

Press Release

Swiss-Belhotel Brisbane marks Six-month Milestone

Immediate Release

4 July 2025



BRISBANE – Friday, 4 July 2025 – Swiss-Belhotel Brisbane has successfully reached its six-month milestone, affirming its position as a key player in the city's upscale hotel segment. Since opening in December 2024, the property has demonstrated robust performance and consistent guest satisfaction, reflecting Brisbane's strong market fundamentals and the group's strategic positioning in Australia.

Located in the vibrant inner-city suburb of Woolloongabba, adjacent to the iconic Gabba Stadium, Swiss-Belhotel Brisbane features 110 contemporary rooms and suites designed for both short and extended stays. Each room includes a kitchenette with refrigerator and microwave. The hotel also offers pet-friendly accommodation, addressing a growing trend in domestic travel preferences.



Swiss-Kitchen™ Rooftop Restaurant & Bar, located on Level 12, provides guests with panoramic views of the Brisbane skyline and Gabba Stadium. The rooftop venue serves a variety of breakfast, daytime, and evening options, while leisure facilities including an open-air plunge pool and a fully equipped fitness centre.

Strategically situated near South Bank and just minutes from the Brisbane Convention & Exhibition Centre, the hotel is well-positioned to cater to both leisure and corporate travellers. Its versatile function rooms accommodate up to 140 guests, offering tailored solutions for meetings, events, and private gatherings.

“Reaching this six-month milestone is an important achievement for Swiss-Belhotel Brisbane. Brisbane is a growing hub for business, events, and tourism, and we are proud to contribute to the city’s evolving hospitality landscape with a product that offers quality, flexibility, and value.” said Gavin M. Faull, Chairman and President of Swiss-Belhotel International.

Brisbane continues to see a surge in travel demand. The city welcomed 8.8 million overnight visitors, who spent a record AU\$10.7 billion in the year ending June 2024. In the same period, Brisbane Airport recorded 22.6 million passengers, reaching 95 percent of pre-pandemic levels, underscoring its strong recovery and rising appeal as a travel destination.

Swiss-Belhotel Brisbane is part of Swiss-Belhotel International’s expanding portfolio in Australia and New Zealand, which now includes six hotels across Sydney, Queenstown, Napier, and Auckland. This regional growth reflects the group’s continued focus on identifying strategic opportunities aligned with evolving market demand and traveller expectations. With a global presence spanning 20 countries and more than 150 hotels and projects in development, Swiss-Belhotel International remains committed to delivering internationally branded hospitality solutions tailored to each destination.

This commitment to excellence and innovation has also earned the group notable industry recognition. In 2024, Swiss-Belhotel International received the Legacy Family Business Award Asia Pacific at the Family Business Association Excellence Awards, and the EY Entrepreneur of the Year – New Zealand Family Business Award, presented to Chairman and President Gavin M. Faull, honouring his visionary leadership and dedication to the family-owned brand’s international success.

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About Swiss-Belhotel International

Swiss-Belhotel International operates in **20 countries**, managing **150+* hotels, resorts, and projects** across **New Zealand, Australia, Indonesia, Asia, the Middle East, Africa, and Europe**, with regional offices in **Hong Kong, New Zealand, Australia, China, Indonesia, UAE, the Philippines, Vietnam, Malaysia, and Thailand**. Committed to delivering world-class hospitality, the group also offers the **Swiss-Belexecutive Card (SBEC)**, a **loyalty program** providing many benefits, **discounts from 10% to 35% on rooms, dining, and other services**, plus **priority check-in, complimentary upgrades, and late check-out**. No collecting points, no waiting for redemption, with the **free-to-join Green Global tier**, members can enjoy **instant discounts from their first stay!** Experience more with the SBEC Loyalty Programme—[Sign up for FREE](#). Stay connected with us on [Facebook](#), [Linkedin](#), [Instagram](#), and [TikTok](#) for the latest updates and exclusive benefits. Visit [swiss-belhotel.com](https://www.swiss-belhotel.com) for more information.

*Numbers may fluctuate

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