

China's Prestigious New World Hotel Group Selects Luxe Worldwide Hotels for International Representation: Major Signing Ceremony in Hong Kong

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Luxe Worldwide Hotels, the leading provider of full-service representation services within the international hotel industry, proudly announces its exclusive representation of New World Hotel Management Ltd. This agreement, which included a celebrated signing ceremony between the two companies in Hong Kong, furthers Luxe's presence in Asia while also strengthening its influence in China.

"This agreement immediately elevates Luxe's reputation among the most sophisticated travelers to mainland China and throughout Asia generally. New World Hotel's selection of Luxe confirms our highly esteemed reputation and positions us for significant growth in one of the world's most dynamic economic and cultural regions. We look forward to many years of fruitfully partnering with this brand," said Efram Harkham, President and CEO of Luxe. "Luxe is an organization with the international reach and experience we respect and admire. We welcome the opportunity to work with their experienced professionals, a team that naturally complements our goals in China," stated Mr. Ray Wong, Managing Director of New World Hotel Management Ltd.

About New World Hotel Management Limited (NWHML)

New World Hotel Management Limited (NWHML) develops and manages the "New World" brand of 5-star and 4-star hotels in the major cities of Asia Pacific. NWHML also manages the Penta hotel brand at gateway cities in both China and other Asian countries.

About Luxe Worldwide Hotels

Luxe Worldwide Hotels is a premier representation company of independently owned and operated hotels in prominent international locales. Luxe provides global sales, reservations, marketing, and eBusiness services to hotel members throughout the world. Make online reservations and find more Luxe Worldwide information at www.luxehotels.com or call toll-free +1-866-LUXE-411 within the United States and Canada 24/7.

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