

**NEW WORLD SAIGON HOTEL RELAUNCHES WITH NEW LOGO**



New World Saigon 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 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 Doris Marchardt, general manager.

The New World Saigon 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](http://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 Saigon Hotel is located directly in the city center opposite the lush 23 September Park and just steps away from the famous Ben Thanh market. The 538-room hotel caters to international business and leisure travelers seeking first class facilities. The hotel features comprehensive business facilities, four restaurants and lounges offering a wide spectrum of local and international cuisines, a health club and an outdoor swimming pool. For more information or reservations, please contact your travel professional, the hotel directly at telephone +84 8 3822 8888, fax +84 8 3824 3701, email [reservations.saigon@newworldhotels.com](mailto:reservations.saigon@newworldhotels.com), or visit [www.newworldhotels.com](http://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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