



# Brand Presentation



UPPER UPSCALE HOTEL  
5+ AND 5 STAR CLASSIFICATION







# Signature style enjoyed with upscale services

## Star Rating

5+ and 5 star Classification

## Brand Segmentation

Upper Upscale

## Brand Inspirations

### **Accomplished travellers**

- Senior Management executives
- Ambassadors
- High-society members
- Frequent travellers



# Brand Logo for Hotels

The Grand Swiss-Belhotel logo has two standard formats: vertical and horizontal. Either vertical or horizontal versions can be used according to the space restrictions or for aesthetic reasons.



Vertical Version



Horizontal Version





Grand Swiss-Belhotel Darmo, Surabaya, Indonesia

# Brand Positioning



## Category

Upper Upscale



## Star Rating

5+ and 5 star

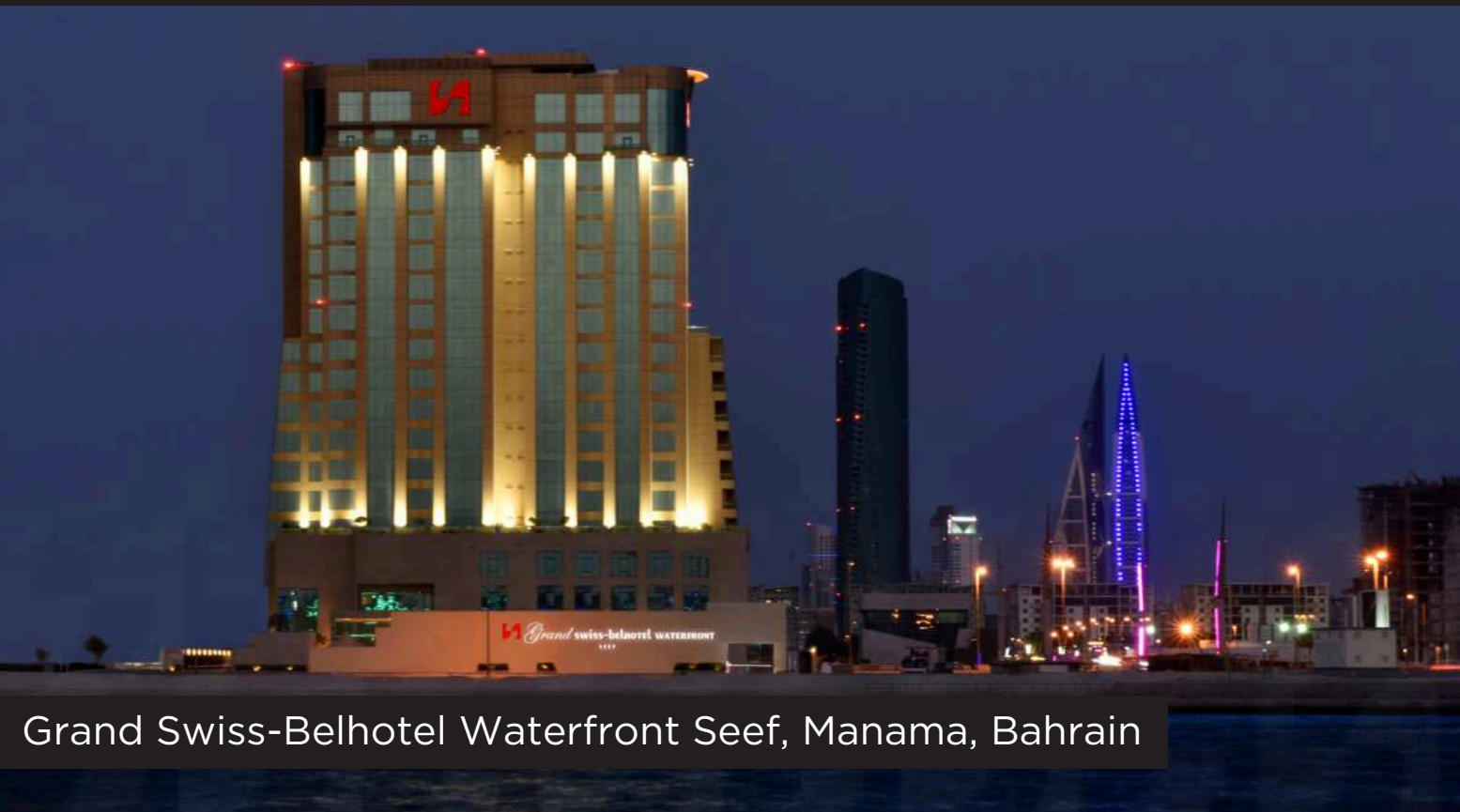
Grand Swiss-Belhotel is a brand of quality driven 5 star hotels with a vision of excellence. With quality and excellence in mind these hotels are designed in collaboration with the very best engineers, architects, consultants and product managers.

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.



# Brand 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



Grand Swiss-Belhotel Waterfront Seef, Manama, Bahrain





# 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



Grand Swiss-Belhotel Darmo, Surabaya, Indonesia



Grand Swiss-Belhotel Melaka, Malaysia



# Brand 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



Grand Swiss-Belhotel Waterfront Seef, Manama, Bahrain



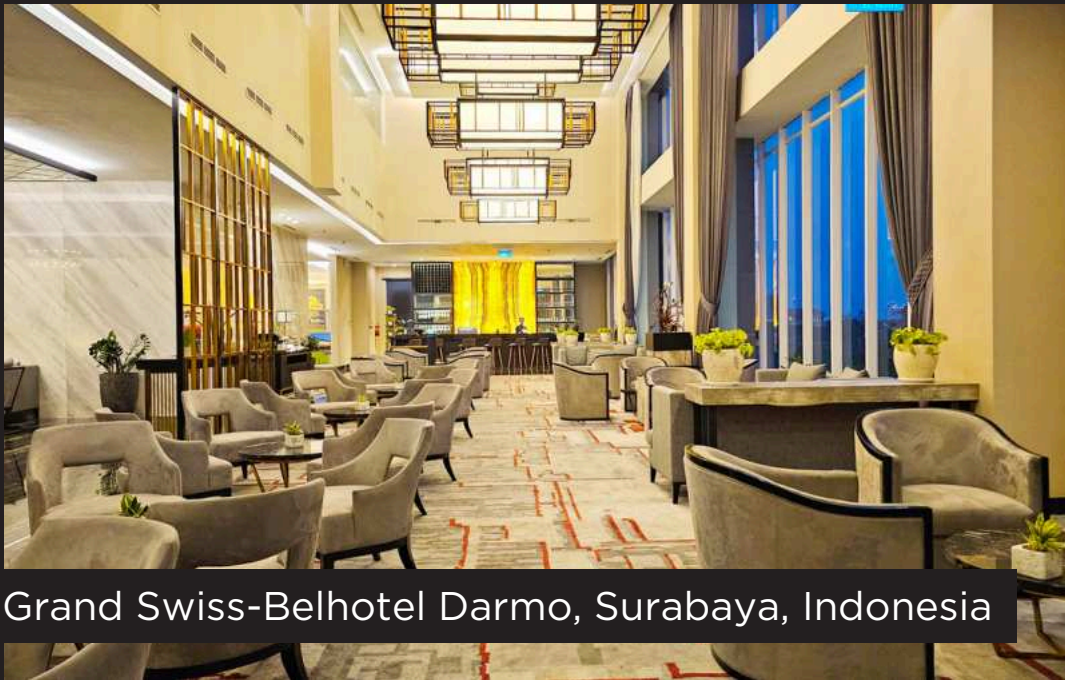
# Branded Food & Beverage Concept

Swiss-Café™  
RESTAURANT

Grand Swiss-Belhotel Darmo, Surabaya, Indonesia

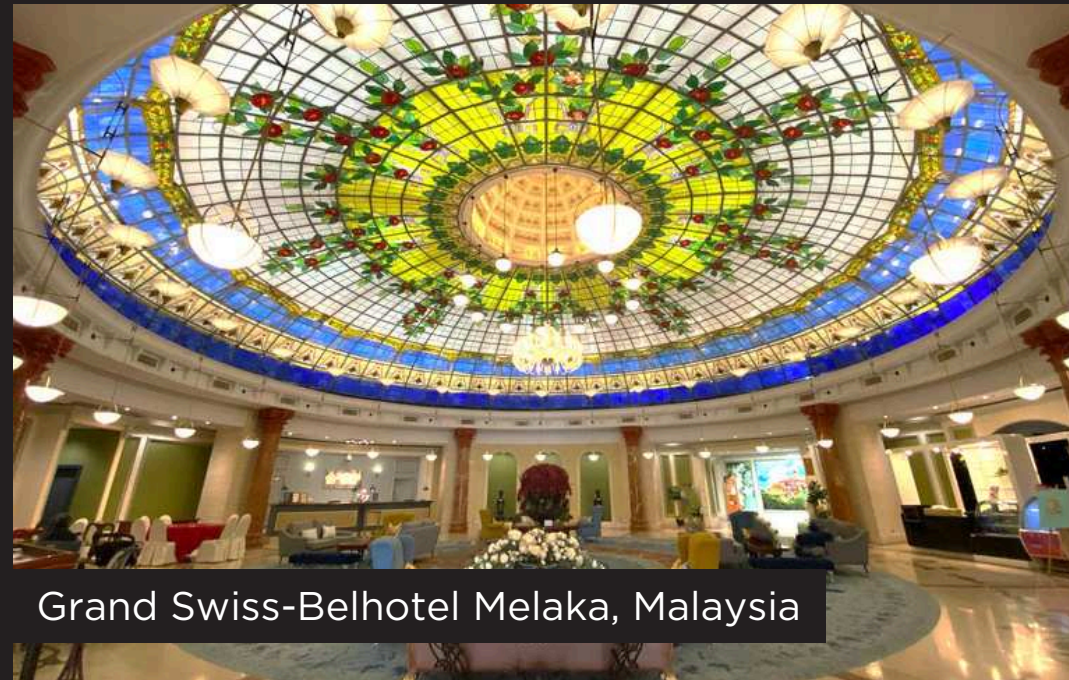


# Key Brand Standards



Grand Swiss-Belhotel Darmo, Surabaya, Indonesia

- 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



Grand Swiss-Belhotel Melaka, Malaysia

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.

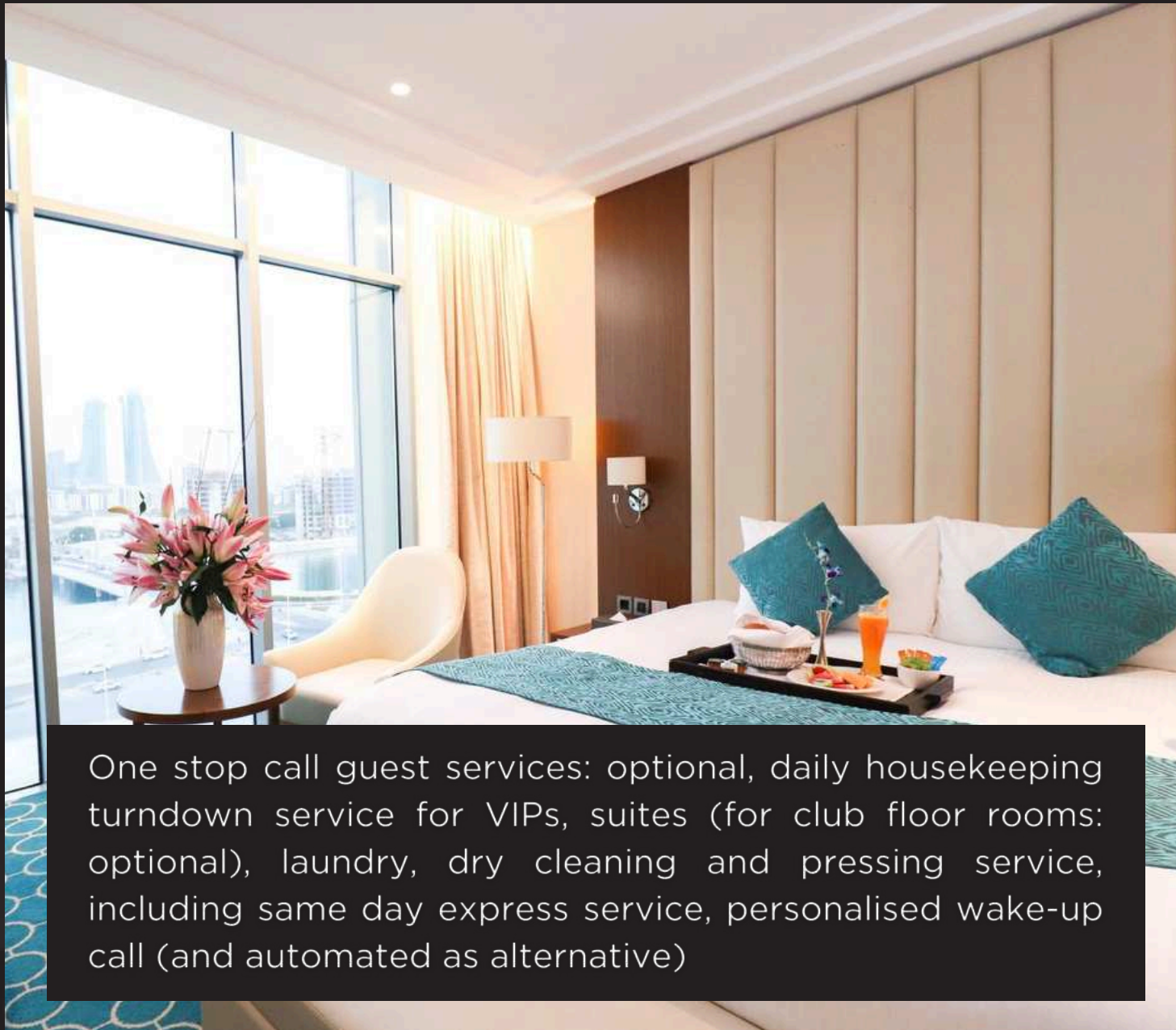


Grand Swiss-Belhotel Waterfront Seef, Manama, Bahrain

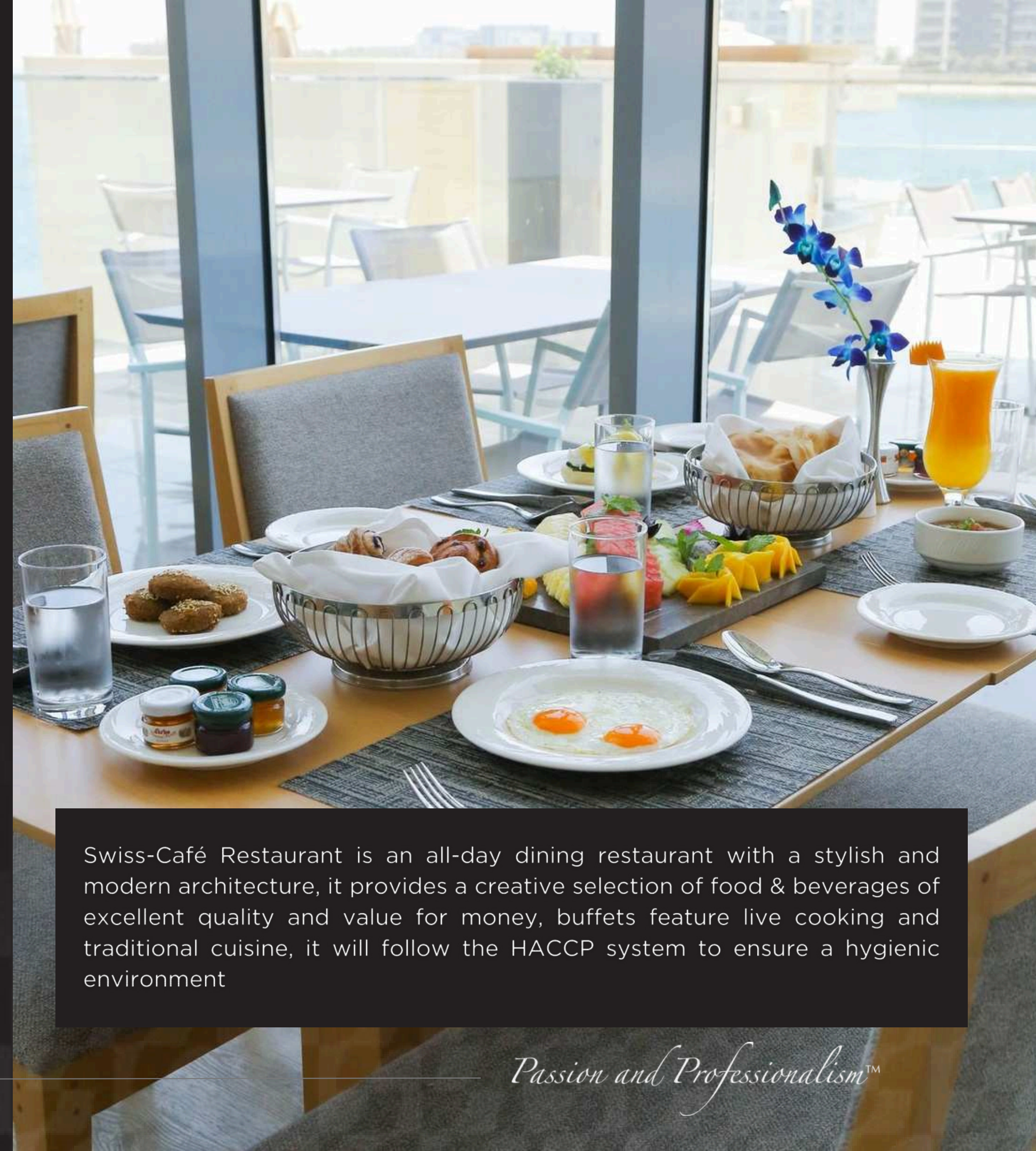
- Guest rooms’ sizes range from of 32 - 42 m2, including bathroom, excluding outdoor areas.
- Minimum two restaurants, one of which “All Day Dining” and one “Specialty Dining”, Cocktail bar, Lobby lounge bar, Pool snack bar.
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool, Private beach area, Floodlit tennis court(s) and various outdoor activities and sports.



# Key Brand Standards



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



# Brand Colour Palette

BLACK  
#231F20

PLATINUM  
#79797A

BABY PINK  
#CD5E77

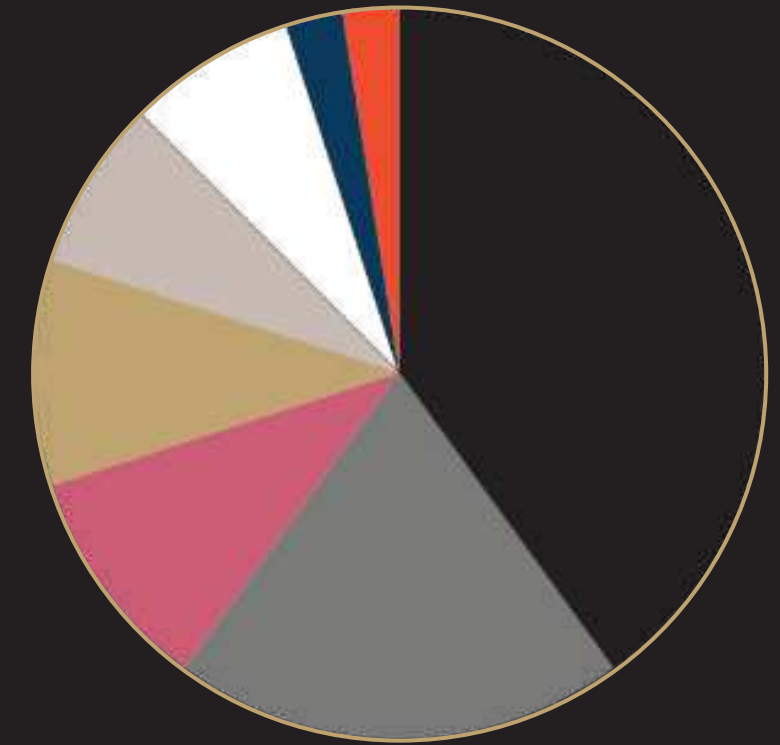
GOLD  
#BEA270

PALE SILVER  
#C5BBB6

WHITE  
#FFFFFF

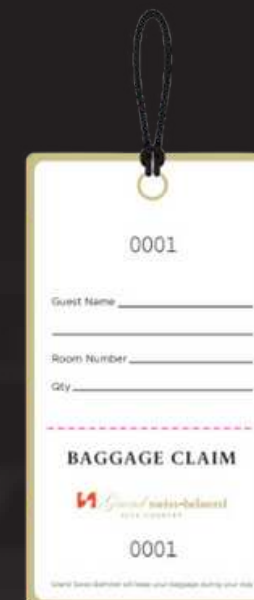
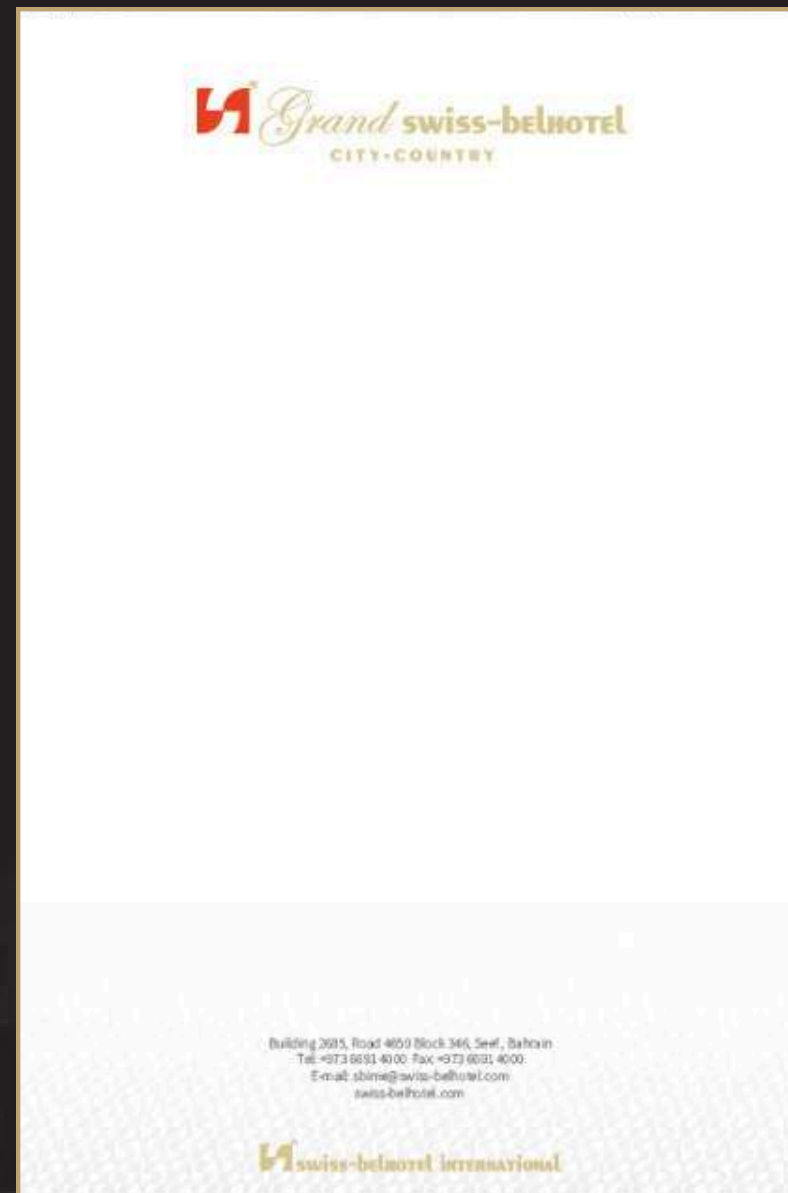
MIDNIGHT  
BLUE  
#0D3B5E

RED  
#F04E30





# Brand Specific Collateral







# THE HOTEL COLLECTION



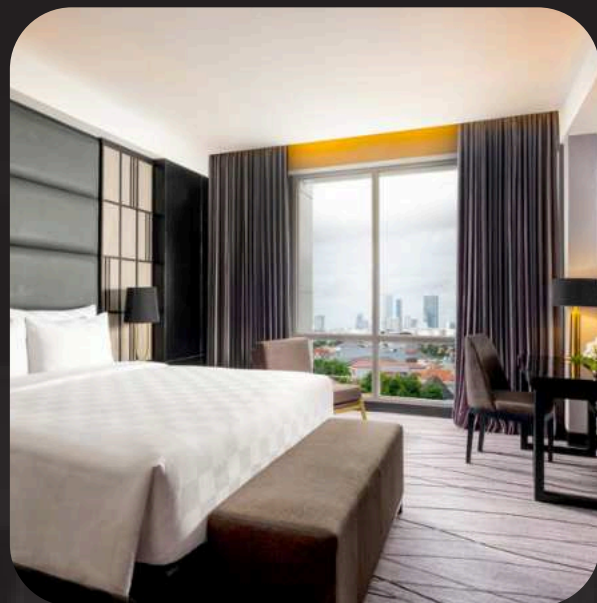
## OPERATING PROPERTY



Opened 2023



Government Officials and  
Diplomats, Business Travelers,  
Domestic and International  
Tourists



## INDONESIA

- 227 rooms and suites
- All day dining restaurant
- Darmo Deli
- Fitness Centre on the 17th floor
- Outdoor Swimming Pool on the 17th floor, Open daily
- from 7am until 8pm
- Sangawan Spa and massage is located on 11st floor
- Parking space and Valet Parking
- Laundry and Dry Cleaning
- 24 hours in room dining
- Kids Playground
- Lobby Lounge



## OPERATING PROPERTY



Opened 2023



Affluent travellers, Culture tourists, Couples and Families, Business Travellers



## MALAYSIA



- 211 Rooms
- 1 Grand Ballroom, 8 meeting rooms up to 500 guests
- Free Wi-Fi
- Free public parking
- Swimming pool
- Kids' pool
- Live music
- Sun terrace



## OPERATING PROPERTY



Opened 2021



High-Net-Worth Individuals,  
Conference and Event  
Attendees, Value-Conscious  
Consumers, Regional Travelers



## BAHRAIN



- 193 rooms and suites
- 6 chalets
- 6 restaurants and bar
- Ballroom and meeting facilities
- Fitness center
- Sea facing swimming pool
- Salon for female and male
- High speed internet access
- Free Wi-Fi
- 24-hour in-room dining
- 24-hour security and CCTV



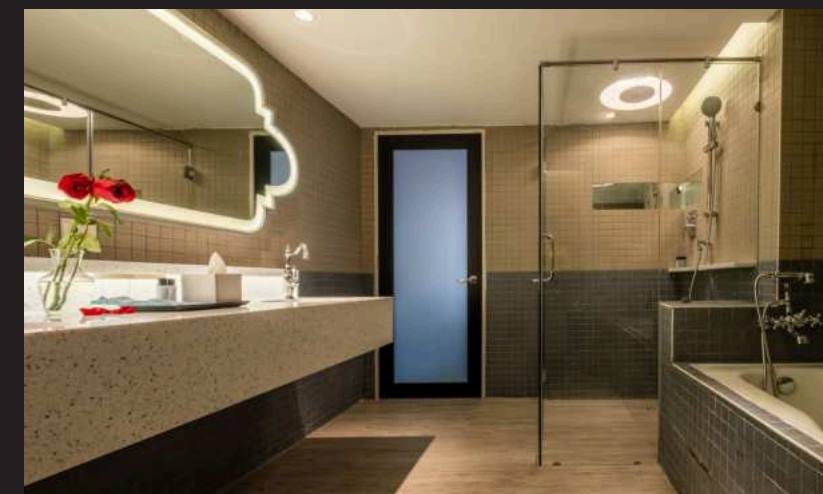
# Property Image Gallery

Pictures of

1. Grand Swiss-Belhotel Waterfront Seef, Manama, Bahrain
2. Grand Swiss-Belhotel Darmo, Surabaya Indonesia
3. Grand Swiss-Belhotel Melaka, Malaysia



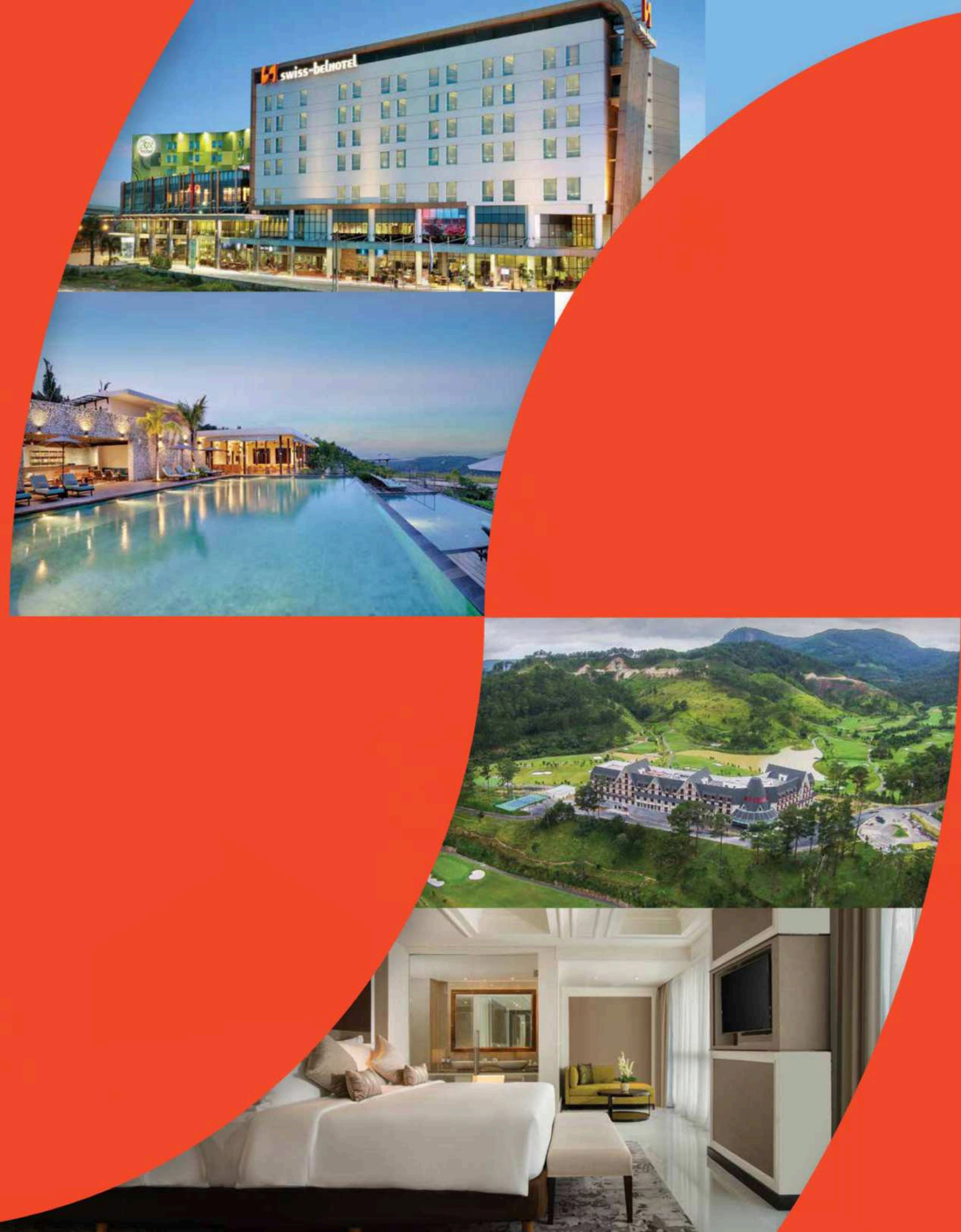




Pictures of  
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# SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP





# SWISS-BELHOTEL INTERNATIONAL

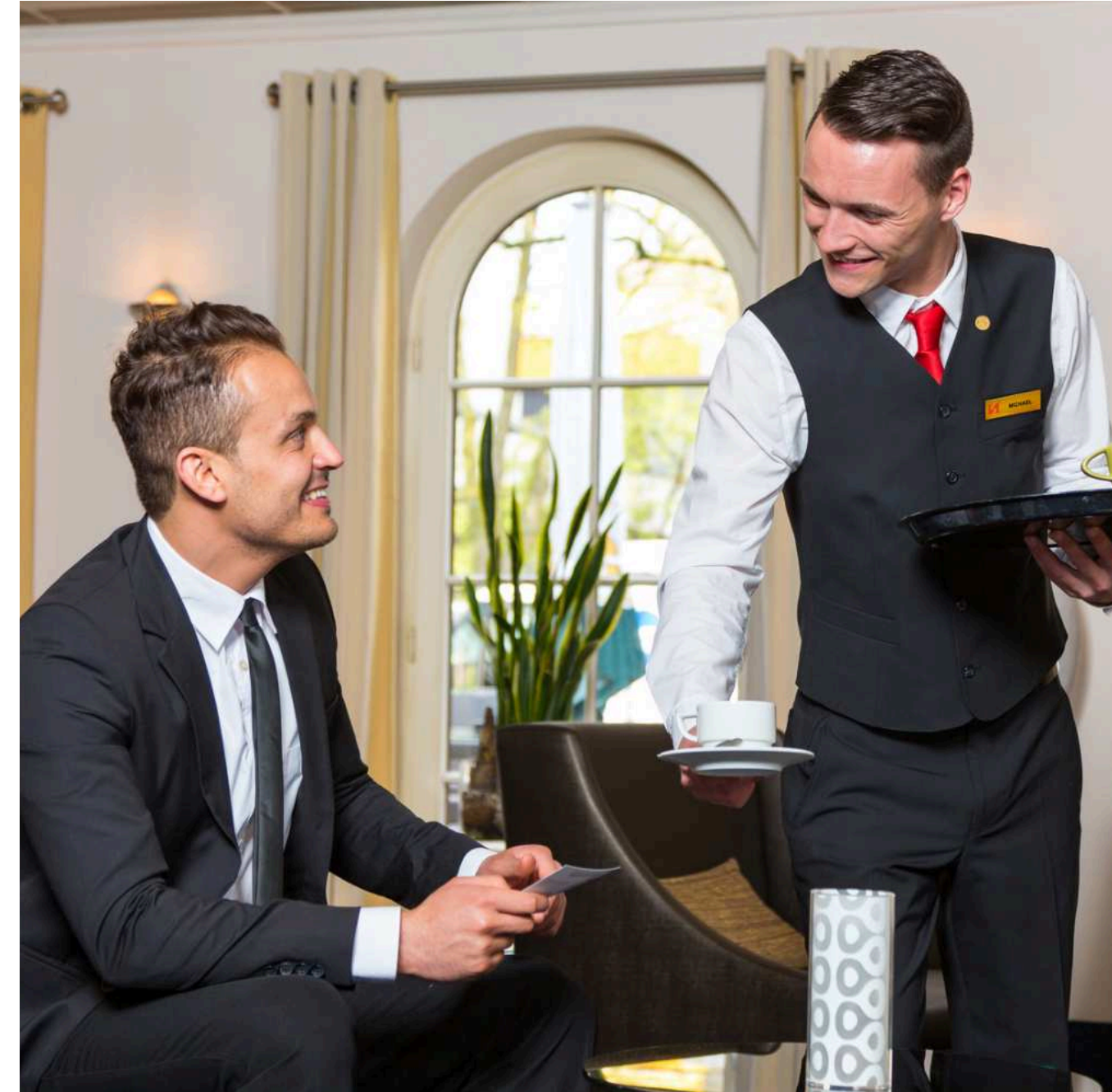
## A Global Group

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Founded in 1987, Swiss-Belhotel International is recognized as **the world's fastest-growing hotel management group**. It provides professional expertise and management services for hotels, resorts, and serviced residences.

The Group's unique fusion of **Swiss hospitality PROFESSIONALISM** and its **Asian-inspired PASSION for service** is what truly sets Swiss-Belhotel International apart from other hotel management companies.

Each of the Group's properties proudly carries the hallmark of Swiss-Belhotel International, a symbol that guarantees **quality** and provides **excellent value** to its guests and owners.



*Passion and Professionalism™*



# OUR HERITAGE

The Family behind Swiss-Belhotel International



Matthew Faull

Edward Faull

Gavin M. Faull

Oliver Faull



# OUR SENIOR EXECUTIVE TEAM





# OUR GLOBAL PRESENCE

150 properties

20 countries

18 brands





# OUR BRANDS





# OUR BRANDS

**Luxury**  
Star rating:  
5+ star luxury



**Upper Upscale**  
Star rating:  
5+ and 5 star



**Upscale Midscale**  
Star rating:  
5 and 4 star



**Economy/ Budget**  
Star rating:  
3 and 2 star

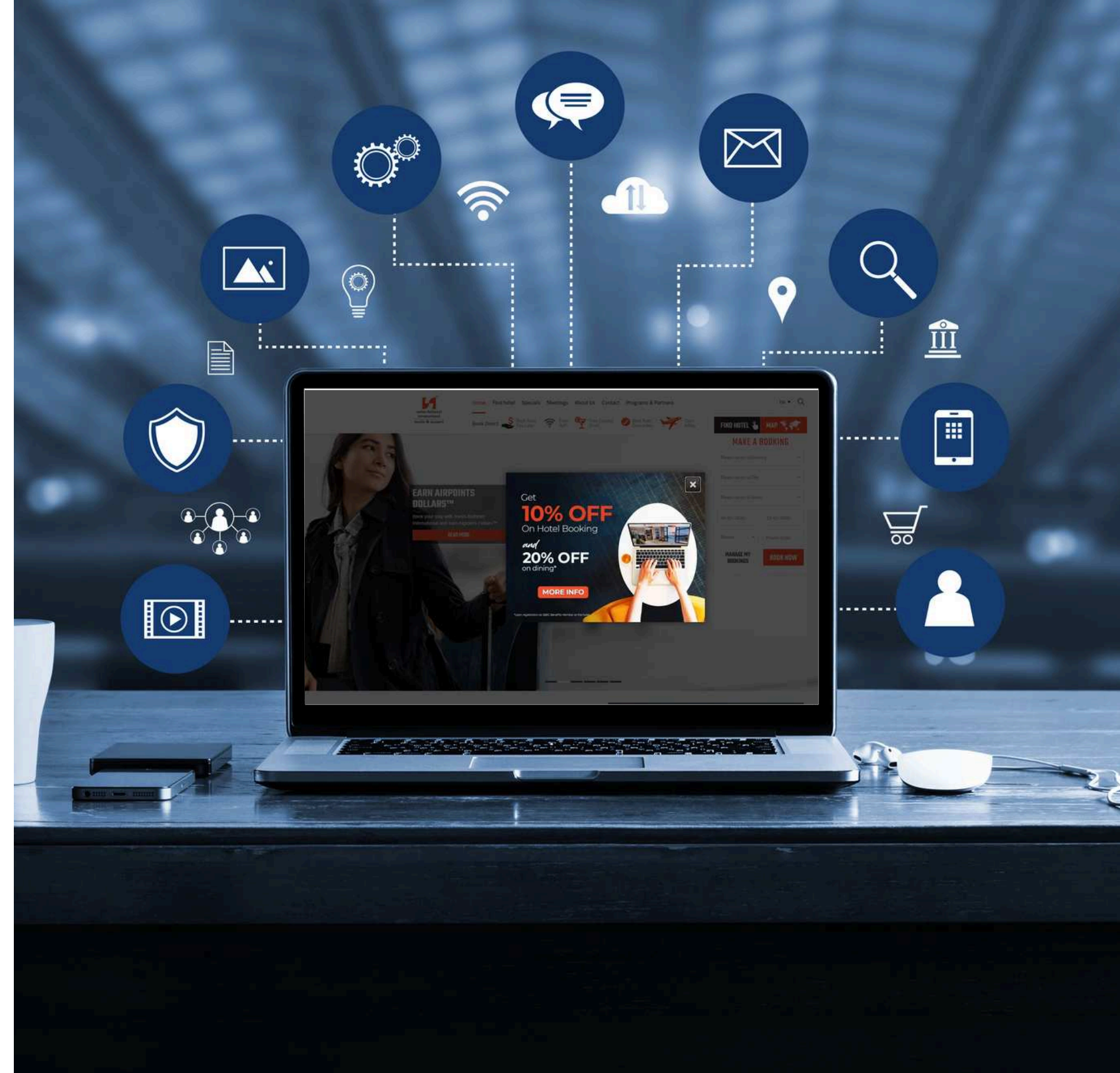


**Zest**  
Star rating:  
3 and 2 star



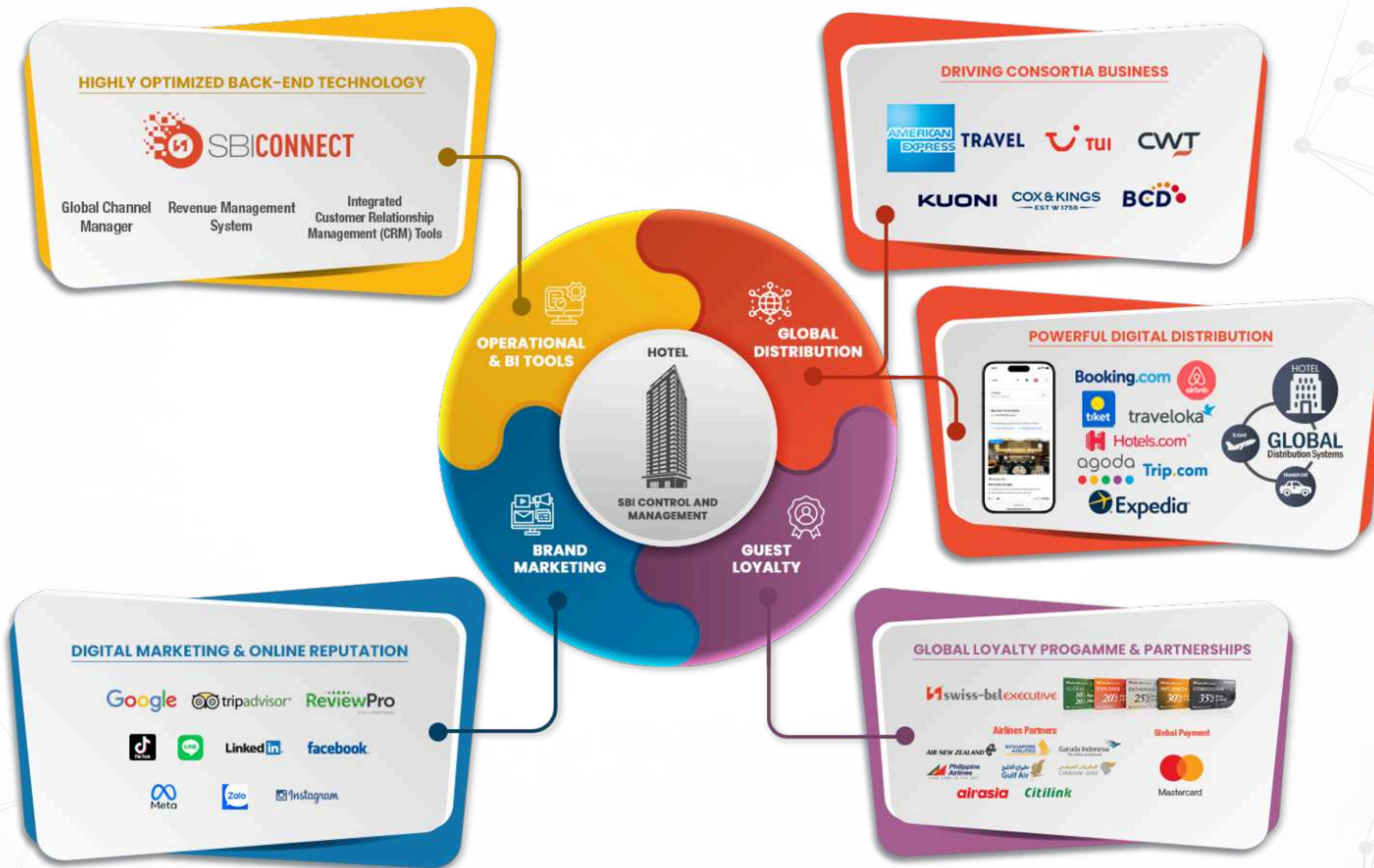


# SALES & MARKETING EXPERTISE





# SBI'S COMMERCIAL DIGITAL ENGINE





# TARGET SEGMENT



## Individuals

- Family
- Couples
- Honeymoon Couples



## Groups

- Leisure
- MICE (Meetings, Incentives, Conferences, Events) with residents accommodation requirements



## Banquet & Conferences

- Corporate Incentives
- Government Conferences
- Trade Shows
- Weddings
- Social Gatherings



# BRAND & MARKETING STRATEGY

01



## Digital Marketing

Email Direct Marketing  
Google PPC  
Affiliate Marketing

02



## Social Media

Meta Ads  
Organic Contents  
Influencer Collaboration

03



## Advertising

Display Ads  
Banner Ads  
Advertorial

04



## Public Relations

Press Release  
Media Fam Trip  
Media Relations  
Editorial Stay  
Media Gathering

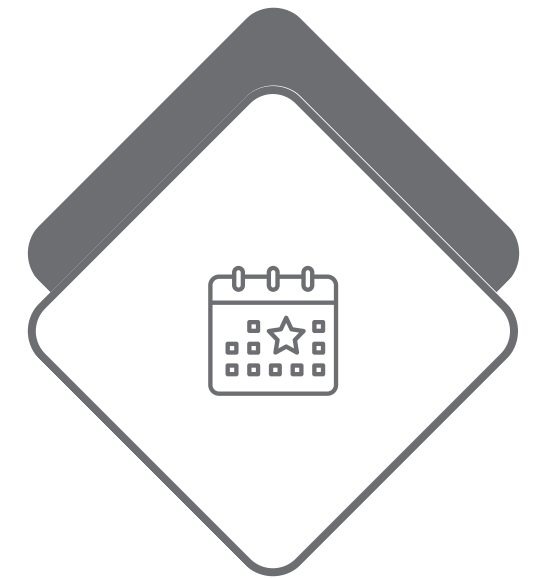
05



## Content Marketing

Keywords Audit  
Blog  
Events Update  
Content Update

06



## Marketing Events

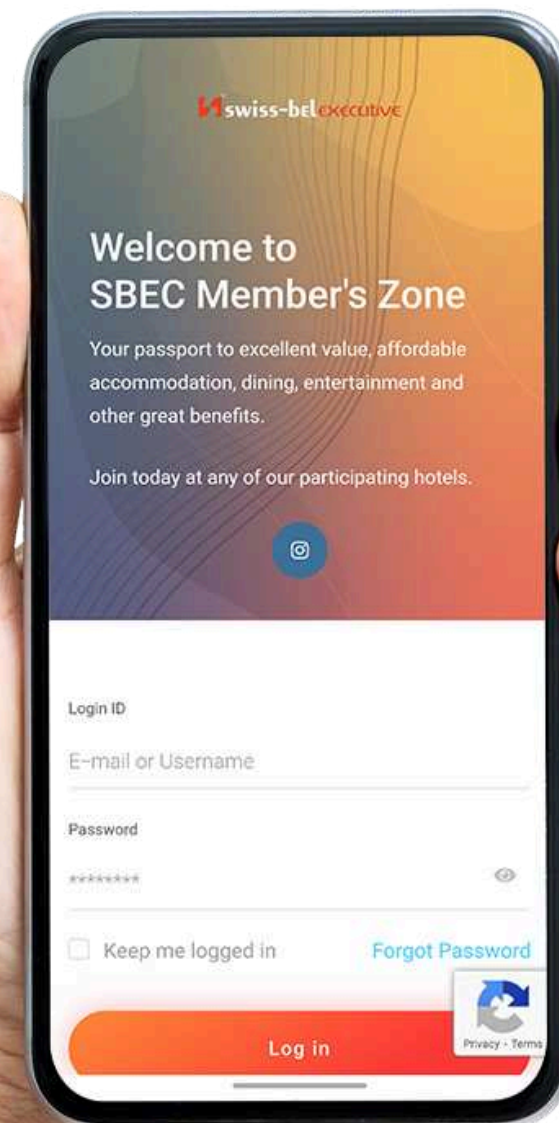
Influencers Gathering  
Corporate Gathering  
Travel Agent Gathering



# OUR GLOBAL LOYALTY PROGRAMME

**swiss-bel**EXECUTIVE

More than  
**2 Million Members**  
and  
**5 Million Members**  
target this year



## YOUR MEMBERSHIP IS IN YOUR PALMS

- A whole host of savings and VIP services in Swiss-Belhotel International Hotels and Resorts.
- 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.

Discount on  
Room and  
Dining

Discount  
Based  
Programme

Immediate  
Gratifications

Benefits  
Applicable  
Globally





# OUR GLOBAL LOYALTY PARTNER

You earn with our partners

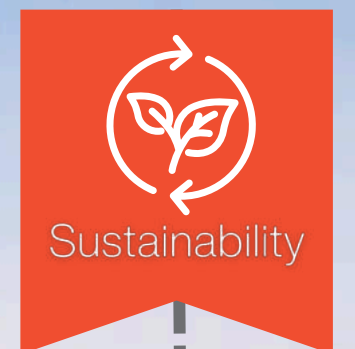
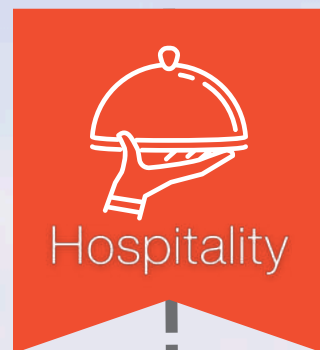
## Partner Loyalty Programme



## Airlines Loyalty Programme











## TRADITIONAL

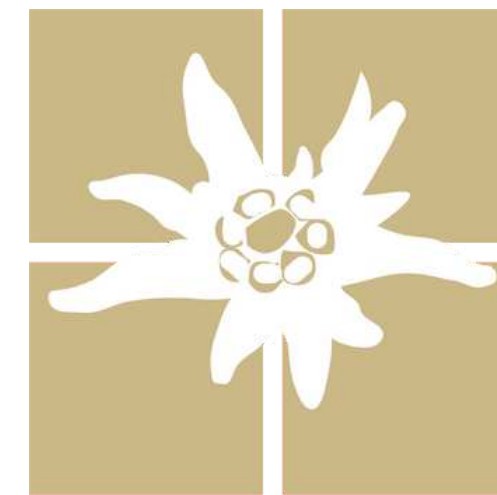
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

### Swiss-Care, In-Room Guest Amenities Range

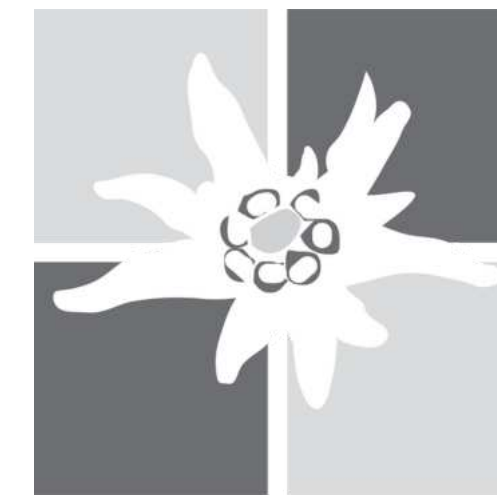
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

### Bernie, Our Mascot

The Swiss Rescue Dog as our Mascot, highlights the importance of safety, security and warmth. It is associated with our charity initiative “Adopt a Bernie” helping hotel school in Cambodia.



SWISS-CARE™



SWISS-CARE™







# PERFECTION

The foundation of Swiss-Belhotel International is its passion for hospitality, emanating from its Swiss heritage. It exudes its perfection by showing genuine attention to all the details which go into making a memorable experience.

**We conduct regular Operational Audits  
Mandatory Score maintained at 85% for all  
properties.**







## HOSPITALITY

With high standards of Swiss Hospitality, Swiss-Belhotel International is warm and welcoming with a spirit of homeliness and a feeling of appropriate familiarity and friendliness. Be surrounded by people who truly care.



Guest Satisfaction and online reputation measured by an International Benchmarking tool "Review Pro" achieved

**91.6% guest satisfaction globally in 2024.**





## QUALITY

Swiss-Belhotel International embraces qualities and values that are quintessentially Swiss. All properties deliver on this promise in some of the most exotic locations in the world.

**We conduct Yearly Brand Standard Audits.**

**Global average score of 93% achieved in 2024.**





## HEALTH & SECURITY

Just like the Swiss Country, Swiss-Belhotel International ensures a safe environment, ever dependable and always secure. Allowing its guests and residents to fully enjoy their stay, to experience the wonder of the destination or conduct the businesses with confidence.

**HACCP\* certified hotels** ensuring Food Safety standards. Cleanliness, Hygiene and safety protocols in association with internationally certified standards of

**“Safe Travels” by WTTC  
(World Travel and Tourism Committee)**

\*Hazard Analysis and Critical Control Points



IN ALIGNMENT WITH THE  
GLOBALLY RECOGNISED:







## TRAINING

Switzerland is known for its education standards.



Swiss-Belacademy ensures that upgrading skills, technologies in line with changing times, while maintaining the highest quality of hospitality standards, is the basis of the continued training and education. Our staff is ever-ready to meet the guest expectations.

**2** Hospitality Industry  
Training Leaders:



**eHotelier**



**3000+**

Individual lessons

**300+**

Course subjects

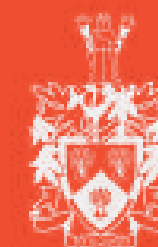
**9000+**

Number of  
staff-students

**85.5%**

Staff  
engagement rate

**Certification Affiliation  
Registered in England**



**Institute  
of Hospitality**





# SUSTAINABILITY

Swiss-Belhotel International ensures that its properties are enhancing techniques which will work towards the co-existence of environment, economy, and society.

Detailed Sustainability Checklist established at hotels emphasising their role in Community, Environment, and Economy.

**70% achievement of checklist actions is mandatory for every branded property.**





# COMPANY PERFORMANCE STATISTICS



## Gross Operating Profit

City Hotels - Primary	GOP at 35%
City Hotels - Tertiary	GOP at 40-45%
Resorts	GOP at 40 - 50%
Residences/Long stay	GOP at 45 - 55%



## STR Benchmarking

- Revenue Ranking of 1 or 2 from 5 in Competitive set
- RGI (Revenue Generation Index) at 110 +



## Room Profitability

**78-82%**  
of Room Revenue



## Food & Beverage Costs

City Hotels	28%
Resorts	32%





# BEST IN CLASS FOR TRAVEL/TOURISM/HOTELS

**More than 64 AWARDS over the past 15 years (including below):**

- Hotel & Resort Management of the Year at the Travel Trade Excellence Awards 2025 by Travel Daily Media
- Legacy Family Business Award Asia Pacific 2024 at the Family Business Association Excellence Awards 2024
- EY Entrepreneur of The Year 2024 New Zealand Family Business Award
- The Most Excellence in Sustained Partnership Award at the GarudaMiles Loyalty Summit 2025
- Excellence Award in the Sustainable Hospitality category from ESG Business Awards 2024 in Hong Kong
- Indonesia's Leading Tourism Business Leader at the Indonesia Travel & Tourism Awards 2022/23
- Best in Class for Travel/ Tourism and Hotel/ Resort Category Interactive Media Awards
- Indonesia's Leading Global Hotel Chain Indonesia Travel & Tourism Award
- Outstanding achievement in Web Development Hotel and Lodging Standard of Excellence - Web Marketing Association



# Swiss Professionalism with Asian Passion



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