

NEWS RELEASE

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**RENAMED NEW WORLD HOTELS & RESORTS
TO EXPAND MODERN ORIENTAL HOSPITALITY INTO RESORTS**

New website and mobile-friendly version supports brand growth



Hong Kong-based New World Hotels has been renamed New World Hotels & Resorts to reflect its aim to introduce its signature “modern Oriental hospitality” to resort destinations in mainland China and Asia Pacific, as part of its strategic plan to triple the size of its portfolio in five years. New World Hotels are currently located in mainland China, Hong Kong, Vietnam and the Philippines.

The newworldhotels.com website has also been revamped to showcase the group’s rapid development, which includes eight new hotels already announced to join the brand’s portfolio and USD78 million renovations to existing properties in the last three years. The mobile-friendly, multi-lingual website enables on-the-go travellers to connect to New World Hotels & Resorts anywhere, any time.

The relaunched website, designed by Isobar Hong Kong, named Digital Agency of the Year 2014 by *Marketing Magazine*, showcases stylish imagery matched with easy-to-browse navigation. In keeping with customers’ expectations for an image-driven online experience, the website features crisp new photography showcasing the brand’s modern Oriental hospitality as expressed in guestrooms, facilities, amenities, décor and service. The user-friendly navigation is designed to make information searches easy and precise. For meeting and events planners, there are “at-a-glance” meeting space charts listing venues with corresponding capacities and configurations for all properties.

“Our name change reflects our growth plans and the opportunities on our doorstep, with increasing requests to extend our presence in resort destinations,” says Symon Bridle, chief operating officer of Rosewood Hotel Group, parent company of New World Hotels & Resorts. “Our new website, as one of the first touchpoints for guests, is designed to be a fluid and seamless online introduction to the brand’s hallmark modern Oriental hospitality.”

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New Name and Website for New World Hotels & Resorts

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Favoured by business travellers and meeting planners, New World Hotels & Resorts includes deluxe properties in Hong Kong, Beijing, Dalian, Shanghai, Wuhan, Ho Chi Minh City and Manila, and opening in Guiyang in September 2014, with an affiliated hotel in Shunde. The hotels offer a full range of relevant amenities and services, including multiple restaurants, business services, extensive meeting facilities, Residence Club executive floors and recreational options. The New World Hotels & Resorts collection is targeted to more than triple in size in next five years. For further information or reservations, please contact your travel professional, visit newworldhotels.com or follow the group's [Facebook page](#) for latest news.

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