

**NEWS RELEASE**

25 October 2010

**NEW WORLD MAKATI CITY, MANILA HOTEL  
RELAUNCHES WITH NEW LOGO**



New World Makati City, Manila 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 Vietnam.

“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 Farid Schoucair, general manager.

The New World Makati City, Manila 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.

- more -

## New World Makati City, Manila Hotel Relaunches With New Logo

Page 2

New World Makati City, Manila Hotel is a world-class deluxe hotel located directly opposite Greenbelt, the country's first lifestyle and shopping centre with trendy bars and restaurants, posh boutiques, a lush tropical park and a modern museum in the heart of the Makati financial and commercial district. This 598-room property features executive floor accommodation; sophisticated dining; extensive fitness centre with outdoor swimming pool, gym and sauna; and 2,000 square meters of dynamic function space for meetings and conferences. For more information and reservations, please contact your travel professional, the hotel directly at telephone +63 2 811 6888, fax +63 2 811 6777, e-mail [reservations.manila@newworldhotels.com](mailto:reservations.manila@newworldhotels.com), or visit [www.newworldhotels.com](http://www.newworldhotels.com)

# # #

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

### MEDIA CONTACT:

Monique Toda, Director of Communications

New World Makati City, Manila Hotel

Telephone: +632 811 6888

Email: [monique.toda@newworldhotels.com](mailto:monique.toda@newworldhotels.com)