

NEWS RELEASE

8 December 2023

**New World Guangzhou Hotel Opens Its Doors Today**

*New World Hotels & Resorts expands its China portfolio with the 11th hotel in the country*

New World® Hotels & Resorts is proud to announce today another addition to its Asia Pacific portfolio, with the opening of New World Guangzhou Hotel in Baiyun – the brand’s 11th property in China and 16th in Asia.

Located in the shadows of scenic Baiyun Mountain, Baiyun is a thriving district in Guangzhou, capital of China’s Guangdong Province. New World Guangzhou Hotel is in the heart of Baiyun New Town and it is the perfect urban getaway, surrounded by Yunyue Health and Fitness Cultural Centre, Yunli Plaza, and Yunmen New Park commercial complex – all within easy walking distance – and is located within a ten-minute drive of Baiyun Mountain, a green urban escape famed for its plum blossoms in late fall. Baiyun New Town is a fresh and dynamic area bringing together a range of creative industries serving the Greater Bay Area, including the future-forward Design Hub and Fashion Hub. The area’s unique combination of transport options, natural beauty, thriving industry and outstanding convention facilities make it an ideal MICE destination.

New World Guangzhou Hotel features 283 rooms and suites, with three distinctive food and beverage outlets and highly flexible event spaces catering to both private celebrations and MICE gatherings.

At level nine of the hotel, **South House** offers all day dining in an atmosphere of relaxed refinement. An extensive a la carte menu is available in the main dining area, with Italian fare taking centre stage. Homemade pastas, roasted meats, freshly grilled seafood and steaks are prepared in full view in two signature show kitchens. Meanwhile, a deli counter displays fresh seafood and carefully-prepared delicacies, from marinated vegetables to cured meats and cheeses.

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A large outdoor terrace, living room and rooftop bar extend the South House offering with vibrant social spaces. Guest can enjoy light refreshments paired with dramatic views of surrounding Baiyun.

**Yi Fang**, a Chinese restaurant serving Cantonese specialties, is reminiscent of a traditional Chinese courtyard home with distinct features that allow for diverse dining experiences. An internal courtyard is framed by cobbled walkways, creating a sense of mystique. Private and semi-private dining rooms carry the restaurant's melange of tradition and modernity into an elevated dining experience.

With a focus on authentic Cantonese cuisine, chefs make liberal use of fresh ingredients from the region. At lunch-time, guests will delight in satisfying Cantonese BBQ and Dim Sum, while in the evening spicy Sichuan specialities and chilled Hangzhou appetisers extend the menu for the adventurous diner. Complementing the food, a library of fine teas and their accoutrements are on display, and a traditional tea service can be enjoyed.

**Yan**, the Asian Tavern which will open in early 2024, merges two concepts in one restaurant, serving a mix of Japanese and Korean cuisine. Rustic features meet outspoken street culture motifs to create a vibrant atmosphere. Intimate spaces and half-hidden niches offer a sense of intimacy while show kitchens add theatrical flare and invite connections.

Crowd-pleasing dishes emerge steaming from the Yakitori Bar, with its tasty skewers, the Noodle & Tempura Counter and the inviting Hibachi Grill. Signature Korean BBQ tables round out a fun-filled casual dining experience with an intimate touch. Meanwhile, set back from the main dining space, The Bar is the perfect retreat for handcrafted cocktails, specialist Sake and Shochu and Asian quick bites.

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For event organisers, the hotel offers a total of 2,700 square meters of premium event space, combining contemporary elegance with complete flexibility to adapt to the needs of every visitor and every occasion. Spaces include a 928-square-metre pillarless ballroom with a 300-square-metre pre-function area; four separate junior ballrooms with a comfortable break-out area and an inviting, generously proportioned garden, as well as an indoor gym and outdoor swimming pool.

“New World Guangzhou Hotel is a proud new addition to our China portfolio, set to deliver a modern and differentiated hotel experience to our regional guests and visitors,” said Mr Stephan Tschuppik, Regional Vice President. “Merging unmatched facilities and a refreshed take on Guangdong’s time-honoured traditions, we believe it is set to become a key lifestyle destination within this dynamic city and beyond.”

New World Guangzhou Hotel is a gateway for business, leisure travellers and locals. The hotel is also adjacent to the Jiahe Wanggang development area, and is only a 15-minute drive from Guangzhou Baiyun International Convention Center, or a 25-minute drive from Guangzhou Baiyun International Airport. The destination is exceptional for New World Hotels & Resorts’ approach to deliver genuine hospitality experience in China and across Asia Pacific.

From December 23<sup>rd</sup> 2023 to 3<sup>rd</sup> January 2024, New World Guangzhou Hotel is delighted to offer RMB 798 for Deluxe King Guest Room or Deluxe Twin Guest Room as exclusive opening offer. Included daily one breakfast, mini bar service free of charge and free coffee at South House during stay.

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## About New World Guangzhou Hotel

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

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