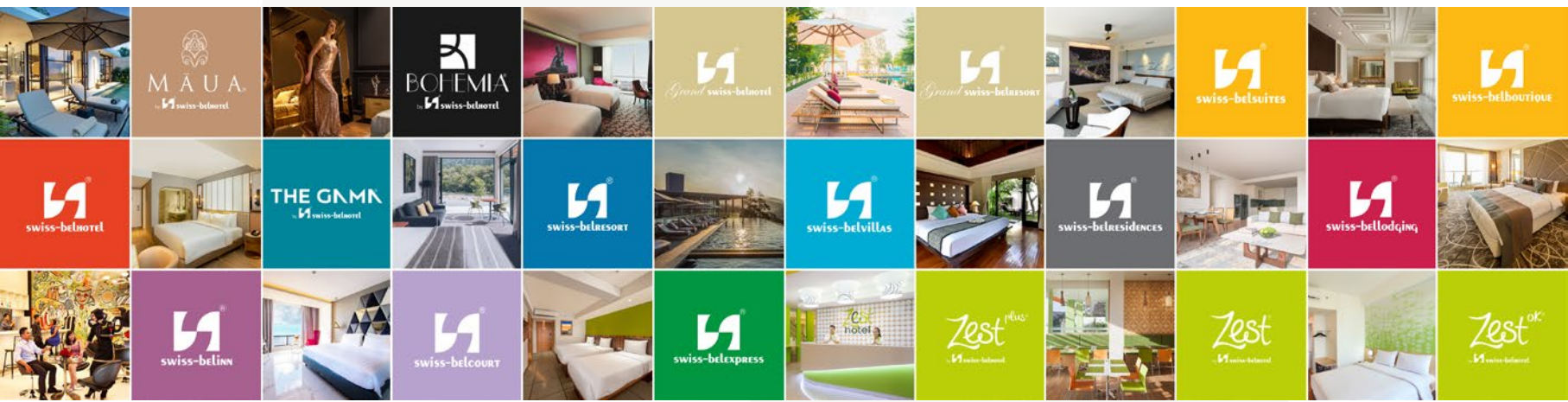


# A BRAND FOR YOU



 **swiss-belHOTEL INTERNATIONAL**

**HOTELS & RESORTS**

[swiss-belhotel.com](http://swiss-belhotel.com)



## PRESIDENT'S MESSAGE

A brand isn't what the company says about itself, it is what everybody else says about the company.

If the brand keeps its promises, it gains trust among all stakeholders, and most importantly amongst consumers. Through this trust, consumers become valuable ambassadors for the company and its products and services. This word of mouth promotion will lead to new customers and thus, growth for the company.

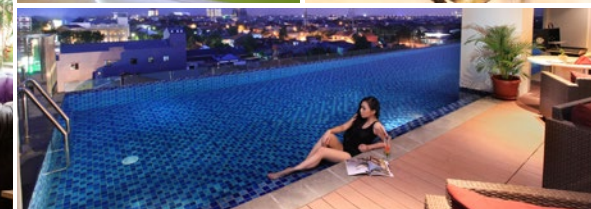
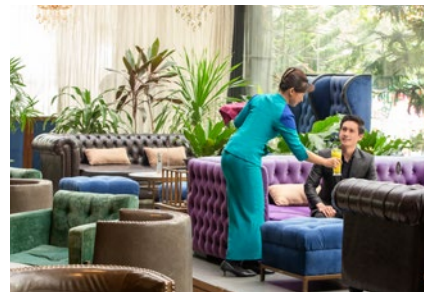
The key to a brand's success is the people behind it. Brand trust doesn't start with consumers, it starts within the company. Everyone from the management down through all levels of staff and employees must believe in the brand.

If the brand doesn't have the trust and support of the people behind it, the brand will not succeed. On the other hand, if they do have, they will drive its success far more than any advertising or promotion campaign could ever do.

**Gavin M. Faull JP**  
Chairman & President  
Swiss-Belhotel International  
Zest Hotels International

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## SWISS-BELHOTEL INTERNATIONAL BRAND STORY



“Branding is a critical element in the culture, market positioning and international recognition of a hotel.”

The Swiss-Belhotel International logo was created to symbolise

“Professionalism, Passion, Commitment and Service Excellence”



Swiss

reflects our founder's heritage and the connection with the Swiss hotel industry, one of the leading countries in the world in respect of hotel management and hospitality. Swiss-Belhotel International bases its management philosophy on the Swiss hospitality approach of total commitment to professionalism and service excellence.



Belhotel

means beautiful hotel. Our goal is to create a hotel as a beautiful and serene environment.

Logo

was created to reflect the 'S' of Swiss, the 'B' of Belhotel

Colours

Red for the symbol was specifically chosen because red is seen as a traditional Asian and international colour representing success, prosperity, happiness, professionalism, commitment and service. Red and white were specifically chosen being the national colours of Switzerland.

“We combine the heritage and professionalism of Swiss hospitality with the passion and service of Asia”

# OUR BRANDS

**Swiss-Belhotel International** is a leading global hotel and hospitality management group managing hotels, resorts and residences throughout the Asia-Pacific and the Middle-East.

## Luxury

Star rating:  
5 star resort environment  
friendly experience



## Upper upscale

Star rating:  
5+ and 5 star



## Upscale Midscale

Star rating:  
5 and 4 star



## Economy/ Budget

Star rating:  
3 and 2 star



## Zest

Star rating:  
3 and 2 star











## TOGETHERNESS AND STRENGTH OF THE PEOPLE

### DESCRIPTION

Luxury 5 Star environment friendly retreat Classification. Māua is an all-inclusive upper upscale retreat, exclusive and isolated – totally environment and eco-friendly and carbon neutral focused on wellness, peace and health.

### STAR RATING



### CONCEPT

It is important that brand concepts are recognised as part of the location, décor and ambience.

- Location – rural and submerged in the countryside - away from the bustling pressures of cities and population
- Ambience – surrounded with areas of natural rolling rural topography and connected with elements of Nature - e.g. natural forest, water bodies, and open spaces.
- The buildings and facilities are made and developed from natural elements of rocks, marble, timber, brass, glass and space
- Building concept to be simple and classical yet comfortable interiors in the colours of nature providing feelings of calm and peace.
- The product and the people of the product will establish a close and harmonious relationship with the surrounding communities both in support of the people and related activities recognising the culture of the people and making the community and the people as part of Māua.
- To encourage the development of nature with the birds, animals, flora and fauna in recognition of the New Zealand sacred bird Kereru being part of Māua.
- The culture of Maori will be subtly incorporated and recognised in spirit of the interior and in particular the lobby as a centrepiece of togetherness.

## MISSION STATEMENT

Our mission reflects the culture of Māua and the experience it brings through the created community environment

- Māua will create a meaningful manuhiri (guest) experience of togetherness and peace in the midst of a life-inspiring natural environment.
- Māua will create a healthy, peaceful and serene environment where the manuhiri (guest) can experience life and rejuvenation one with nature and the environment.
- Māua will bring the sacred bird of ngahere (the forest) as the sign and sentinel of the changing world whose presence will signify the “togetherness of us all” – the Kotahi.

“Togetherness and Strength of the People”

## BRAND FOCUS

- Design and ambience for the guest looking for an experience with nature and the elements of peace and tranquillity.
- Providing an all-inclusive experience package to the guest seeking an escape from everyday life looking for a healthy rejuvenation - in the form of meditations, therapies, wellness, ritual, mahinga kai-gardening, bird watching, animal experiences, tramping and natural walking tours.
- Creating a natural habitat of organic foods and healthy beverages (preferably home grown) and fully customised for guests focusing on the palette and health requirements.
- Calm, peaceful and relaxing ambience

## KEY PRODUCT STANDARDS

- Limited key numbers – not a mass market product
- Personalised experience
- Cosy abode with the retreat, built-up areas not exceeding 30% of the land area
- Areas for creating healthy activities and experiences
- Medical support clinics and 24 hour medical services
- Spa/Therapy/Exercise/Yoga Centre
- Medical Centre associated and operated by third party professionals

## KEY SERVICE STANDARDS

- Highly trained and motivated staff
- Totally guest centered service concept
- Individual food and beverage services if required
- Unique and health focused food and beverage menus
- State of the art electronic services and facilities
- Touchless approach to meet high level hygiene standards (meeting Covid requirements also)
- Seamless internet and communication systems
- The Swiss-Belhotel International culture of Passion and Professionalism
- Create the feeling for guests of “not wanting to go home”









## OPULENCE AND PERSONALISED SERVICE

### DESCRIPTION

Luxury 5-star Classification. Bohemia by Swiss-Belhotel puts forth a bold statement of being the luxury, chic and vivid brand, created to cater to an ego that is hungry for a lively experience. It is an emotional brand that is all about 'you'.

### STAR RATING



### CONCEPT

Very emotional brand – it's about the lifestyle, it's not a hotel room, it's a point of difference, open in space and sense of belonging, a sense of place.

Bohemia Collection is new and exciting, created to cater to an ego, to be trendy, while still connected to the strengths and culture of the existing corporate Swiss-Belhotel International Group.

BOHEMIA IS FOR passion ..... fashion style, and individuality. Bohemia by Swiss-Belhotel is your place to be ALIVE.

Its about being seen Fresh, indulgent environments and vibrant shared spaces that bring people together. We are the next generation of hotel, using technology and design to enhance experiences and move at the pace of our guests.

No boring stays when you are at a Bohemia by Swiss-Belhotel, who wants to be just functional, we compliment the destination, with an appetite for adventure and the excitement of wherever you are.

Vision / Why would you choose Bohemia by Swiss-Belhotel

Because it is about effortless living!

I live to be who I am

Stylish, strong and have a desire to live life.



## BRAND DEFINITION AND DESCRIPTION

Raw - Chic, Vivid  
 Imaginative - Dreamy, Timeless, Classical  
 Inspirational - Adventurous, Trendy, Audacious  
 It's raw vs. contemporary  
 It's audacious vs. ordinary  
 'Bohemia' is a sense of bold individuality

## BRAND FOCUS

- Explore – learn new things
- Truly Bespoke Wow factor Experiences
- To feel relaxed
- Meet new Friendly people
- Mixing Business with Leisure a break from routine life
- To feel revitalized
- Enrichment, do more than exist, reconnect with nature
- Entertainment
- Seeking self expression, freedom born
- Unconventional/Real
- To have fun and desire for independence
- Broaden my mind
- Sense of adventure

## KEY BRAND AND STANDARDS

- Values
- A way of life for me
  - Enriching experiences
  - Let me enjoy the style
  - Care about me
- Uniqueness
- I am connected with my surroundings
  - Vibrant Stylish interiors
  - Sense of belonging you are intuitive to my personal needs
- Key Communications
- Aspirational
  - Individuality
  - Personalised Enriched Service
  - Audacious, Sexy, Raw
  - Modern Luxury Facilities
  - Representing the International Standard for upper Upscale Hotel









## OPULENCE AND PERSONALISED SERVICE

### DESCRIPTION

Upper upscale, 5-Star and 4-Star plus Classification. Grand Swiss-Belhotel is a brand of quality driven 5 star hotels with a vision of excellence. With quality and excellence in mind these hotels are designed in collaboration with the very best engineers, architects, consultants and product managers.

Swiss-Belhotel International strategy with this brand is to offer discerning business and leisure travellers, sophisticated facilities combined with highly personalised services in a relaxing and secure environment. These hotels are to be situated in prime locations across cities and destinations. Therefore, Grand Swiss-Belhotel is a full service upscale hotel designed to offer developers a turnkey solution from construction to operation – advancing into a future that is built on sound management, exceptional quality and constant innovation.

### STAR RATING



### CONCEPT

- Located in major urban or resort destinations
- Individualised and adapted to the local environment
- Unique, impressive and often iconic architecture
- Opulent interior design and furnishings
- State-of-the-art technology and sophisticated recreational facilities
- Environmentally sensitive
- Personal luxury experience

### MISSION STATEMENT

- To position the hotel as one of the leading hotels in the area through international class facilities and highly professional and personalised services in a relaxing and secure environment
- To enrich the guest's experience through a refined yet warm and relaxed ambience
- To continuously exceed guest's expectations

## BRAND FOCUS

- Targeting discerning, up market/financially secured business and leisure travellers
- Representing the international standard for upscale hotels
- Offering world class facilities, highly professional and personalised services and exclusivity
- Maintaining the highest product and service quality and reliability
- Ensuring consistency, efficiency and an overall welcoming approach
- Providing state-of-the-art technology throughout the hotel
- Offering leading edge and exciting food & beverage facilities

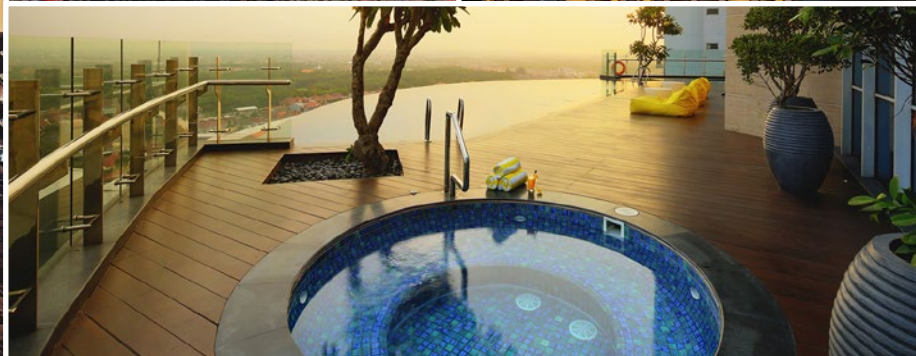
## KEY PRODUCT STANDARDS

- Classic or modern, contemporary refined style, acoustic comfort throughout the hotel, computerised sound and light system ensuring the perfect ambiance at all times, Wi-Fi throughout all public and guest areas, environmentally sensitive, art decoration ideally reflecting the local art scene.
- Impressive Porte-cochère entrance and building facade
- Lobby to be a food and beverage outlet, grand lobby, impressive arrival experience, open and personalised reception facility, concierge desk, guest relations desk and activities desk (applicable to resorts only), lounge seating areas with sofas, elegant chairs, low tables scattered in clusters, lobby boutique(s), well appointed, Easily accessible and key-card operated “guests only” elevators, business centre, including state-of-the-art board room(s), ladies & gents restrooms including baby “changing” facilities and access for disabled.
- Guest rooms’ sizes range from of 32 - 42 m2, including bathroom, excluding outdoor areas.
- Minimum two restaurants, one of which “All Day Dining” and one “Specialty Dining”, Cocktail bar, Lobby lounge bar, Pool snack bar.
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool, Private beach area, Floodlit tennis court(s) and various outdoor activities and sports.

## KEY SERVICE STANDARDS

- One stop call guest services, daily housekeeping turndown service, laundry, dry cleaning and pressing service, including same day express service, shoe cleaning and shoeshine service, Personalised wake-up call
- Swiss-Café Restaurant is an all-day dining restaurant with a stylish and modern architecture, it provides a creative selection of food & beverages of excellent quality and value for money, buffets feature live cooking and traditional cuisine, it will follow the HACCP system to ensure a hygienic environment









## OPULENCE AND PERSONALISED SERVICE

### DESCRIPTION

Upper upscale, 5-Star and 4-Star plus Classification. With quality and excellence in mind these resorts are designed in collaboration with the very best engineers, architects, consultants and product managers.

Swiss-Belhotel International strategy with this brand is to offer discerning leisure and business travellers, sophisticated facilities combined with highly personalised services in a relaxing and secure environment. These resorts are to be situated in prime locations across cities and destinations. Therefore, Grand Swiss-Belresort is a full service upscale resort concept, designed to offer developers a turnkey solution from construction to operation – advancing into a future that is built on sound management, exceptional quality and constant innovation.

### STAR RATING



### CONCEPT

- Located in major resort destinations
- Individualised and adapted to the local environment
- Unique, impressive and often iconic architecture
- Opulent interior design and furnishings
- State-of-the-art technology and sophisticated recreational facilities
- Environmentally sensitive
- Personal luxury experience

### MISSION STATEMENT

- To position the hotel as one of the leading hotels in the area through international class facilities and highly professional and personalised services in a relaxing and secure environment
- To enrich the guest's experience through a refined yet warm and relaxed ambience
- To continuously exceed guest's expectations

## BRAND FOCUS

- Targeting discerning, up market/financially secured business and leisure travellers
- Representing the International standard for upscale hotels
- Offering world class facilities, highly professional and personalised services and exclusivity
- Maintaining the highest product and service quality and reliability
- Ensuring consistency, efficiency and an overall welcoming approach
- Providing state-of-the-art technology throughout the hotel
- Offering leading edge and exciting food & beverage facilities

## KEY PRODUCT STANDARDS

- Classic or modern, contemporary refined style, acoustic comfort throughout the hotel, computerised sound and light system ensuring the perfect ambiance at all times, Wi-Fi throughout all public and guest areas, environmentally sensitive, art decoration ideally reflecting the local art scene.
- Impressive Porte-cochère entrance and building facade
- Lobby to be a food and beverage outlet, grand lobby, impressive arrival experience, open and personalised reception facility, concierge desk, guest relations desk and activities desk (applicable to resorts only), lounge seating areas with sofas, elegant chairs, low tables scattered in clusters, lobby boutique(s), well appointed, Easily accessible and key-card operated “guests only” elevators, business centre, including state-of-the-art board room(s), ladies & gents restrooms including baby “changing” facilities and access for disabled.
- Guest rooms’ sizes range from of 32 - 42 m2, including bathroom, excluding outdoor areas.
- Minimum two restaurants, one of which “All Day Dining” and one “Specialty Dining”, Cocktail bar, Lobby lounge bar, Pool snack bar.
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool, Private beach area, Floodlit tennis court(s) and various outdoor activities and sports.

## KEY SERVICE STANDARDS

- One stop call guest services, daily housekeeping turndown service, laundry, dry cleaning and pressing service, including same day express service, shoe cleaning and shoeshine service, Personalised wake-up call
- Swiss-Café Restaurant is an all-day dining restaurant with a stylish and modern architecture, it provides a creative selection of food & beverages of excellent quality and value for money, buffets feature live cooking and traditional cuisine, it will follow the HACCP system to ensure a hygienic environment









DESCRIPTION	Upper upscale, 5+ and 5 star Classification, Located in major urban destinations. Swiss-Belsuites are designed for clients who appreciate additional space, often are medium to long stay and may use it to host small meetings or entertain guests. Ideal for family accomodation.
STAR RATING	★★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Located in major urban destinations</li> <li>• Stylishly furnished and adequately equipped</li> <li>• Environmentally sensitive</li> <li>• 24-hour personalized service</li> <li>• Thoughtful spaces for both working and living</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To position the property as the preferred choice for clients on either business or leisure trip looking for more than a hotel room where space for both working and living is the main feature.</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting businessmen or family or group of friends traveling on leisure</li> <li>• Representing the international standard for upscale hotel suites</li> <li>• Ensuring consistency, efficiency and an overall welcoming approach</li> <li>• Providing the latest technology</li> <li>• Maintaining the highest product and service quality and reliability</li> </ul>

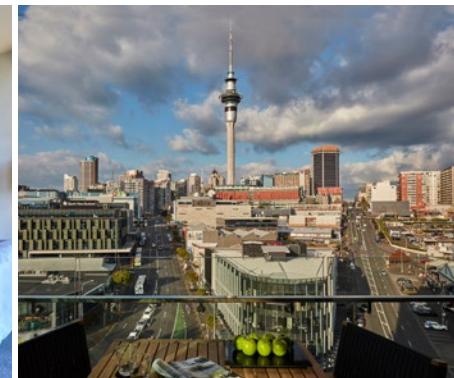


## KEY PRODUCT STANDARDS

- More space that one can imagine, Computerized sound and light system ensuring the right ambiance at all times, Wi-Fi throughout all public and guests areas, Acoustic comfort throughout the hotel, Architectural design combining modern and local aesthetics
- Food and Beverage outlet, Contemporary reception facility
- Suites minimum size 32 m2
- All food & beverage facilities to be concept designed, with or without ongoing third party involvement.
- Fitness centre including welcoming area, exercise room, ladies and gents changing rooms, sauna or steam and secure access
- Spa with foyer reception including retail area, treatment rooms, relaxation area
- Swimming pool attended during operating hours

## KEY SERVICE STANDARDS

- Doorman and valet parking service from 6am to 12 midnight
- Concierge/luggage service 24 hours
- Reception 24 hours, guest relations during business hours
- Business centre 24 hours providing secretarial services during business hours
- One stop call guest services
- Daily housekeeping and turn down service
- Laundry, dry cleaning and pressing service, including same day express laundry
- Personalised wake-up call (and automated as alternative)
- Main restaurant service hours 6am-11pm
- Cocktail bar service hours 5pm –midnight
- Lobby Lounge bar- 8am – midnight
- Room Service 24 hours (limited menu between 11pm-6am)
- Mini-bar replenished daily
- Fitness centre guest accessible 6am – 9pm
- Spa operating hours minimum 10am -10pm
- Swimming pool attended during opening hours (these hours to depend on demand)







## UNIQUELY BEAUTIFUL

DESCRIPTION	Upper upscale, 5+ and 5 star Classification. Swiss-Belboutique is intimate in size. It's not generic, bland or blah and offers its individualistic clientele a one-of-kind experience and has an independent attitude.
STAR RATING	★★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Located in major urban or hidden best kept secret resort location</li> <li>• Eccentric with a sense of humor</li> <li>• Modern or Designer Decor with quirky touch</li> <li>• Mildly Rebellious room details and programs</li> <li>• Luxurious facilities in unique or intimate settings</li> <li>• 24 hour exceptional personalized service</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To delight the guest with a unique environment and personalized experience</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting individualistic clientele - up market/financially secured travellers</li> <li>• Representing the standard for boutique hotels</li> <li>• Offering one-of-a-kind experience through its facilities, highly professional and personalized service</li> <li>• Offering leading edge and outstanding food and beverage outlets with celebrity-chef eatery in its lobby</li> </ul>

## KEY PRODUCT STANDARDS

- Intimate in size, furnished in themed, stylish and/or aspirational manner, decor runs toward sleek materials and stark palettes with bold color splashes, exclusive and elite, Wi-fi throughout all public and guest areas, computerised sound and light system ensuring the perfect ambiance the whole time, accoustic comfort throughout the hotel, small, artsy and young in spirit
- Unique and intimate and heady ambiance, easily accessible and key-card operated “guest only” lifts
- Different theme in each guestroom type
- Food and beverage facilities to be concept designed, stylist bar or lounge with a delectable modern cocktail menu
- Leisure facilities include Fitness Centre and Swimming Pool

## KEY SERVICE STANDARDS

- Doorman and valet parking service 24 hours
- Concierge/luggage service 24 hours
- Sit-down check-in service
- provide secretarial services during business hours
- Daily housekeeping turn down service
- Laundry, dry cleaning and pressing service, including same day express service
- Personalized wake-up call
- Restaurant service hours 6 am - midnight
- Bar or Lounge
- Room service, 24 hours
- Mini-bar replenished daily
- It provides a creative selection of food & beverages of excellent quality and value for money
- Buffets feature live cooking and traditional cuisine
- It will follow the HACCP system to ensure a hygienic environment







## INTERNATIONAL QUALITY, LOCAL HOSPITALITY, GENUINE SERVICE

DESCRIPTION	Upscale Midscale, 5 and 4 star Classification. Swiss-Belhotel is a full service hotel designed for travellers looking for comprehensive and well appointed international standard facilities enhanced with efficient and attentive service and the comfort and security.
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"><li>• Strategic and convenient location in primary, secondary and tertiary cities as well as resort destinations</li><li>• Architectural design combining modern and local aesthetics</li><li>• Contemporary interior design and furnishings</li><li>• Latest technology</li><li>• Well appointed recreational facilities</li><li>• Environmentally adapted</li><li>• comfort and security</li></ul>
MISSION STATEMENT	<ul style="list-style-type: none"><li>• To position the hotel as one of the leading hotels in its competitive set, through comprehensive well appointed international standard facilities enhanced with efficient, attentive service as well as comfort and security of a second home</li></ul>
BRAND FOCUS	<ul style="list-style-type: none"><li>• Targeting discerning business and leisure travellers</li><li>• Representing the international standard for midscale hotels</li><li>• Offering international standard facilities combined with efficient and attentive service</li><li>• Ensuring an overall “we are looking after you”, friendly approach</li></ul>

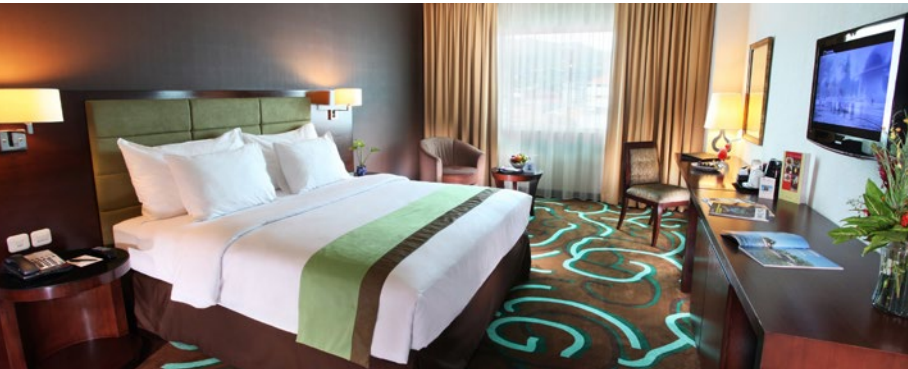
## KEY PRODUCT STANDARDS

- Contemporary modern style, acoustic comfort throughout the hotel, computerised sound and light system ensuring the right ambience at all times, Wi-Fi throughout all areas, high speed internet access in guestrooms, environmentally adapted, art decoration to be functional, though not repetitive, fully integrated access & facilities for the disabled, CCTV surveillance system throughout public areas and back of the house
- Food & Beverage Outlet, spacious lobby, welcoming arrival experience, contemporary reception facility (pod counter style), concierge desk and activities desk (applicable to resorts only), lounge seating areas with sofas, chairs, low tables, scattered in clusters, lobby gift shop, easily accessible and key-card operated “guests only” elevators, business centre, ladies & gents restrooms including one baby “changing” facility
- Guest rooms’ sizes range from 28 - 32 m2
- Minimum one restaurant - All day dining Swiss-Café™ Restaurant
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool.

## KEY SERVICE STANDARDS

- Doorman & valet parking service from 6am to 12 midnight, concierge/luggage service 24 hours, separate from reception, reception 24 hours, guest relations during business hours, club lounge check-in for VIPs and guests staying in club rooms and suites: optional (in absence of club lounge, in-room check-in for VIPs and guests staying in suites), business centre 24 hours, also providing secretarial services during business hours
- One stop call guest services: optional, daily housekeeping turndown service for VIPs, suites (for club floor rooms: optional), laundry, dry cleaning and pressing service, including same day express service, personalised wake-up call (and automated as alternative)









## VIBRANT, CASUAL, AND ENERGETIC EXPERIENCES

DESCRIPTION	Upscale Midscale, 4 and 5 Star Classification. The GAMA is a vibrant, casual, and energetic hospitality brand that caters to travellers who are always on the move, enthusiasts, go-getters, and life-oriented. The brand embodies a sense of adventure, community, and a passion for life.
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• A modern, fashionable, vibrant, and energetic design that reflects the brand's personality.</li> <li>• Use a bold and energetic colour palette, incorporating vibrant shades of blue and green, refer to the Identity Manual.</li> <li>• Utilise high-quality materials that are durable, sustainable, and visually appealing.</li> <li>• Create a warm and inviting atmosphere using natural light and strategically placed artificial lighting.</li> <li>• Incorporate artwork that reflects the brand's values and creates a stimulating environment.</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To create a dynamic and welcoming environment that inspires travellers to connect with themselves, each other, and the city.</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• The brand exudes energy and excitement, creating a lively atmosphere for our guests.</li> <li>• Offering a relaxed and comfortable experience, making our guests feel at ease.</li> <li>• The brand is full of life and vitality, inspiring our guests to embrace adventure.</li> <li>• Fostering a sense of belonging and connection among our guests, creating a welcoming and inclusive environment.</li> </ul>

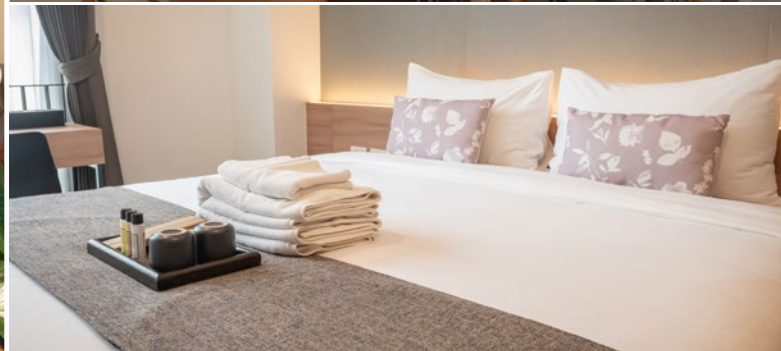
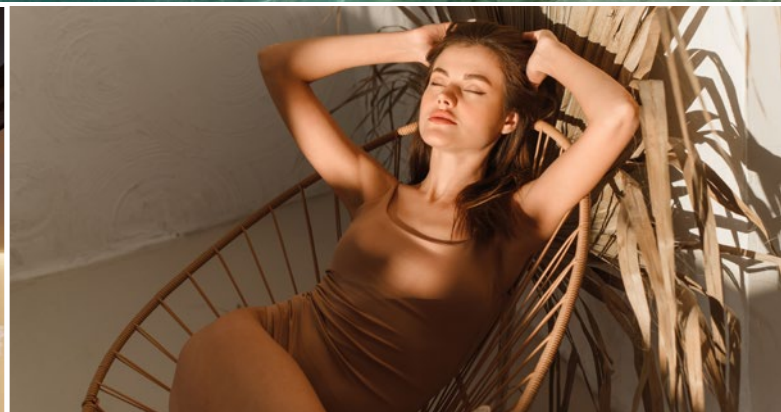


## KEY PRODUCT STANDARDS

- A modern, fashionable, vibrant, and energetic design that reflects the brand's personality.
- Use a bold and energetic colour palette, incorporating vibrant shades of blue and green, refer to the Identity Manual.
- A functional and spacious layout with ample natural light.
- Comfortable and stylish furniture that complements the overall design aesthetic.
- High-quality amenities including comfortable beds, plush linens, flat-screen TVs (55"), high-speed internet, and a well-stocked minibar.
- A modern and luxurious bathroom with high-quality fixtures and amenities.
- Minimum size of 28 - 32 m2
- Offer a variety of dining options, including casual dining, fine dining, and specialty restaurants.
- Create a lively and inviting atmosphere with stylish bars and lounges offering a wide selection of beverages. All food & beverage facilities to be concept designed, with or without ongoing third party involvement. Minimum one restaurant - All day dining Swiss-Café™ Restaurant.

## KEY SERVICE STANDARDS

- A well-equipped fitness centre with state-of-the-art equipment and group fitness classes. Including welcome area, exercise room(s), ladies & gents changing rooms, sauna or steam room or hammam, and secure access. A SPA offers a variety of treatments, including massages, facials, and body treatments. Spa with foyer reception including retail area, treatment rooms, relaxation area and ladies & gents changing rooms (could be shared with fitness centre).
- Sustainable practices such as energy-efficient lighting, water conservation, and waste reduction. Involvement in local community initiatives and partnerships. Sourcing of products and materials from ethical and sustainable suppliers.









## A TOTAL HOLIDAY EXPERIENCE

DESCRIPTION	Upscale Midscale Resort, 5 and 4 star Classification, Swiss-Belresort is a full service resort designed for travellers looking for comprehensive and well appointed international standard facilities enhanced with efficient and attentive service and the comfort and security of a second home
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Convenient location in primary, secondary and tertiary cities</li> <li>• Architectural design combining modern and local aesthetics</li> <li>• Contemporary interior design and furnishings</li> <li>• Latest technology</li> <li>• Well appointed recreational facilities</li> <li>• Environmentally adapted</li> <li>• The comfort and security of a home</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To position the resort as one of the leading resorts in its competitive set, through comprehensive well appointed international standard facilities enhanced with efficient, attentive service as well as comfort and security of a second home</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting discerning business and leisure travellers</li> <li>• Representing the international standard for midscale resorts</li> <li>• Offering international standard facilities combined with efficient and attentive service</li> <li>• Ensuring an overall “we are looking after you”, friendly approach</li> </ul>

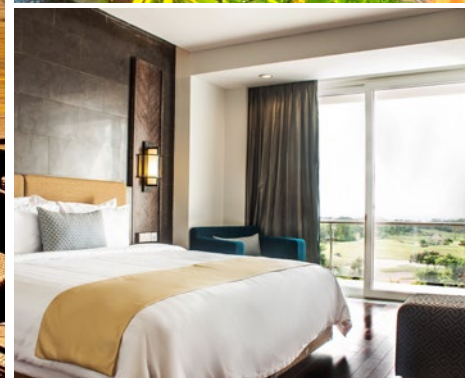
## KEY PRODUCTS STANDARD

- Contemporary modern style/ classical (ethnic), acoustic comfort throughout the hotel, computerised sound and light system ensuring the right ambience at all times, Wi-Fi throughout all areas, high speed internet access in guestrooms, environmentally adapted, art decoration to be functional, though not repetitive, fully integrated access & facilities for the disabled, a full range of resort facilities to cater to the leisure and conference customers
- Food & beverage outlet, spacious lobby, welcoming arrival experience, contemporary reception facility (pod counter style), concierge desk and activities desk, lounge seating areas with sofas, chairs, low tables, scattered in clusters, lobby drug store/ gift shop, business centre, ladies & gents restrooms including one baby “changing” facility.
- Guest rooms’ sizes range from 28 - 32 m2
- Minimum one restaurant - All day dining Swiss-Café™ Restaurant
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool, Private beach area, Floodlit tennis court(s)

## KEY SERVICE STANDARD

- One stop call guest services: optional, daily housekeeping turndown service for VIPs, suites (for club floor rooms: optional), laundry, dry cleaning and pressing service, including same day express service, personalised wake-up call (and automated as alternative)
- Swiss-Café™ Restaurant is an all-day dining restaurant with a stylish and modern architecture, it provides a creative selection of food & beverages of excellent quality and value for money, buffets feature live cooking and traditional cuisine, it will follow the HACCP system to ensure a hygienic environment











## BREATHTAKING VIEWS INSIDE AND OUT

DESCRIPTION	Upscale Midscale serviced villas, 5 and 4 star Classification. Swiss-Belvillas is a full service resort villas designed for travellers looking for comfort and attentive service that is value for money.
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Secondary or tertiary areas of key cities</li> <li>• Basic comfort but attentive service</li> <li>• Architectural design combining modern and local aesthetics</li> <li>• Intimate settings</li> <li>• Environmentally sensitive</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To position the product as a place where privacy is valued however pricing is value for money</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting discerning leisure travellers</li> <li>• Ensuring an overall “we are looking after you” but discreet approach in service</li> <li>• Providing the latest technology throughout the property</li> <li>• Offering innovative localized food and beverage experience</li> </ul>

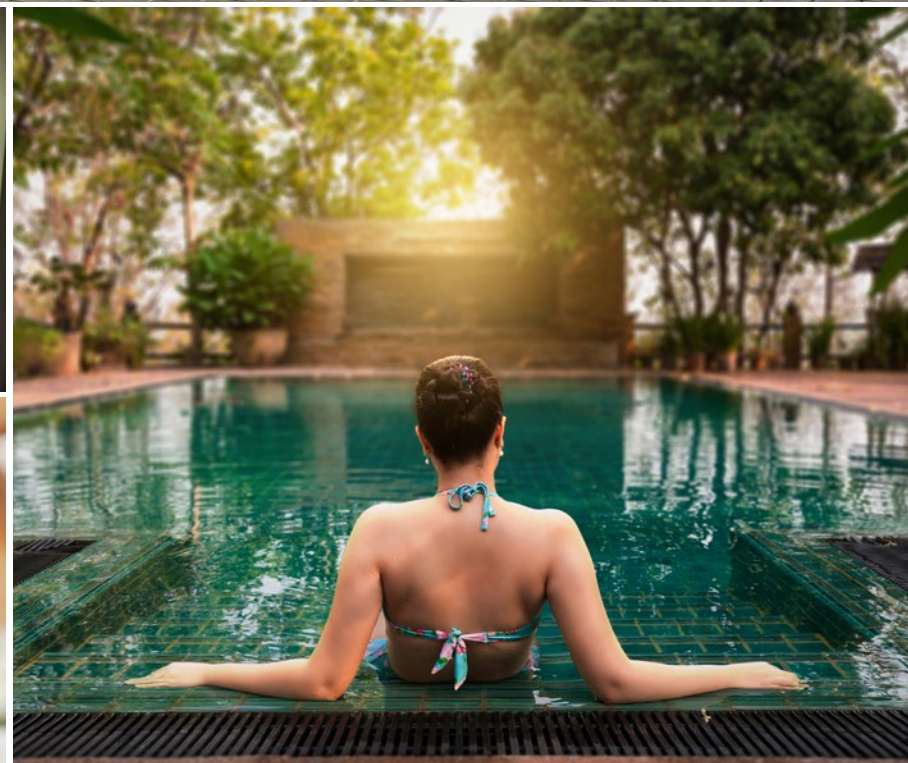
## KEY PRODUCT STANDARDS

- Local and contemporary, fully integrated access & facilities for the disabled, environmentally sensitive, acoustic comfort throughout the villa, computerized sound and light system ensuring the right ambiance at all times, Wi-Fi in villas, art decoration is adapted to the area
- Lounge seating areas with sofas, chairs, low tables, scattered in clusters, cozy lobby, welcoming and friendly arrival experience
- In clusters of 2, 3 or 4 bedroom villas
- Food and Beverage facilities to be concept designed, with or without third party involvement, minimum one restaurant, conference and banqueting facilities with a 100 -150 capacity cabaret style set-up
- Leisure facilities fitness centre with secure access, jogging track, place for yoga, spa with foyer reception including retail area, treatment rooms, relaxation area

## KEY SERVICE STANDARDS

- Valet parking service from 6 am to 12 midnight
- Reception 24 hours
- Butler service in each villa
- Daily housekeeping turndown service daily
- Personalised wake-up call (automated as an alternative)
- Main restaurant service hours 6am – 10pm
- Personal chef available on request
- Fitness centre accessible 6am-9pm
- Spa operating hours minimum 10 am – 10pm









YOU COULDN'T BE MORE AT HOME

DESCRIPTION	Upscale Midscale serviced residences and apartments managed on a fully-serviced basis, Swiss-Belresidences offer full service furnished apartment style accommodation and are designed to meet the needs of extended-stay business and leisure traveler.
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Managed on a fully-serviced basis</li> <li>• Located in primary, secondary and tertiary cities</li> <li>• Architectural design combining contemporary and local aesthetics</li> <li>• Contemporary functional interior design and furnishings</li> <li>• Latest technology applied</li> <li>• Limited but well appointed food &amp; beverage and recreational facilities</li> <li>• Environmentally sensitive residential ambience</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To position the residences as a leader in providing quality, comfortable fully furnished accommodation in a secure environment with facilities and services adapted to extended stay style travelers</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting extended stay business and leisure traveler</li> <li>• Representing the international standard for midscale residences</li> <li>• Offering functionality with a prime level of comfort</li> <li>• Providing the latest technology</li> <li>• Offering limited food &amp; beverage and leisure facilities</li> </ul>



## KEY PRODUCT STANDARDS

- Contemporary, functional design, acoustic comfort throughout the hotel, computerized sound and light system ensuring the right ambience at all times, Wi-Fi in all guestrooms, environmentally adapted, art decoration to be functional, fully integrated access and facilities for disabled, limited size public areas

- Functional lobby, welcoming arrival experience, contemporary reception/concierge facility (pod counter style or desk), lounge seating area with sofas, chairs and low tables, lobby mini mart/ take away/drug store, easy accessible and key-card operated “guest-only” elevators, small business centre with one board room, ladies & gents restrooms, large capacity luggage store

Residences sizes range from

- Studio 45 - 55 m2
- 1-bedroom 75 - 95 m2
- 2-bedroom 120 - 150 m2

- Leisure facilities include Fitness Centre and Swimming Pool

## KEY SERVICE STANDARDS

- Reception/ concierge 24 hours
- Business centre access 24 hours
- Housekeeping service including bed linen and bathroom linen change, garbage collection, dusting, vacuum-cleaning ( dish/pot washing not included ), frequency varies with length of stay
- Laundry, dry cleaning and pressing service, including same day express service
- Mini-mart/drugstore/take-away service hours 6am - midnight
- Swiss-Café™ Restaurant is an all-day dining restaurant with a stylish and modern architecture
- It provides a creative selection of food & beverages of excellent quality and value for money
- Buffets feature live cooking and traditional cuisine
- It will follow the HACCP system to ensure a hygienic environment
- Fitness centre accessible 6am - midnight, Swimming pool accessible 6am - midnight







## COMFORTABLE, STYLISH, AND LOCALLY INSPIRED

DESCRIPTION	Upscale/ Upper Upscale/ Luxury serviced residences and apartments concept inspired by the cozy charm of individual accommodations, offering a unique and personalized travel experience. The accommodations worldwide capture the essence of warm hospitality and create a welcoming and intimate atmosphere where guests can relax, rejuvenate, and connect with local culture.
STAR RATING	★★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Creating a welcoming and inviting atmosphere.</li> <li>• Prioritizing comfort and functionality.</li> <li>• Honoring local heritage and customs, adapted to various locations.</li> <li>• Delivering exceptional service and experiences.</li> <li>• Respecting the environment and local communities.</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To provide travelers with authentic and memorable experiences by offering comfortable, stylish, and locally inspired accommodations in a warm and welcoming environment.</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Promoting genuine hospitality and cultural experiences, regardless of location.</li> <li>• Ensuring high-quality accommodations and amenities for a relaxing stay.</li> <li>• Tailoring experiences to individual guest preferences and interests.</li> <li>• Embracing environmentally friendly practices and supporting local communities.</li> <li>• Fostering connections between guests and local residents.</li> </ul>



## KEY PRODUCT STANDARDS

- All accommodations should prioritize guest comfort and provide high-quality amenities. Incorporate local design elements and materials to create a unique and authentic experience. Provide ample seating and comfortable furniture for relaxation. Maximize natural light by utilizing large windows or skylights. Create a welcoming and inviting atmosphere with warm lighting and soft furnishings.
- Provide a high-quality, comfortable bed with premium linens. Offer sufficient storage for personal belongings, such as closets or drawers. Ensure a peaceful and quiet sleeping environment. Maintain a high standard of cleanliness and modern design. Provide essential toiletries, such as shampoo, conditioner, and soap. Ensure a reliable supply of hot water for showers and baths.
- Provide comfortable outdoor seating for guests to enjoy the views. Ensure privacy for guests, especially if balconies overlook neighboring properties. Provide essential cooking utensils, appliances, and cookware. Equip the kitchen with high-quality appliances, such as a refrigerator, stove, and microwave.

## KEY SERVICE STANDARDS

- Ensure guests are greeted warmly and professionally upon arrival. Provide a smooth and efficient check-in process, ensuring all necessary paperwork is completed promptly.
- Ensure keys are securely handled and stored to maintain privacy and security. Provide clear instructions on how to use the keys and access the property. Provide daily housekeeping services, including bed making, cleaning, and replenishing supplies. Pay close attention to detail, ensuring the accommodation is clean and tidy.
- Ensure kitchens are fully equipped with necessary utensils, cookware, and appliances. Conduct inspection of the property upon guest check-out, to ensure all utensils are available and in good condition. Offer the basic breakfast options such as cereal, eggs and bread. If the facility is providing cooked breakfast, then have a minimum 5 items to choose from. Highlight local cuisine and ingredients in breakfast options.
- Provide 24/7 assistance to guests, available through phone or in person. Respond promptly to guest requests and inquiries. Ensure staff members are helpful, friendly, and knowledgeable about the property and local area.







## WARM AND FRIENDLY SERVICE AT EVERY VISIT

DESCRIPTION	Value for money accommodation, Swiss-Belinn offers business and leisure travellers dependability, modern and attractive facilities, combined with friendly service covering all essential needs in a relaxed and safe environment
STAR RATING	★★★
CONCEPT	<ul style="list-style-type: none"> <li>• 3-star classification</li> <li>• Convenient location in primary, secondary and tertiary cities</li> <li>• Contemporary style architecture</li> <li>• Contemporary interior design and furnishings</li> <li>• Limited recreational facilities</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To position the hotel as a value for money accommodation provider in a convenient location offering essential facilities combined with friendly, consistent and efficient services in a safe environment</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting business and leisure travellers</li> <li>• Representing the international standard for economy hotels</li> <li>• Offering international standard essential facilities combined with friendly, consistent and efficient service</li> <li>• Functionality with a standard level of comfort</li> <li>• Offering an “all in one” Bar Restaurant Lounge (BaReLo) concept</li> </ul>

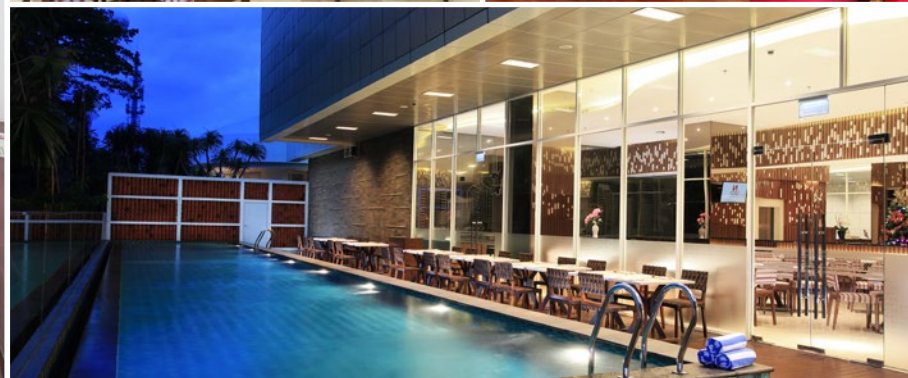


## KEY PRODUCT STANDARDS

- Contemporary & functional style, acoustic comfort throughout the hotel, sound and light system ensuring the right ambience at all times, Wi-Fi throughout all public areas (high speed internet access in guestrooms), environmentally adapted, art decoration to be functional, can be repetitive, fully integrated access and facilities for disabled, CCTV surveillance system throughout public areas and back-of-the-house
- Functional lobby, welcoming arrival experience, modern reception facility, counter style, seating areas with sofas, chairs, low tables, lobby drug store-gift shop- delicatessen/ take away, easily accessible “guests only” elevators, business corner (two desktop computers and one printer), ladies and gents restrooms
- Guest rooms’ sizes range from 24-28 m2
- Bar Restaurant Lounge (BaReLo) concept, lobby drug store - gift shop - delicatessen/ take away (see also under “lobby”), conference & banqueting facilities, including main room, break-out rooms, pre-function area, dispense bar, ladies & gents restrooms, with appropriate audio-visual, IT and telecommunications technology and daylight provided as much as possible
- Leisure facilities include Fitness Centre and Swimming Pool

## KEY SERVICE STANDARDS

- Reception/concierge/luggage service 24 hours
- Business corner 24 hours
- Laundry, dry cleaning and pressing service
- Automated wake-up call
- Bar Restaurant Lounge (BaReLo) service hours 6am – 11pm
- Mini bar is replenished daily
- Lobby drug store-gift shop-delicatessen/take away service hours 6am - midnight
- BaReLo is an all-day dining bar restaurant and lounge in one outlet that is designed to be minimalist, simple and elegant.
- An appropriate selection of snacks, sandwiches, appetizers, salads, soups, main courses and desserts
- Fresh coffee, assorted teas, juices and cocktails
- Customer satisfaction with passionate and professional service









## MAKING SHORT STAYS WORTHWHILE

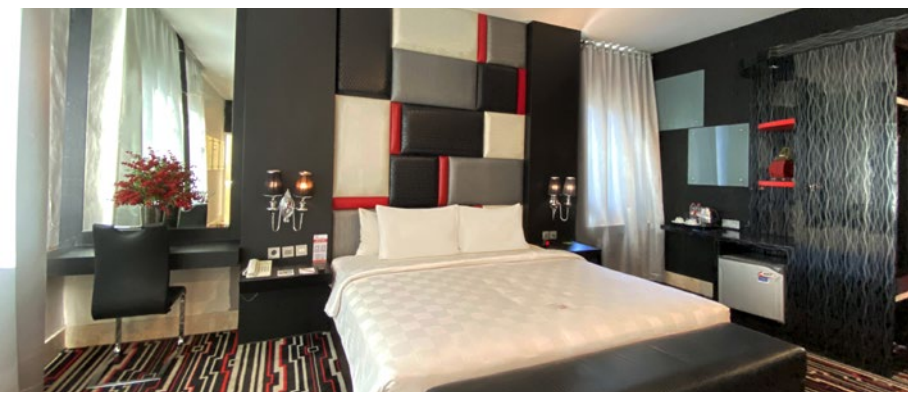
DESCRIPTION	Budget – Economy Residences, Swiss-Belcourt is the two and three star budget apartment residential property which clearly does not fit into Swiss-Belresidences.
STAR RATING	★★★
CONCEPT	<ul style="list-style-type: none"> <li>• Managed on a fully serviced basis</li> <li>• Limited bathroom facilities – shower only</li> <li>• Secondary locations in the city</li> <li>• No food &amp; beverage facilities</li> <li>• Limited recreational facilities</li> <li>• Environmentally sensitive and residential ambiance</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• To provide a good clean comfortable place to stay or live</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Targeting budget conscious extended stay business and leisure traveler</li> <li>• Representing the international standard for lower scale residences</li> <li>• Offering functionality</li> <li>• No food &amp; beverage facilities</li> <li>• Limited leisure facilities</li> </ul>

## KEY PRODUCT STANDARDS

- Functional in design, limited size public areas, Wi-Fi in all apartments, environmentally adapted
- Functional lobby, welcoming arrival experience, check-in Check-out kiosk, lounge seating area with sofas, chairs and low tables, lobby minimart, easy accessible and key-card operated “guest-only” elevators.
- Residence size range from
  - Studio - 40-45 m2
  - 1-bedroom – 60-85 m2
  - 2-bedroom – 100- 120 m2
  - 3-bedroom – 120- 150 m2
- Mini-mart available
- Leisure facilities include Fitness Centre

## KEY SERVICE STANDARDS

- Receptionist 8 hour shift then its use of the check-in and check-out kiosk and key access to the room
- Housekeeping service including bed linen and bathroom linen change, garbage collection etc. frequency varies with length of stay
- Mini-mart available
- Fitness Centre accessible 6am -12 midnight







SIMPLE, AFFORDABLE, RELIABLE

DESCRIPTION	Economy - Budget, 3 and 2 star classification. Swiss-Belexpress offers competitive rates for business and leisure travellers. All hotels have limited service and feature complimentary breakfast and comfortable room.
STAR RATING	★ ★
CONCEPT	<ul style="list-style-type: none"> <li>• A budget hotel</li> <li>• A modern and minimalist, no frills hotel in a convenient location</li> <li>• To position the hotel as an excellent choice for business and leisure travellers</li> <li>• To be recognised as providing homely guestrooms with good bathroom facilities</li> <li>• Provide international standard services</li> </ul>
MISSION STATEMENT	<ul style="list-style-type: none"> <li>• International quality 2-star hotel in a convenient location</li> <li>• To provide essential facilities for business and leisure travellers</li> </ul>
BRAND FOCUS	<ul style="list-style-type: none"> <li>• Delivering its brand promise</li> <li>• Focused on providing excellent value to business and leisure travellers</li> <li>• Warm and friendly ambiance</li> <li>• Essential services targeting both business and leisure travellers</li> <li>• Functionality with prime level of comfort</li> <li>• Personalised and efficient service</li> <li>• Providing the high quality standards expected of an international 2-star hotel</li> </ul>



## KEY PRODUCT STANDARDS

- A budget hotel, a modern and minimalist, no frills hotel in a convenient location, to position the hotel as an excellent choice for business and leisure travellers, to be recognised as providing homely guestrooms with good bathroom facilities, provide international standard services

## KEY SERVICE STANDARDS

- Strategic locations in main, secondary and tertiary cities
- Modern, clean and functional hotel with well proportioned guestrooms
- High Speed Internet access available in all hotels
- All in one lounge, restaurant and bar with excellent menu
- Functional rooms
- Personalised and efficient service







## COOL, COMFORT, CONVENIENT, CONNECTED

### DESCRIPTION

Budget, 3-Star Classification

### CONCEPT

- Conversions or new build
- The boutique brand of Zest by Swiss-Belhotel
- Flexibility in type of facilities (Spa, type restaurant, pool, nightclub), depending on locality / market opportunities.
- This brands surprises, makes you want to pick your next destination based on the availability of a Zest Plus by Swiss-Belhotel, makes you an ambassador for life
- Highly design driven, connecting with local influences through F&B, entertainment and storytelling
- A destination for both travellers and locals

### MISSION STATEMENT

- To develop and build an economy hotel
- To create and develop a strong and unique market position
- To provide a partnership solution to maximise owner's returns and to realise their investment expectations over a defined term time frame

### BRAND FOCUS

- Identified as an international quality brand
- Being the ultimate in value for money accommodation
- Conveniently located close to business and commercial districts
- Maintaining consistency in quality and reliability

### THE DIFFERENCE

Zest Hotel and Zest Plus is the F&B outlet







COOL, COMFORT, CONVENIENT, CONNECTED

#### DESCRIPTION

Budget – Modern, 2-Star Classification

#### CONCEPT

- Modern, cool, young, mobile style
- Totally defined
- Property design, interior decor, colour specific - defined
- Appropriate technology - defined
- Limited recreational facilities
- Environmentally sensitive
- Inexpensive, comfortable and secure

#### MISSION STATEMENT

- To develop and build an economy hotel
- To create and develop a strong and unique market position
- To provide a partnership solution to maximise owner's returns and to realise their investment expectations over a defined term time frame

#### BRAND FOCUS

- Identified as an international quality brand
- Being the ultimate in value for money accommodation
- Conveniently located close to business and commercial districts
- Maintaining consistency in quality and reliability

## KEY PRODUCT STANDARDS

- Modern, cool, young, mobile style, totally defined, property design, interior decor, colour specific - defined, appropriate technology - defined, limited recreational facilities, environmentally sensitive, inexpensive, comfortable and secure
- Simple and functional, self service storage lockers, business corner (1-2 standing stations), limited seating area, vending machine with hot and cold snacks and amenities
- Guest room size range from 15 - 17 m<sup>2</sup>
- Citruz for breakfast only

## KEY SERVICE STANDARDS

- Complimentary wireless internet throughout the hotel
- Vending machines will be located in the hotel lobby or other appropriate location
- Housekeeping daily service will be provided
- In room wake-up call bedside clock or TV system
- In room security safe provided
- Complimentary water station available on each floor







## COOL, COMFORT, CONVENIENT, CONNECTED

### DESCRIPTION

Budget – Modern, 2-Star Classification. The alternative for traditional hostels

### CONCEPT

- Conversions or new build
- The alternative for traditional hostels
- Amazingly designed communal spaces
- Squeaky clean communal bathrooms
- Private minimalistic rooms

### MISSION STATEMENT

- To develop and build an economy hotel
- To create and develop a strong and unique market position
- To provide a partnership solution to maximise owner's returns and to realise their investment expectations over a defined term time frame

### BRAND FOCUS

- Identified as an international quality brand
- Being the ultimate in value for money accommodation
- Conveniently located close to business and commercial districts
- Maintaining consistency in quality and reliability

### DIFFERENCE

Usually facilities and bathroom with "self service" element

## CORPORATE HEAD OFFICE

### CORPORATE HEAD OFFICE - HONG KONG

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## GROUP OFFICES

### GROUP OFFICE - JAKARTA, INDONESIA

#### GROUP E-COMMERCE, INFORMATION TECHNOLOGY AND DISTRIBUTION

#### GROUP GLOBAL SALES

#### GROUP MARKETING AND COMMUNICATION

#### GROUP HUMAN RESOURCES AND LEARNING DEVELOPMENT

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## COUNTRIES

AUSTRALIA • NEW ZEALAND • INDONESIA • MALAYSIA • PHILIPPINES  
VIETNAM • THAILAND • CAMBODIA • CHINA • HONG KONG  
SAUDI ARABIA • KUWAIT • QATAR • UNITED ARAB EMIRATES  
BAHRAIN • OMAN • IRAQ • EGYPT • KENYA • TANZANIA

## CONTACT INFORMATION

Full contact information of all regional offices and hotel is on our website:

**swiss-belhotel.com**



## OUR LOYALTY PROGRAMME



### YOU BECOME A VALUED MEMBER OF THE SBI FAMILY SIMPLY BY STAYING WITH US

SBEC Benefits Program is part of the **Swiss-Belexecutive Card** of Swiss-Belhotel International. It is a global program developed to appreciate the loyalty of our guests and to ensure they enjoy our hospitality with **EASE** (Easy, Accessible, Simple, Exclusive).

No collecting points, no waiting for redemption, SBEC Benefits program is designed to provide guests instant rewards, in points - the benefits are immediately accessible upon registration. Loyalty is the key account in the hotel businesses — loyalty of the guest, the staff, the management, the owners, the investors - the stakeholders of our business.

With this program we want to ensure that each visit of our guest should matter; irrespective what service they use, their loyalty must count! Whether it's a cup of coffee, a meeting room usage, a spa service or even a day-use pool booking, when a guest chooses Swiss-Belhotel International, the reward is in experience. Hotels are not just about a room stay, they are a much bigger experience, hence, our guests must be able to enjoy the complete array of our hospitality services and also benefit in return.

We are in the people's business and having a member defined by a colour or tier of a card feels impersonal. Thus, we personified the levels of our program - **Global (Green), Explorer (Red), Enthusiast (Silver), Influencer (Gold) and Connoisseur (Platinum)**; all five representing the milestones of a journey of togetherness with Swiss-Belhotel International - the reward is in the experience.

With the **Swiss-Belexecutive Card** you can look forward to a whole host of savings and VIP services in Swiss-Belhotel International Hotels and Resorts. All properties offer a unique combination of uncompromising quality, convenient location and dedication to providing value. Great benefits especially dedicated to offering you affordable accommodation, dining and entertainment.

To join simply e-mail [sbec@swiss-belhotel.com](mailto:sbec@swiss-belhotel.com)

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Group Marketing and Communications  
Group Human Resources and Talent  
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