

NEWS RELEASE

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NEW WORLD TAISHAN HOTEL OPENS TODAY

New World Hotels & Resorts' Mainland China Footprint Continues to Grow

New World® Hotels & Resorts announces the grand opening of New World Taishan Hotel today. Located in Taishan City, a well-known eco-leisure tourist resort in Guangdong Province, the hotel can be found at the heart of the city's business and entertainment district. In the surrounding area, visitors will find natural hot springs, beach islands, national forest parks and heritage buildings bearing distinctive overseas Chinese characteristics. The hotel sits on a generous plot and boasts a design inspired by local culture. A blend of Chinese and Western styles offers guests a luxurious, modern experience with eye-catching local touches. The hotel's opening marks another milestone in New World Hotels & Resorts' bold expansion in the Mainland market.



Photo: The Appearance of New World Taishan Hotel

-more-

New World Taishan Hotel Opens Today

Page 2

Taishan City, popularly known as ‘The First Hometown of Overseas Chinese’, is located at the important node of Guangdong-Hong Kong-Macao Greater Bay Area and the Maritime Silk Road. In celebration of the city’s unique origins and culture, New World Taishan Hotel combines elements of overseas Chinese design with western aesthetics to create a comfortable modern space which inspires the onlooker with its heritage elements. From the moment the guests step foot in the lobby, the immersive experience begins. Diaolou, traditional multi-storey watchtowers that fuse Chinese and Western structural and decorative forms are depicted on the wall behind the front desk, echoing through the centuries to welcome the traveller. Walking towards the rooms, guests can appreciate the domed design and murals inspired by western classical architecture, alongside elements that channel the unique charm of overseas Chinese culture.



Photo: The Lobby of New World Taishan Hotel

New World Taishan Hotel boasts a total of 337 rooms and suites, all designed in a sleek contemporary style with heritage touches such as China landscapes and Diaolou incorporated into the decorative details. The hotel offers more than 10 types of accommodation, including landscape rooms, executive rooms, and suites. Each offers at least 30 m² of high-comfort space and is equipped with high-speed Wi-Fi, internet TV, a freezer, smart toilet, intelligent curtains and other facilities to provide guests with a home-away-from-home experience. In response to the popularity of traditional Chinese weddings, the hotel has also launched a wedding room brimming with cultural references, allowing newly married couples to experience a ‘Chinese romance’.

-more-

New World Taishan Hotel Opens Today

Page 3



Photo: The Room of New World Taishan Hotel

New World Taishan Hotel has 10 multi-functional luxury banquet halls and conference rooms all in different styles and able to accommodate between 12 and 1,000 people. The hotel is the ideal destination for press conferences, academic seminars, brand events and celebratory banquets. Among the spaces on offer, the Ballroom covers an area of 858 m², which can be divided into two independent halls as needed. The top-notch facilities come complete with audio-visual equipment and comprehensive support to meet the varying needs of all business guests.

Meanwhile the courtyard opens onto lake views and lush and green gardens, all captured and reflected in the decor. Whether walking in the courtyard and soaking in the scenery or standing on a guest room balcony overlooking the lake, guests are invited to relax and unwind amid the elegant scenery.

-more-

New World Taishan Hotel Opens Today

Page 4



Photo: Panoramic View of the Hotel

With its location within an hour of the Guangdong-Hong Kong-Macao Greater Bay Area, New World Taishan Hotel is an ideal base for all business guests, giving them access to both the economic hub and the charm of Taishan in one unique experience.

To learn more about the hotel and book a stay, please visit:

taishan.newworldhotels.com

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About New World Taishan Hotel

New World Taishan Hotel is located in Taishan City, a popular tourist destination in Guangdong Province, right in the city's commercial hub. The hotel boasts a prime location close to natural hot springs, a national forest park, picturesque beaches, and distinctive historic architecture. With 337 rooms, the hotel offers guests a diverse range of accommodations. The aesthetic is inspired by the unique culture landscape of this overseas Chinese hometown, incorporating a fusion of Eastern and Western styles. The design concept aims to create a luxurious, modern residential experience for guests. A choice of 15 multi-functional meeting rooms and a luxurious banquet hall capable of accommodating up to a thousand attendees, makes New World Taishan Hotel an ideal choice for events, from conferences and exhibitions to celebratory banquets. For more information, please visit taishan.newworldhotels.com

About New World Hotels & Resorts

New World® Hotels & Resorts is part of Rosewood Hotel Group, one of the world's leading global lifestyle and hospitality management groups. New World Hotels & Resorts is comprised of upper-upscale hotels and resorts with a primary focus on gateways and getaway locations in Greater China and other markets in Asia. Each New World property is committed to delivering modern and genuine Asian hospitality experiences for modern leisure travellers and locals, through food, design and communities. Our properties strive to deliver positive impact by adopting sustainable practices and actively fulfilling the group's commitment to social responsibility. The brand manages a collection of 17 properties located in China, The Philippines and Vietnam. Across all properties there are more than 300+ rooms offering a full range of convenient amenities and services, including a variety of restaurants, business services, flexible meeting facilities, Residence Club executive floors and recreational options.

For more information, please visit newworldhotels.com

New World Taishan Hotel Opens Today

Page 6

About New World Tongpai Hotels Group

New World Tongpai Hotels Group is a lifestyle hospitality group focused on creating new centers of contemporary experiences and spaces for the next generation. It is comprised of two brands: New World Hotels & Resorts, an upper-upscale collection of properties in key gateway cities and resort destinations in mainland China; and TONGPAI, an urban hospitality and lifestyle brand that stretches the boundaries of traditional city hotels that integrate co-living concepts and communal workspace within vibrant social communities. For more information, please visit nwtphotelsgroup.com

About Rosewood Hotel Group

Rosewood Hotel Group, a privately owned company, is one of the world's leading global lifestyle and hospitality management groups. It encompasses four brands: ultra-luxury Rosewood Hotels & Resorts®; upper-upscale New World Hotels & Resorts; Asaya, an integrated well-being concept; and Carlyle & Co., a modern and progressive private members club. Its combined portfolio consists of over 45 hotels, resorts, residences and private member clubs in 23 countries with around 37 new projects currently under development. For more information, please visit rosewoodhotelgroup.com

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