

**NEWS RELEASE**

15 August 2012  
(Updated 9 June 2014)



**NEW WORLD HOTELS LAUNCHES “NW” PRIVATE LABEL CHAIN CODE**

New World Hotels will launch the private label chain code “NW” on 30 August 2012. The “NW” code facilitates easy location and booking of New World Hotels by travel agents and travel professionals with instant rate checking and room availability, through Sabre, Galileo, Amadeus and Worldspan.

Travel agents and professionals will be able to book all seven New World Hotels through the “NW” code, including Beijing, Dalian, Shanghai, Wuhan and an affiliated hotel in Shunde in mainland China; Manila, Philippines and Ho Chi Minh City, Vietnam.

Favoured by business travellers and meeting planners, New World Hotels are deluxe properties located in Beijing, Dalian, Shanghai, Wuhan, Ho Chi Minh City and Manila, and opening Guiyang in 2014, with an affiliated hotel in Shunde. The hotels offer a full range of relevant amenities and services, including multiple restaurants, business services, extensive meeting facilities, Residence Club executive floors and recreational options. The New World Hotels collection is targeted to more than triple in size in the next five years. For further information or reservations, please contact your travel professional, visit [www.newworldhotels.com](http://www.newworldhotels.com) or follow the group’s [Facebook page](#) for the latest news.

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