

news release

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MANDARIN ORIENTAL LAUNCHES NEW INTERACTIVE WEBSITE

Creative and contemporary design, striking imagery, useful content and ease of booking combined with 'Best Rate Promise' provides a totally immersive experience.

Hong Kong, 28 September 2012 – Mandarin Oriental is delighted to announce the launch of its new experiential website at mandarinoriental.com that encourages visitors to spend more time interacting with the brand online.

With fantastic [photography](#), and rich, descriptive, informative content, the site showcases the Group's [innovative architecture and design](#), spacious rooms and suites and [award-winning dining](#) and [spa facilities](#). The complete site is available in seven languages.

In true Mandarin Oriental style, the site also offers guests the chance to personalise their stay, by creating an [integrated guest profile](#). This allows guest preferences to be shared across all hotels in the Group, offering a seamless experience with every Mandarin Oriental stay.

The [online booking](#) process has also been enhanced, with the ability to easily view and compare rooms and rates, and a dynamic packaging tool that provides a choice of different services and facilities, all of which can be pre-arranged and made available on arrival. These include in-room amenities, concierge assistance and dining and spa reservations.

More importantly, the Group promises that rates offered online are [the best available anywhere](#). If a better rate can be found it will not only be matched, but guests will benefit from a further 10% reduction.

Visitors can also view insider concierge tips and the Group's online magazine, [Destination MO](#) for further insights into Mandarin Oriental locations. In addition, fans of Mandarin Oriental will be pleased to see more video content on [the Group's celebrity fans](#), together with full [social media connectivity](#).

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Information can be viewed on tablets and mobile devices and shared in real-time with others online and via social media platforms. An in-site search facility allows for information to be found quickly and easily, and certain elements of the site have also been personalised to provide relevant content that is based on visitor location and browsing history.

“Mandarin Oriental is renowned for providing award-winning, legendary service at each of our hotels, which we are now better able to extend to our guests online,” said Michael Hobson, Chief Marketing Officer. “The new site has not only been designed to tempt visitors to spend more time engaging with our brand and our range of unique hotels, but by providing a simple and effective booking tool together with the comfort of our online ‘Best Available Rate’ promise, we also aim to offer the same delightful experience and intuitive service online as we do elsewhere,” he added.

Begin the journey and enjoy a truly immersive experience with [Mandarin Oriental](#).

About Mandarin Oriental Hotel Group

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world's most prestigious hotels and resorts. The Group now operates, or has under development, 45 hotels representing 11,000 rooms in 28 countries, with 19 hotels in Asia, 13 in The Americas and 13 in Europe, Middle East and North Africa. In addition, the Group operates, or has under development, 14 *Residences at Mandarin Oriental* connected to its properties.

Photography of Mandarin Oriental is available to download, in high and low resolution, in the [Photo Library](#) of our *Media* section, at www.mandarinoriental.com. Please join us on Facebook (www.facebook.com/MandarinOriental) and Twitter (www.twitter.com/mo_hotels)



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Visit [Destination MO](http://www.destinationMO.info) (www.destinationMO.info), the online version of [Mandarin Oriental Hotel Group](http://www.mandarinoriental.com)'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.

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