

NEW WORLD SHANGHAI HOTEL APPOINTS GENERAL MANAGER



Mr. Marcel van Mierlo has been appointed general manager of New World Shanghai Hotel. In his position, Mr. van Mierlo will oversee the operations and management of both New World Shanghai Hotel and pentahotel Shanghai while maintaining high levels of service quality and guest satisfaction.

Mr. van Mierlo has more than 25 years experience in the hospitality industry including management positions in deluxe hotel operations in the United Kingdom, Netherlands, Malaysia, Hong Kong and China. Before joining New World Shanghai Hotel, Mr. van Mierlo was general manager of Shangri-La Hotel, Shenzhen and previously was hotel manager of Shangri-La Hotel Kuala Lumpur, Malaysia. He has held senior management positions for the Steigenberger Kurhaus Hotel at the Hague; Kowloon Shangri-La and Island Shangri-La Hotels in Hong Kong as well as the Dorchester in London.

Mr. van Mierlo has studied at Cornell University in the USA and at the Middelbare Hotelschool in the Netherlands, his native country.

New World Shanghai Hotel is located in the commercial and business district opposite the southern edge of Zhongshan Park and steps away from the metro station. The 605-room hotel features a health club, outdoor swimming pool, comprehensive business facilities, and five 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 shanghai@newworldhotels.com, or visit www.newworldhotels.com.

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