

NEW WORLD SHANGHAI HOTEL RELAUNCHES WITH NEW LOGO



New World Shanghai Hotel today unveils a new logo and name – a fresh visual identity throughout the property that symbolises a service culture based on “modern Oriental hospitality.” This concept and brand identity is also being unveiled in sister properties in China, Vietnam and the Philippines.

“Modern Oriental hospitality means featuring the best of the region’s hospitality traditions and the values they spring from, but expressing them in a refreshingly engaging and fluid way,” says Boon Kwee Lim, general manager.

The New World Shanghai Hotel new logo features a symbol of the mulberry, the fruit of the tree from which the first silk was created in China. The story of silk’s creation -- how, through care and craftsmanship, a simple source became an exotic, beautiful, long-lasting, high-quality substance – was the inspiration for New World Hotels’ fresh visual identity.

A new brand website designed in keeping with the look and spirit of “modern Oriental hospitality” – www.newworldhotels.com – also launches today.

Recognising that hotel associates are key to the success of this new direction, and to reinforce the new workplace culture, ongoing induction and coaching programmes introduce this new culture and service concepts and motivate hotel associates to reach new benchmarks in hospitality.

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New World Shanghai Hotel is located in the commercial and business district opposite the southern edge of Zhong Shan Park and steps away from the Metro and Light Rail station. The 605-room hotel features a health club, outdoor swimming pool, comprehensive business facilities, and four restaurants and lounges offering a wide spectrum of international cuisines and wines. For more information or reservations, please contact your travel professional, the hotel directly at telephone +86 21 6240 8888, fax +86 21 6240 7777, email reservations.shanghai@newworldhotels.com, or visit www.newworldhotels.com.

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Editor's note: For logo artwork and digitised photos, please contact the hotel's communications department.

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