

NEW WORLD DALIAN HOTEL RELAUNCHES WITH NEW LOGO



New World Dalian 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 Gino Tan, general manager.

The New World Dalian 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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The 429-room deluxe New World Dalian Hotel is located in the heart of the city, close to Zhongshan Square, Dalian Harbour and the finance district, and is a 20-minute drive from Zhou Shui Zi International Airport, three kilometres from the train station and steps away from the main offices of many overseas corporations. The hotel offers spacious and elegantly appointed guestrooms, comprehensive business services, sophisticated meeting and event facilities, and dining options ranging from local specialties to international cuisine. Recreational facilities include a heated indoor swimming pool and health club. For more information and reservations, please contact your travel professional, the hotel directly by telephone +86 411 8807 8888, by fax +86 411 8807 8899, by e-mail reservations.dalian@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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