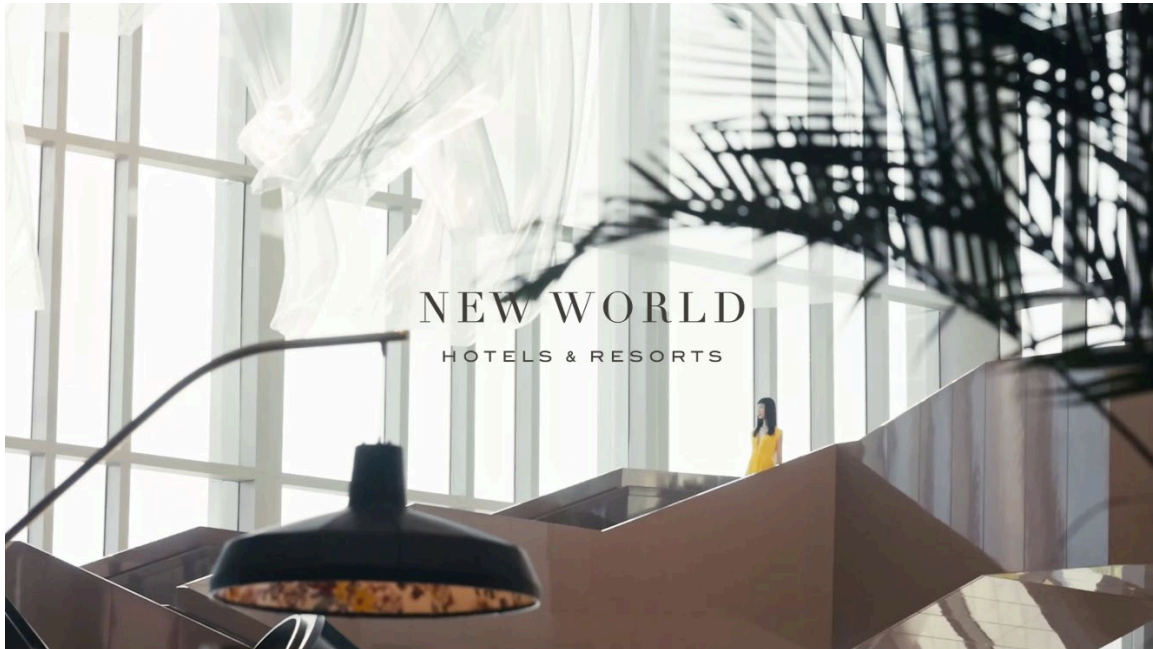


NEW WORLD
HOTELS & RESORTS

NEWS RELEASE

6 March 2025

NEW WORLD HOTELS & RESORTS RELEASES NEW BRAND COLLECTION VIDEO



[New World Hotels & Resorts](#), the upper-upscale hotel brand of Rosewood Hotel Group, presents its latest brand collection video, embracing the essence of Asian hospitality. In conjunction with the launch of its new brand visual identity in 2024, the brand debuts the new brand collection video today. As a leading upper-upscale hotel brand in Asia, New World Hotels & Resorts integrates the core principles of contemporary hospitality into modern accommodation and innovative dining experiences. This new video showcases an extraordinary journey across bustling Asian cities and tranquil resort destinations, highlighting the brand's relentless pursuit of excellence and unique innovations in modern travel experiences.

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As viewers follow the video, they will witness how New World Hotels & Resorts artfully combines traditional aesthetics with modern design concepts. In each of the hotels, every detail reflects an unwavering commitment to quality, creating a warm and thoughtfully designed living atmosphere. From the careful arrangement of lighting and selection of furnishings in guest rooms to the creatively designed public spaces and unique dining experiences, New World Hotels & Resorts is not just a place to stay; it is a gateway to local culture.

Whether amidst the urban vibrancy of Beijing, Hong Kong, and Guangzhou, or the exotic charm of Manila, Phu Quoc, and Ho Chi Minh City, New World Hotels are strategically located in key cities and resort destinations throughout Asia, offering comfortable and inviting experiences tailored for business and leisure travellers, including the rising number of 'bleisure' travellers who seek to blend work and relaxation. In the carefully crafted atmosphere of New World Hotels, guests will rejuvenate their bodies and minds, fully enjoying the vibrant charm of travel and life.

New World Hotels & Resorts believes that every journey can be a meaningful experience. By emphasising sustainable strategies throughout its operations, the brand creates a meaningful experience for a new generation of travellers.

Debuting today on New World Hotels & Resorts' official brand channels, [the video can be viewed here.](#)

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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 16 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

About Rosewood Hotel Group

Rosewood Hotel Group, privately owned by Chow Tai Fook Enterprises, 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 hotel portfolio consists of 54 properties in 24 countries with more than 30 new properties currently under development. For more information, visit rosewoodhotelgroup.com

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