

news release

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MANDARIN ORIENTAL LAUNCHES NEW SOCIAL PLATFORM

'Fans of MO' encourages guests to post their experiences to an artfully curated social stream at mandarinoriental.com

Hong Kong, 31 March 2015 – [Mandarin Oriental](#) announces the launch of *Fans of MO*, a new social platform where guests can share personal photos and notes about their favourite experiences at Mandarin Oriental hotels around the world.

Visitors to the site are invited to explore individual guest experiences through an eye-catching collage of images and user-generated posts, which are hand-selected and continuously refreshed. By creating a [guest profile](#) on mandarinoriental.com, users can share why they are fans by uploading their favourite Mandarin Oriental moments directly to the website. For a personal touch, a signature monogrammed tile with the user's initials accompanies each published post.

Mandarin Oriental's *Fans of MO* also gives visitors the ability to book a hotel stay directly from its guest-generated content; within certain posts, users can click to "reserve this experience". Guests can also share posts via email or on Pinterest, Facebook and Twitter.

In addition to guest-generated content, users will find special posts from Mandarin Oriental's [celebrity fans](#) which are seamlessly integrated into the dynamic content stream. The platform's other unique feature allows guests to search for experiences based on specific interests, such as Art & Design, Destination, Service, Food & Wine and Spa & Wellness. *Fans of MO* also allows users to further refine their search by selecting posts on individual hotels.

"Many of our guests already share their experiences via social media and increasingly use our hashtag #FanofMO. We are therefore delighted to expand the social content on our website and provide guests with a truly creative way to explore our legendary hotels around the world," said Jill Kluge, Group Director of Brand Communications.

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For more information and to experience Fans of MO, please visit <http://www.mandarinoriental.com/experience-mo/fans-of-mo/>.

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the most luxurious hotels, resorts and residences. Having grown from a well-respected Asian hotel company into a global brand, the Group now operates, or has under development, 44 hotels representing almost 11,000 rooms in 24 countries, with 20 hotels in Asia, ten in The Americas and 14 in Europe, Middle East and North Africa. In addition, the Group operates or has under development, 15 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at www.mandarinoriental.com.

Visit [Destination MO](http://www.mandarinoriental.com/destination-mo/) (<http://www.mandarinoriental.com/destination-mo/>), the online version of [Mandarin Oriental Hotel Group](#)'s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group's celebrity fans is now just a click away. Further information is also available on our [Social Media](#) channels.

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