

NEWS RELEASE

12 May 2025

**NEW WORLD JINZHOU HOTEL GRAND OPENING**  
*A New Chapter Begins, Elevating Travel Experiences in Liaoxi*

New World Jinzhou Hotel officially opens its doors, marking a significant milestone in the brand's expansion in China. The rich cultural heritage of the Liaoxi Corridor converges with contemporary modern aesthetics. Inspired by the theme “Half Mountain, Half Sea; City’s Vibrance, Ever Bright,” the hotel captures the gentle flow of the Linghe River, the robust spirit of Yiwulv Mountain, the vastness of Bohai Sea, and the brilliance of Red Beach, resulting in a design narrative of “Majestic Mountains and Seas, Vibrant Elegance.” This signature landmark, located in the city’s core, redefines the heights of upper-upscale business, leisure and cultural travel experiences in Jinzhou, offering global guests an immersive journey where nature's epics and urban vibrancy intertwine.



-more-

## New World Jinzhou Hotel Grand Opening

Page 2

### Culture as the Soul, Nature as the Rhythm

New World Jinzhou Hotel invites a top domestic design team to bring its vision to life, embodying the concept of “Lobby Lounge as the City’s Living Room.” The design skillfully integrates local characteristics with urban living, showcasing an elegant aesthetic that blends modernity and classicism.

The three-story high lobby lounge breaks traditional boundaries, creating a striking first impression inspired by the rushing Linghe River: a green wall resembles ivy cascading from Bijia Mountain, while the island bar mimics the rocks of Bohai Bay. Contemporary art installations in hues reflecting Red Beach evoke the ebb and flow of tides, reminiscent of intricate Manchu embroidery. The "Dream Spiral Staircase" gracefully ascends, dancing with crystal chandeliers, symbolizing the spirit of exploration. A perforated metal canopy in the drop-off area, inspired by “Stars Over the Sea,” welcomes guests with a pine tree bowing to greet them, telling the unique story of the Liaoxi land from the moment of arrival.



-more-

# NEW WORLD

HOTELS & RESORTS

## New World Jinzhou Hotel Grand Opening

Page 3

New World Jinzhou Hotel enhances business experiences through technology. The grand ballroom features a 7-meter high, column-free space, with ceilings and carpets that metaphorically evoke the epic tales of Liaoxi, providing ample space for large events. It can be reconfigured into two multifunctional rooms, complete with holographic projection and LED screens showcasing the beauty of Red Beach. Eight multifunctional rooms and a VIP suite feature modular partitions to cater to diverse needs for smaller events. The escalator corridor creates a “Time Tunnel” with light and shadow, while the tea break area offers unique refreshments, redefining traditional business meeting boundaries with a “fresh” experience.

### A Private Sanctuary Amidst Scenic Views

The hotel has 215 guest rooms, featuring high-quality amenities with themes of “Mountain and Sea Mist” and “Linghe Dawn,” subtly embedding cultural genes within contemporary minimalism. Dual sinks and standalone bathtubs enhance the quality and ritual of the bathroom space, while contemporary decor quietly reshapes the textures of Jinzhou’s mountains and seas—the silhouettes of fishing boats on the Linghe River shift with changing light, allowing guests to connect with the city's soul even in private spaces.

The Gym is located on the third floor and is fully equipped, including a separate yoga room for guests to regain balance through exercise. The lobby lounge on the first floor offers select coffees and teas, with soft music and expansive space providing a poetic respite amid busy schedules.



-more-

## New World Jinzhou Hotel Grand Opening

Page 4

### Culinary Delights in Liaoxi

The Jinxiu All-Day Dining Restaurant features designs inspired by Manchu paper-cut patterns that create a play of light and shadow. Seating arrangements form semi-open “forest cabins,” and the buffet counter is inspired by the pebbles of the Linghe River, offering a dynamic variety. Breakfast includes freshly made Jinzhou bean skin rolls, while the dinner barbecue replicates the vibrant atmosphere of the “Ancient Tower Night Market.” Tableware patterns subtly incorporate celestial motifs from Fengguo Temple, creating a cultural feast for both the palate and the eyes. The hotel’s Chinese restaurant and private dining rooms reimagine Liaoxi’s cultural narrative with minimalist lines, using low-saturation colours to create a “de-symbolized Eastern elegance.” Flexible room configurations facilitate a silent dialogue between tradition and modernity, transforming the essence of mountains and seas into exquisite dishes and drinks.



“The hotel is not just a stop on one’s journey; it should also be a driving force for the city's progress,” said Mr. Wang Zhe, General Manager of New World Jinzhou Hotel. The opening of New World Jinzhou Hotel is a symphony of culture, nature, and brand, weaving the grandeur and warmth of Liaoxi into a contemporary language of taste. With the spirit of the mountains and seas, a new brilliance is born—join New World Hotels & Resorts in this temporal and spatial rendezvous in Liaoxi, witnessing the eternal dialogue between urban vibrancy and luxurious artistry.

-more-



## New World Jinzhou Hotel Grand Opening

Page 5

### About New World Jinzhou Hotel

New World Jinzhou Hotel, as a new cultural landmark in western Liaoning, stands proudly in the city's core business district. It perfectly blends the rich cultural heritage of western Liaoning with contemporary aesthetics, opening a new chapter in life for business and leisure travelers. Facing the International Convention and Exhibition Center and adjacent to the Wanda commercial area and Bohai University, the hotel is conveniently accessible to the city's transportation hubs by car.

With the concept of "Lobby Lounge as the City's Living Room," the hotel exudes an elegant aesthetic that combines modernity and classicism. Its 215 guest rooms offer a warm and welcoming stay; the Jinxiu All-Day Dining Restaurant delights discerning palates; the Lobby Lounge brightens social moments, and the gym rejuvenates guests on their journeys. The 730-square-meter pillar-free Grand Ballroom, equipped with advanced facilities, along with eight versatile function rooms and one VIP suite, caters to diverse event needs. From business meetings to leisurely getaways, and from cultural immersion to gourmet exploration, New World Jinzhou Hotel redefines upper-upscale hospitality with impeccable service and meticulous design, inviting guests to embark on an extraordinary journey where tradition and modernity converge.

### 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. Most of our properties feature 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](http://newworldhotels.com)

-more-

# NEW WORLD

HOTELS & RESORTS

New World Jinzhou Hotel Grand Opening

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](http://nwtphotelsgroup.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 55 properties in 24 countries with more than 30 new properties currently under development.

For more information, please visit [rosewoodhotelgroup.com](http://rosewoodhotelgroup.com)

###

## **Media Contacts:**

Jerry Zhang

Ruder Finn

Tel: : +86 13564192858

Email: [jerry.zhang@rfcomms.com](mailto:jerry.zhang@rfcomms.com)