

## news release

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### MANDARIN ORIENTAL HOTEL GROUP LAUNCHES NEW MOBILE WEBSITES

**Hong Kong, 10 November 2014** – [Mandarin Oriental's](#) latest upgrade to its mobile websites provides visitors with a faster and more intuitive user experience. A refreshed design, increased information and improved technology now enable guests to simply and effectively interact with the brand online, while on the move.

Mandarin Oriental's mobile sites are available in nine languages and provide detailed information and booking capabilities for the Group's 27 properties worldwide. A clean and simple navigation system, designed for a smaller mobile screen, allows guests to seamlessly search the Group's information-rich site. The main menu has been updated, and is based on a browser's location within the website, while the mobile booking process has also been enhanced, providing detailed views of rooms, rates and a wide variety of exclusive hotel offers.

Significant design enhancements have been made to the global and hotel home pages with swipeable photo galleries to showcase the Group's award-winning architecture and facilities. In addition, larger fonts improve readability throughout the mobile experience.

Mandarin Oriental also offers guests the opportunity to personalise their stay, by creating an [integrated guest profile](#) on mobile devices. This fully mobile profile system allows guest preferences to be shared across all hotels in the Group, offering a consistent experience during every Mandarin Oriental stay.

With a sleek and mobile-friendly layout, the 'Social Menu' has also been enhanced to promote mobile to mobile shares in real-time with others online and via social media platforms.

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“Mandarin Oriental is renowned for providing award-winning, legendary service, and with these extensive enhancements we are now better able to provide an elevated mobile experience,” said Christoph Oberli, Vice President of E-Commerce & Interactive. “By upgrading our mobile websites, we aim to deliver guest centric technology throughout all Mandarin Oriental properties worldwide and intuitive service to guests interacting with our brand online.”

For more information, please visit [www.mandarinoriental.com](http://www.mandarinoriental.com).

### **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, 45 hotels representing close to 11,000 rooms in 25 countries, with 20 hotels in Asia, ten in The Americas and 15 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 the [Photo Library](#) of our [Media](#) section, at [www.mandarinoriental.com](http://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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