization exclusively dedicated to recognizing unique excellence among luxury boutique hotels. The World Boutique Hotel Awards look to provide such establishments with the acclaim and reward that they so dearly deserve, championing hotels that possess a unique character whilst still providing world-class services and facilities.

About Lotour Hong Kong Award

Lotour Hong Kong Award is acknowledged, intention to select the high quality 5-star standard of hotels in Hong Kong and the final winners were merely judge from quality and characters in a 4-month selection, precise votes by category from the feedback of a highly experience team of bloggers and professionals with multi-criteria evaluation and reviews about the hotels

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