

NEWS RELEASE

1 August 2016

**EDDY SARTON APPOINTED AS GENERAL MANAGER  
OF NEW WORLD BEIJING HOTEL**

Mr. Eddy Sarton has been appointed as general manager of New World Beijing Hotel. Mr. Sarton will oversee all of the hotel's operations, including finance, front office, sales and marketing, food and beverage services, housekeeping, engineering, human resources and security.

Mr. Sarton has more than 26 years of experience working for highly successful hospitality companies in Europe, Oceania and Asia. A longstanding member of the New World Hotels & Resorts family, prior to joining New World Beijing Hotel, Mr. Sarton was general manager at New World Dalian Hotel and resident manager at New World Makati Hotel. Mr. Sarton was integral to building New World Dalian Hotel's stellar team and taking the property's accommodation, dining and signature modern oriental service to new heights. He also has more than five years of experience as director of food and beverage at Shangri-La Hotels and Resorts.

A veteran hotelier with vast experience in China and across Asia, Mr. Sarton is thrilled to be back in the capital and looking forward to sharing his extensive experience with the hotel's team through strong leadership, education and hands-on training programmes.

The 309-room New World Beijing Hotel is the closest deluxe hotel to the Temple of Heaven and is conveniently located near Tiananmen Square, the Forbidden City and the Wangfujing shopping district. Hotel dining includes Tian Tan Kitchen, an all-day café; 8 Qi Nian Chinese restaurant; TANG lobby lounge; and YIN on 12 rooftop bar. Recreational options include a health club, spa and indoor swimming pool; while meeting space totalling 1,542 square metres includes a windowed ballroom and six function rooms. The Residence Club executive floor offers the largest outdoor terrace among Beijing's luxury hotels. For more information and reservations, please contact a travel professional, the hotel directly at telephone +86 10 5960 8888, email [reservations.beijing@newworldhotels.com](mailto:reservations.beijing@newworldhotels.com) or visit [newworldhotels.com](http://newworldhotels.com).

###

MEDIA CONTACT:

Jelin Zhang

Director of Communications

New World Beijing Hotel

Telephone: +86 10 5960 8888

Facsimile: +86 10 5960 8989

Email: [jelin.zhang@newworldhotels.com](mailto:jelin.zhang@newworldhotels.com)