

NEWS RELEASE

17 November 2020

**HAIDY CHENG APPOINTED DIRECTOR OF SALES AND MARKETING  
FOR NEW WORLD BEIJING HOTEL**

Ms. Haidy Cheng has been appointed director of sales and marketing for New World Beijing Hotel.

Haidy has more than 25 years' experience in the hospitality industry, including the position of director of sales and marketing for The Westin Beijing Financial Street for the last three years. Under her leadership, the hotel achieved remarkable results amongst the competitors. Prior to that, she was director of sales with the Marriott and Hilton hotel groups.

With her impressive background, vast experience and achievements in sales and marketing, Haidy is set to continue to deliver high standards, sound results and a new level of brand recognition for New World Beijing Hotel.

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).

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