

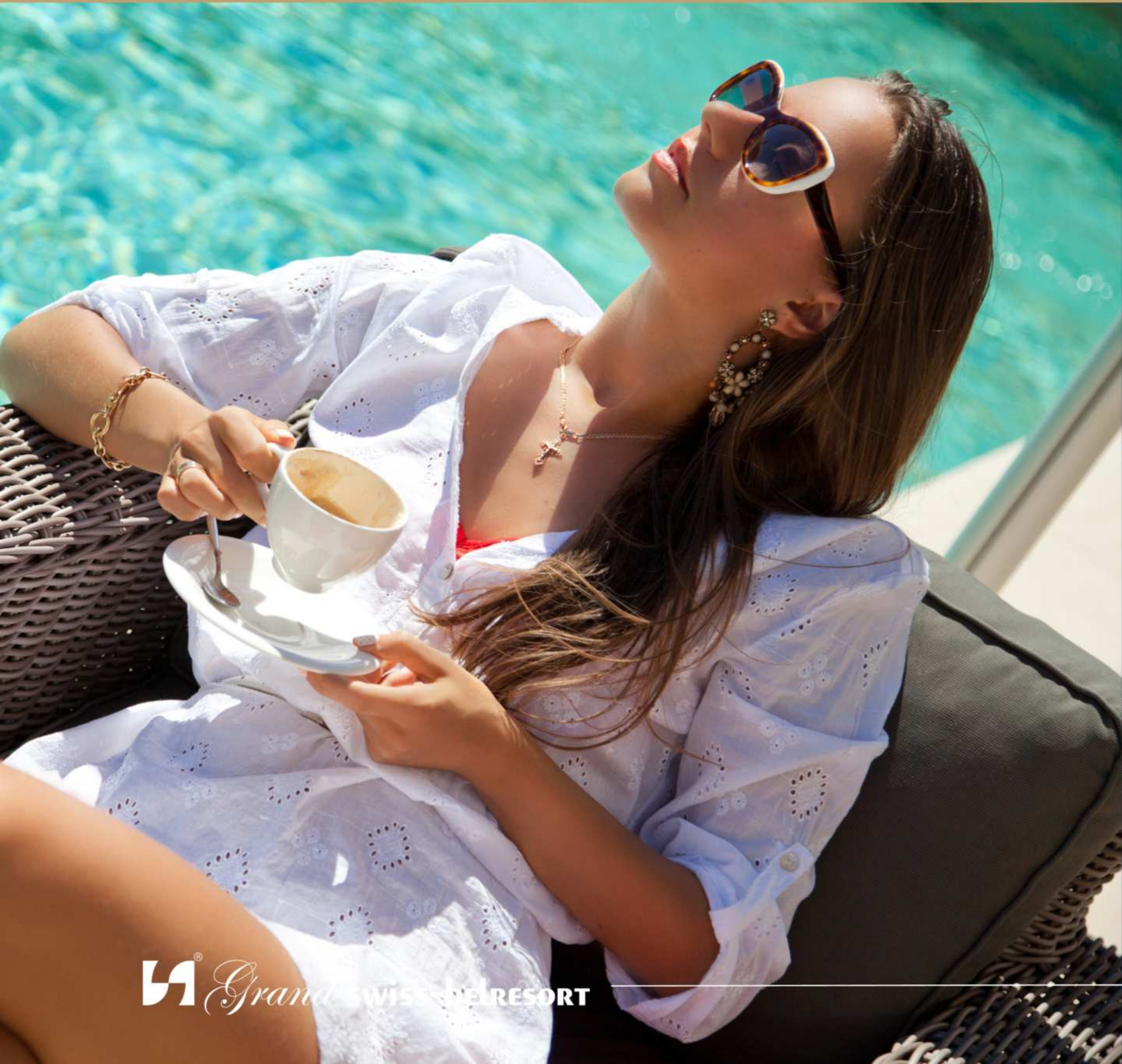


Brand Presentation



UPPER UPSCALE HOTEL
5+ AND 5 STAR CLASSIFICATION





The ultimate retreat for sophisticated fun

Star Rating

5+ and 5 star Classification

Brand Segmentation

Upper Upscale

Brand Inspirations

Wanderlusters

- Leisure travellers
- Digital nomads
- Weekenders

Brand Logo for Hotels

The Grand Swiss-Belresort 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



Brand Positioning



Category

Upper Upscale



Star Rating

5+ and 5 star

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.

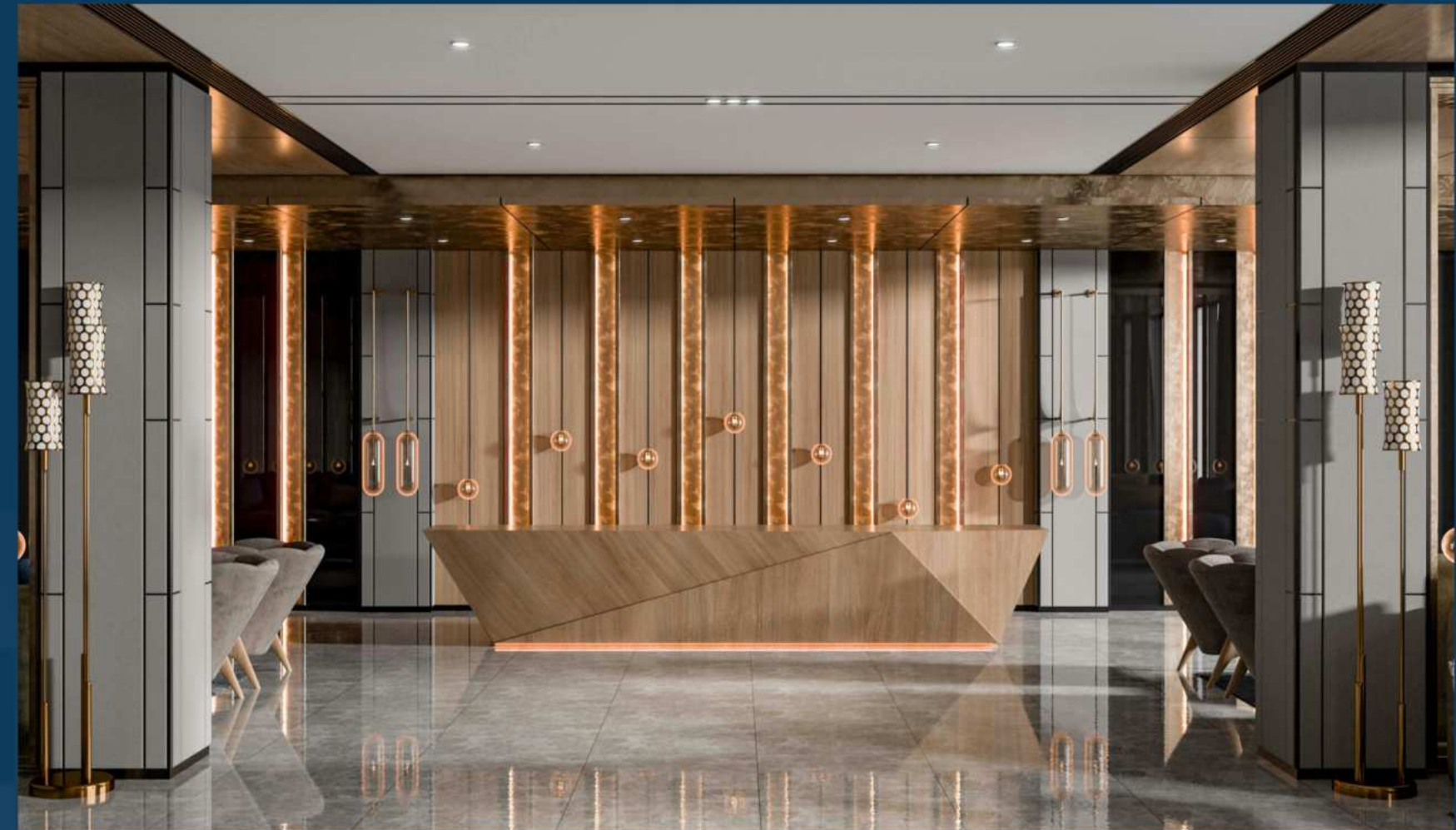
Brand Mission Statement

- 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



Brand Focus

- Targeting discerning, financially secure business and leisure travelers
- International standard for upscale resorts
- World-class facilities and personalized services
- Exclusivity and highest product/service quality
- Consistency, efficiency, and welcoming approach
- State-of-the-art technology throughout the resort
- Leading-edge food & beverage facilities



Brand Concept

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



Key Brand 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

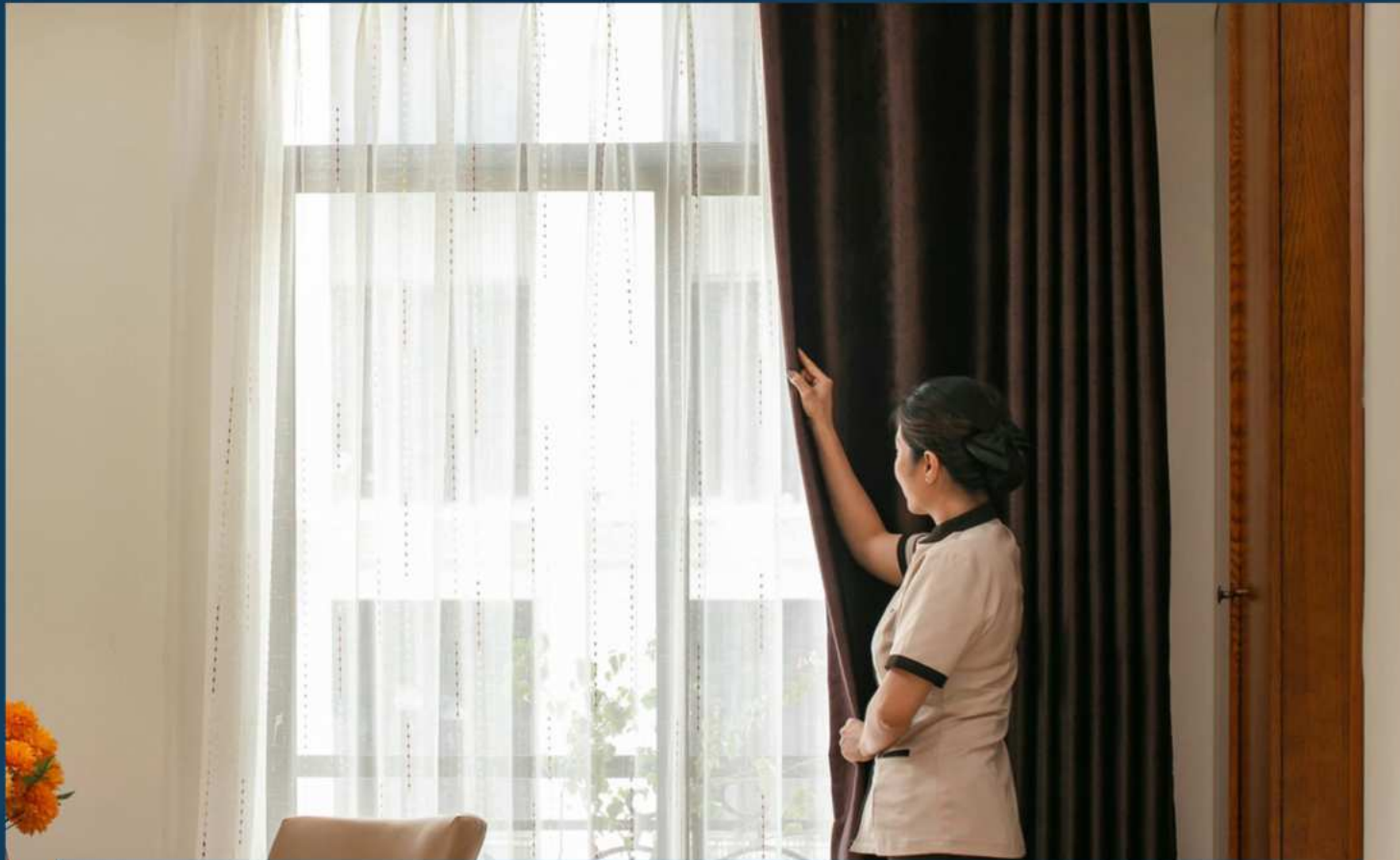


Lobby to be a food and beverage outlet, grand lobby, impressive arrival experience, open and personalised reception facility, concierge desk, guest relations desk and activities desk (applicable to resorts only), lounge seating areas with sofas, elegant chairs, low tables scattered in clusters, lobby 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 Brand Standards

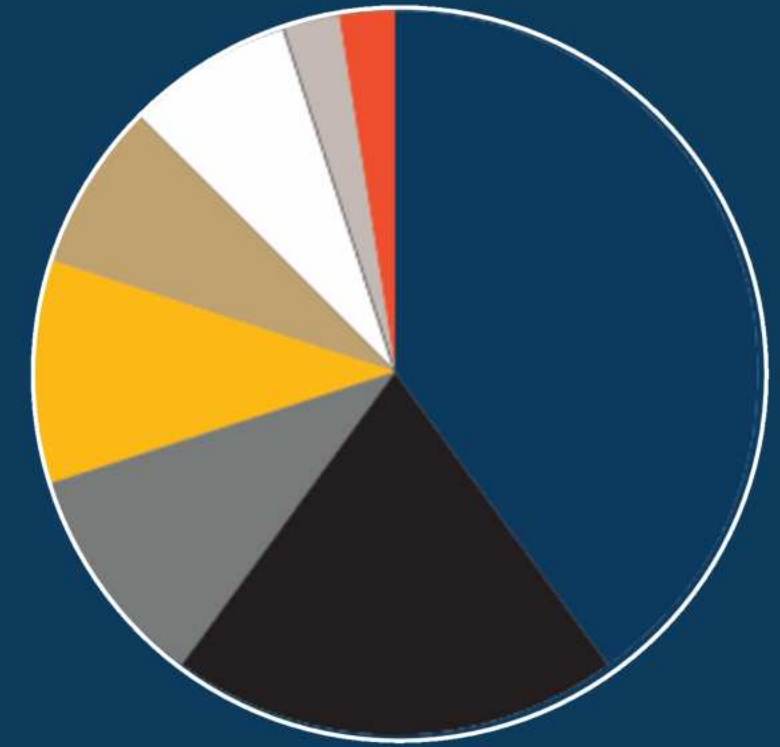
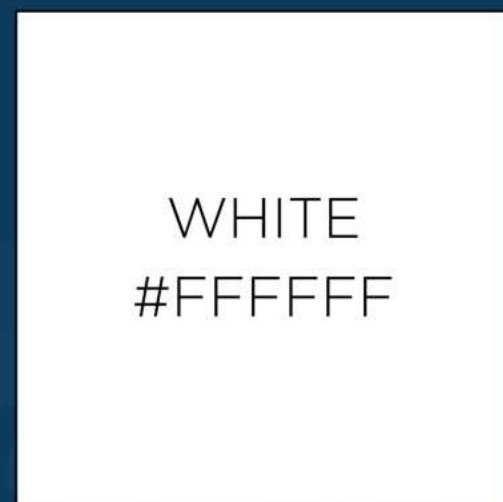
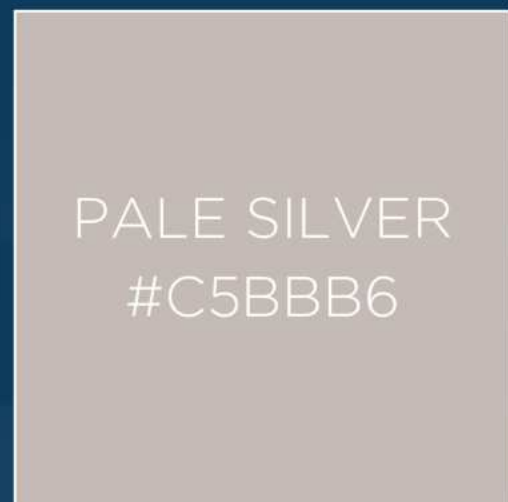


One stop call guest services: optional, daily housekeeping turndown service for VIPs, suites (for club floor rooms: optional), laundry, dry cleaning and pressing service, including same day express service, personalised wake-up call (and automated as alternative)

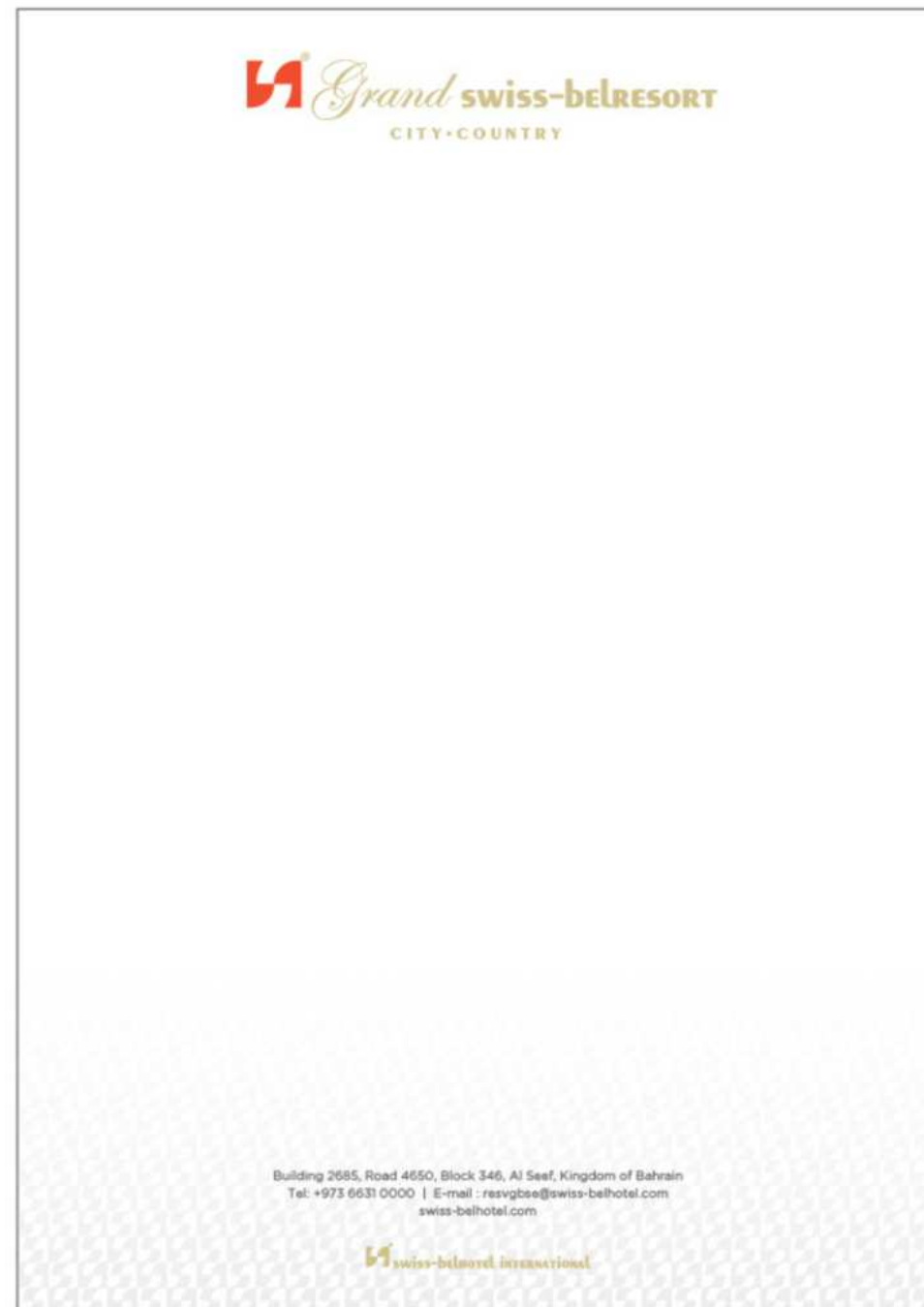


Swiss-Café Restaurant is an all-day dining restaurant with a stylish and modern architecture, it provides a creative selection of food & beverages of excellent quality and value for money, buffets feature live cooking and traditional cuisine, it will follow the HACCP system to ensure a hygienic environment

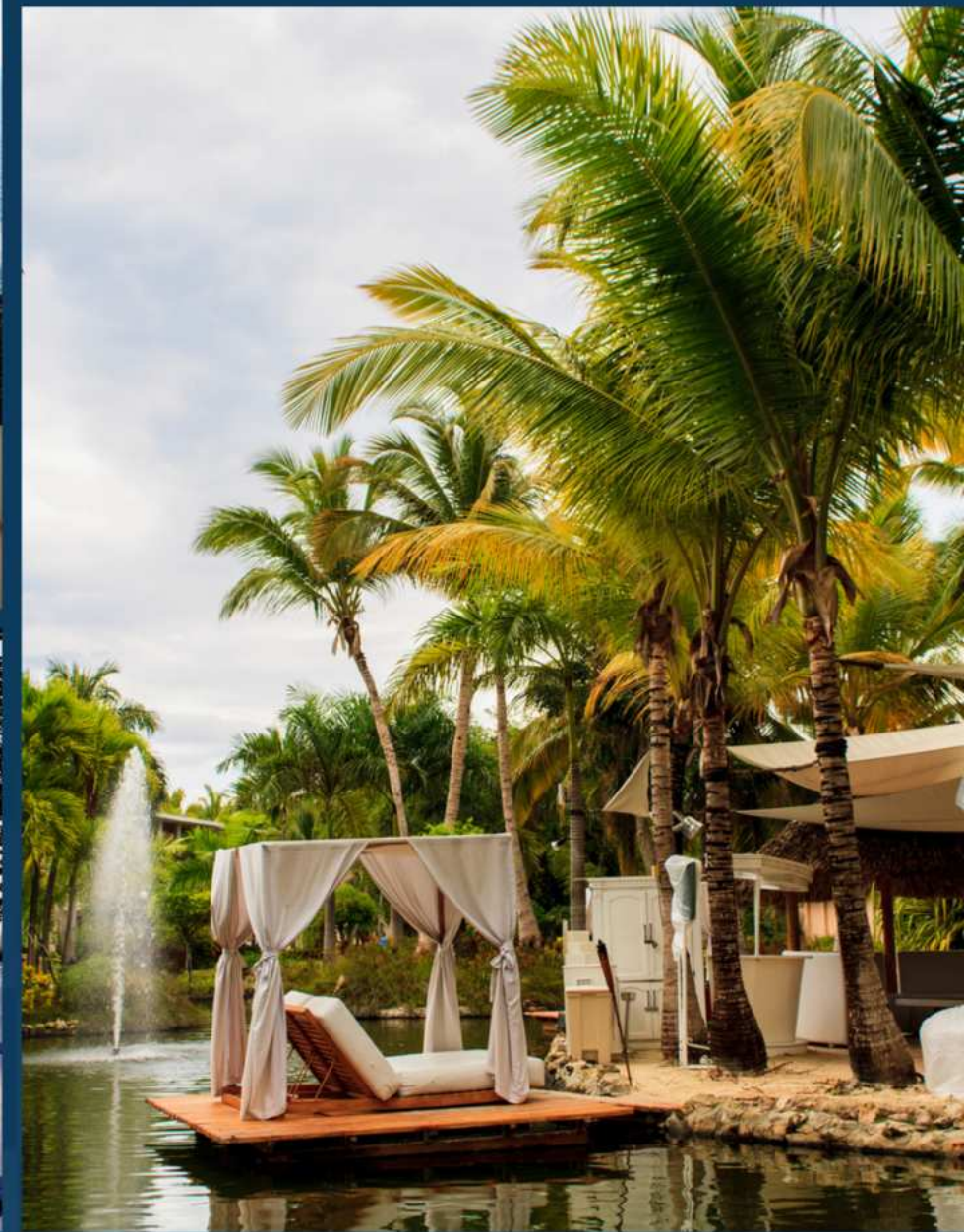
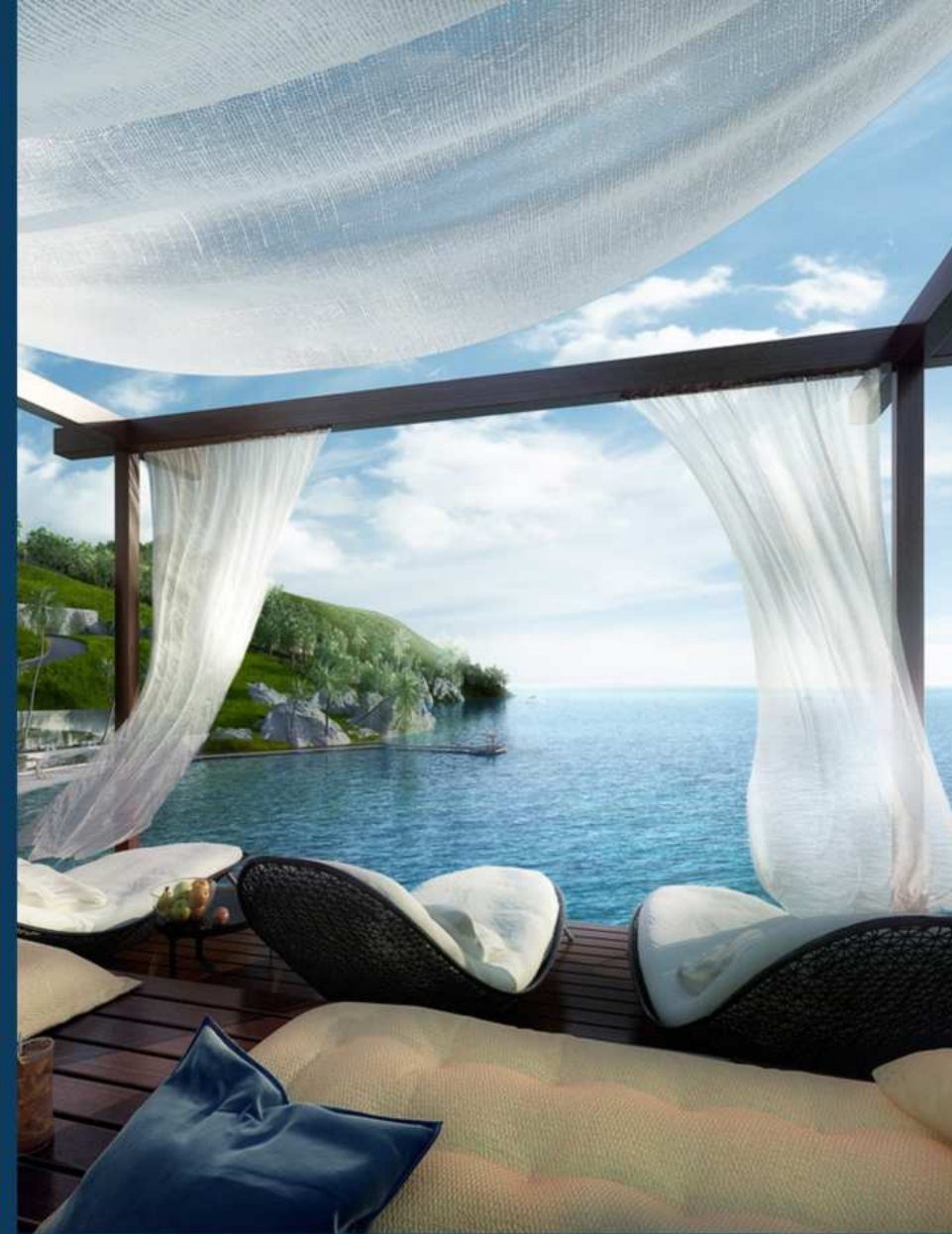
Brand Colour Palette

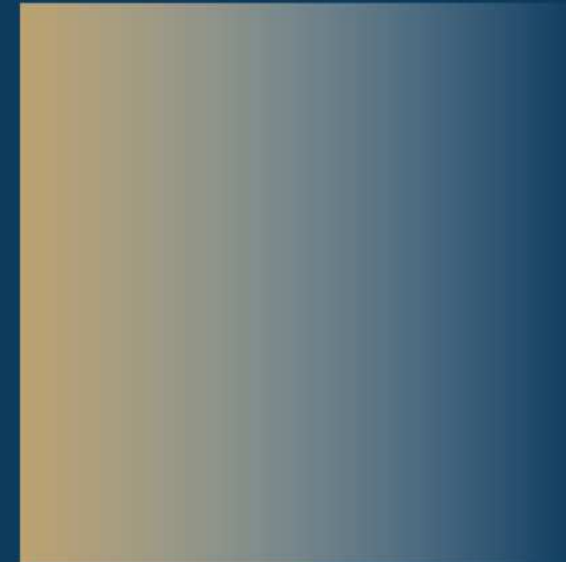


Brand Specific Collateral

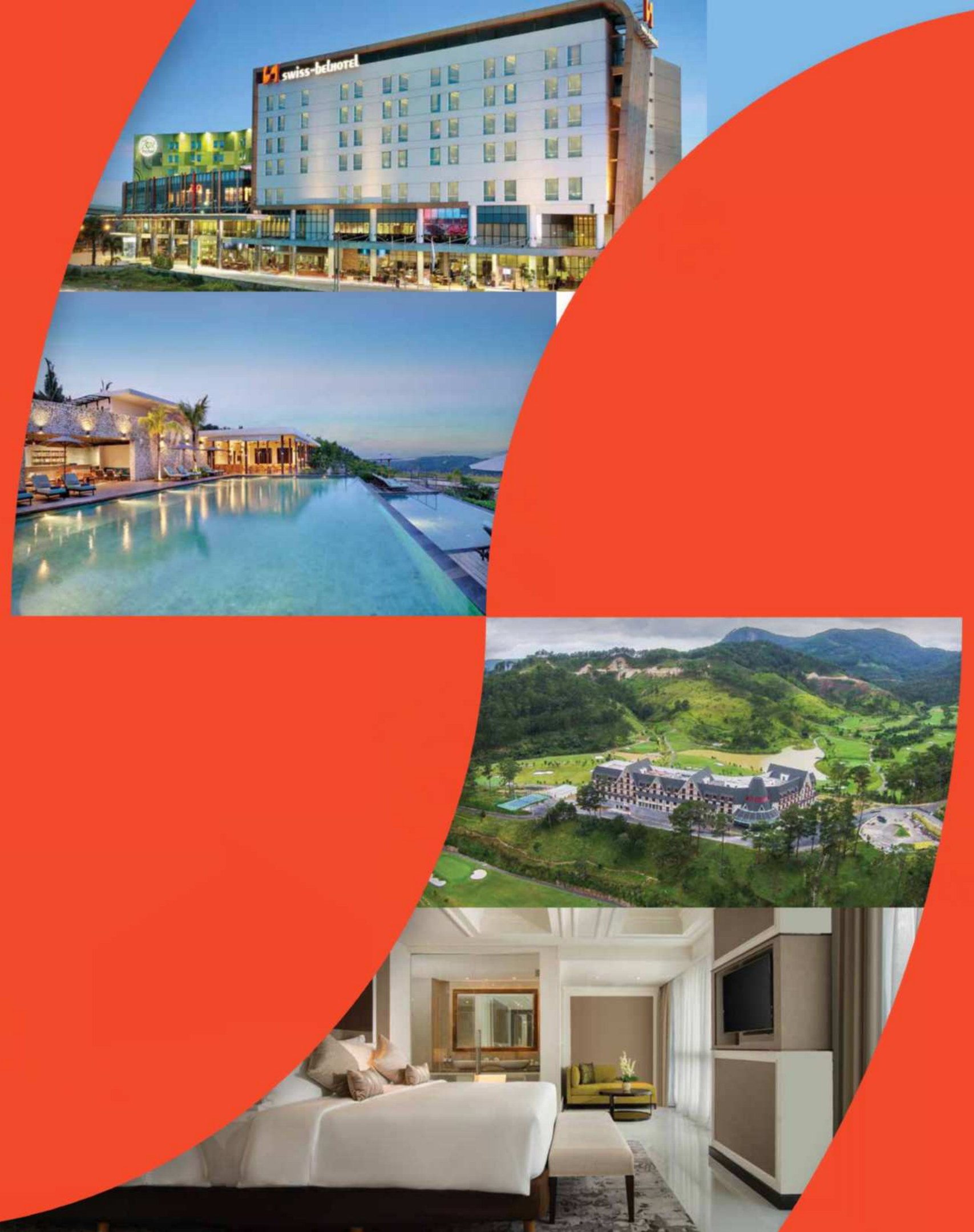


Mood Board





SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



SWISS-BELHOTEL INTERNATIONAL

A Global Group

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



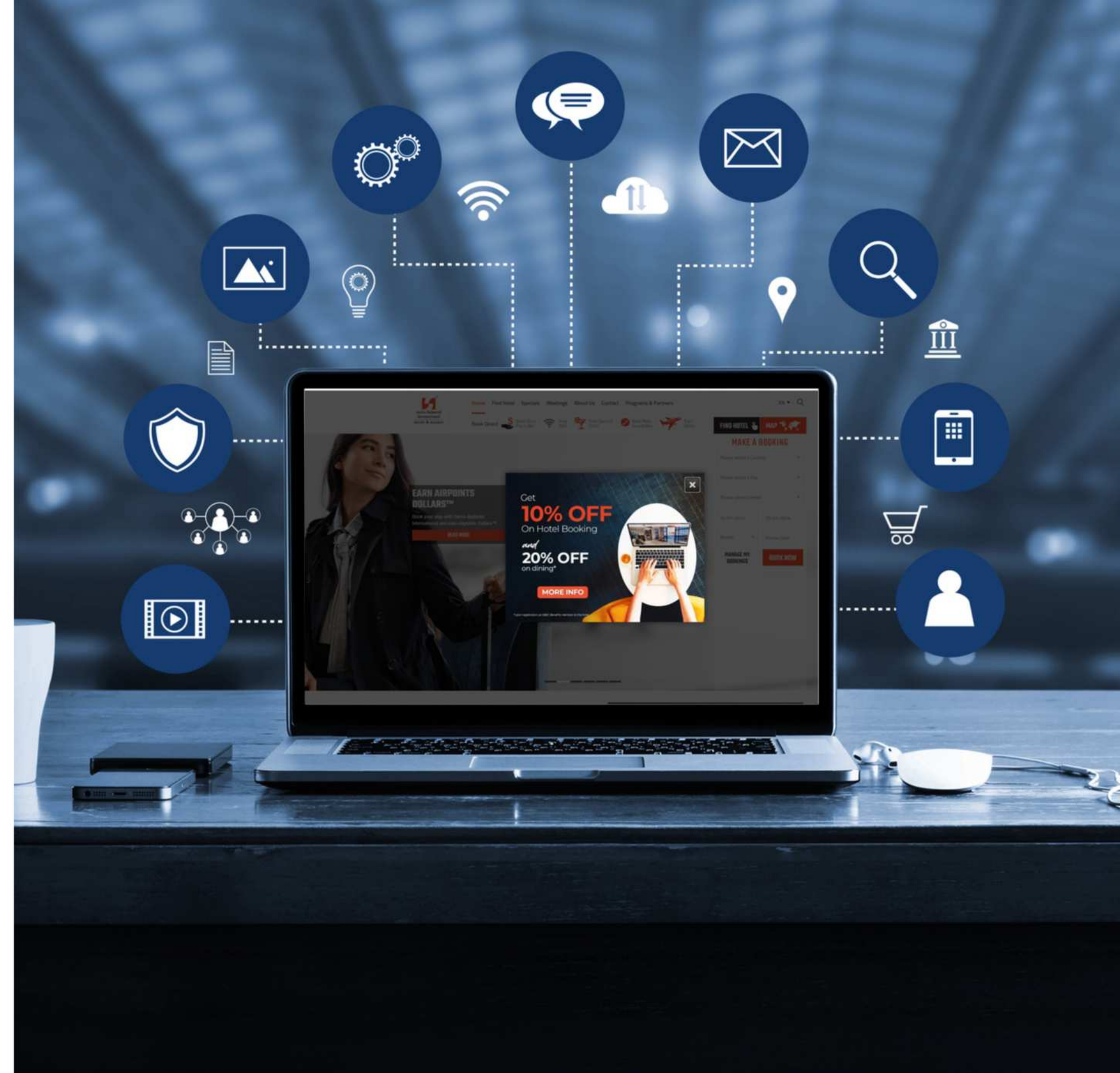
Economy/ Budget
Star rating:
3 and 2 star



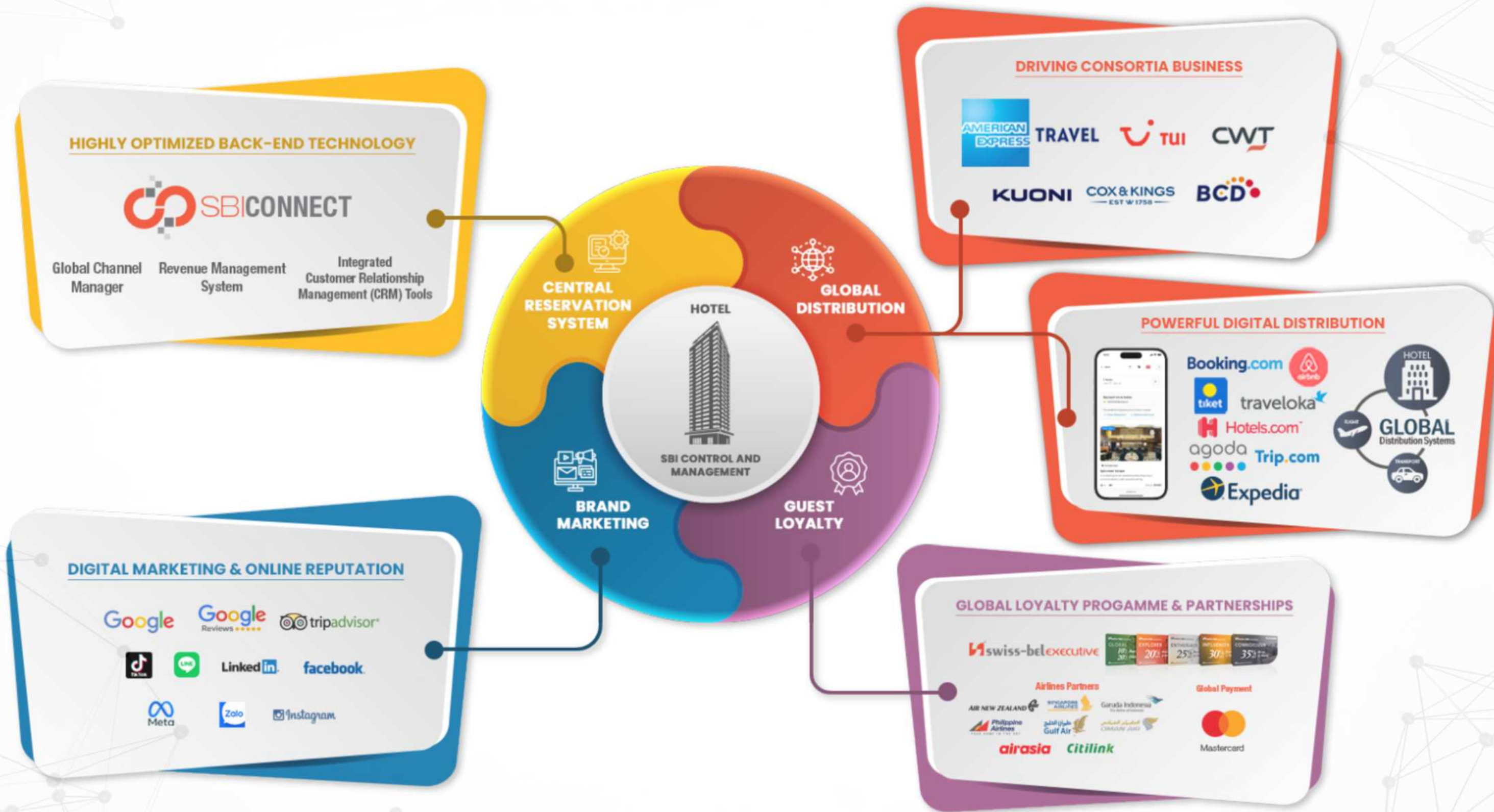
Zest
Star rating:
3 and 2 star



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

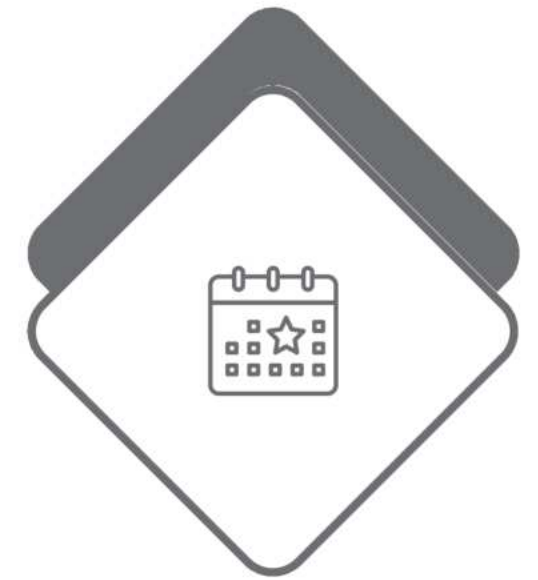
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



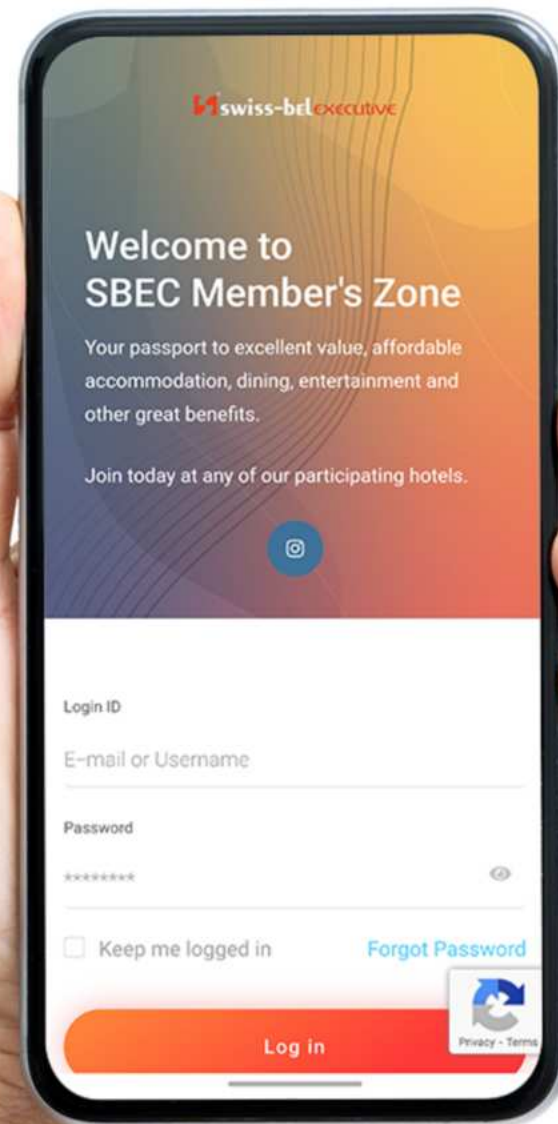
Marketing Events

Influencers Gathering
Corporate Gathering
Travel Agent Gathering

OUR GLOBAL LOYALTY PROGRAMME

swiss-belEXECUTIVE

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

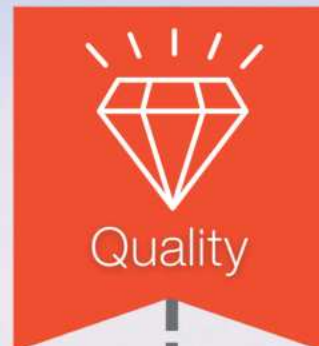
You earn with our partners

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.

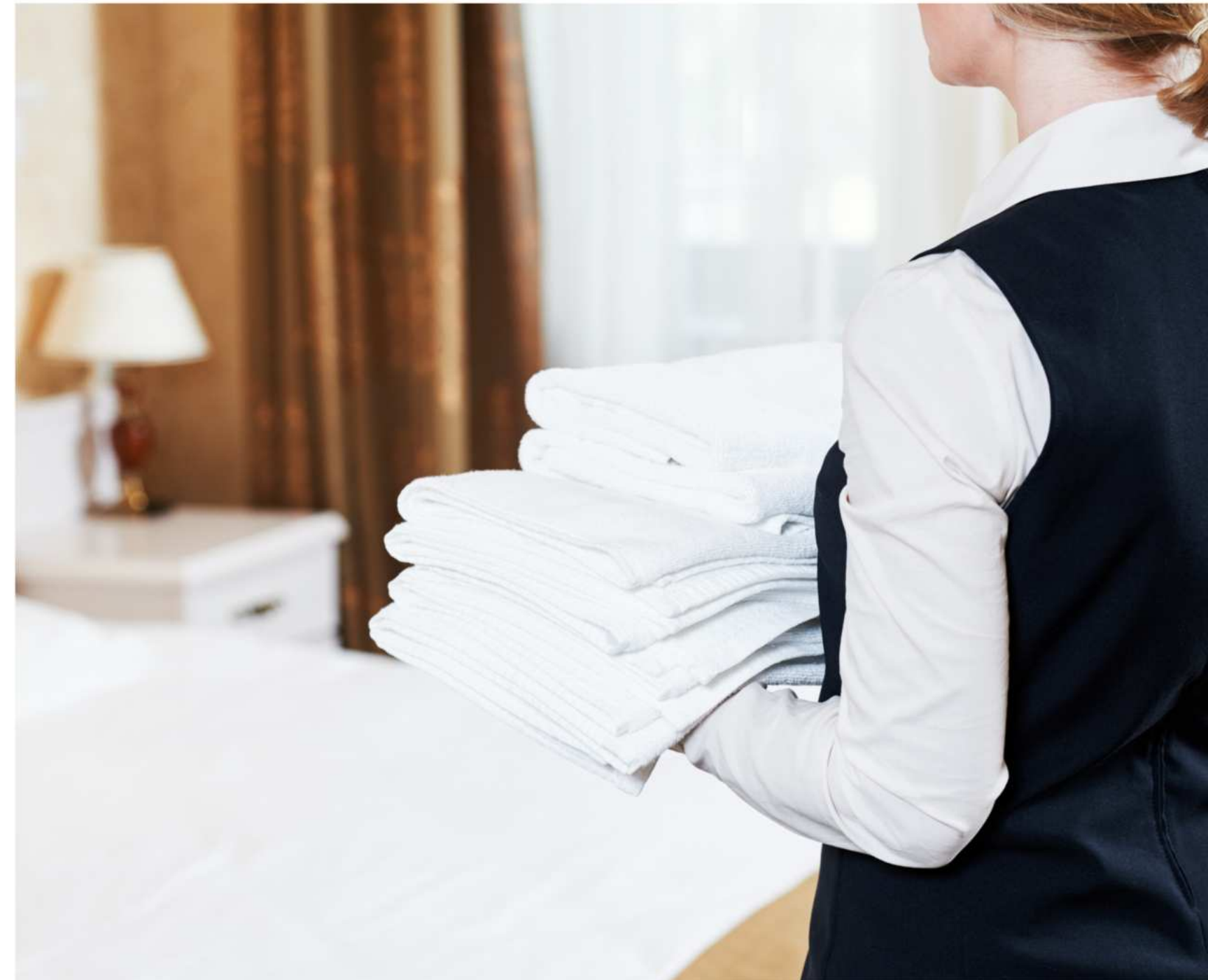




PERFECTION

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.**





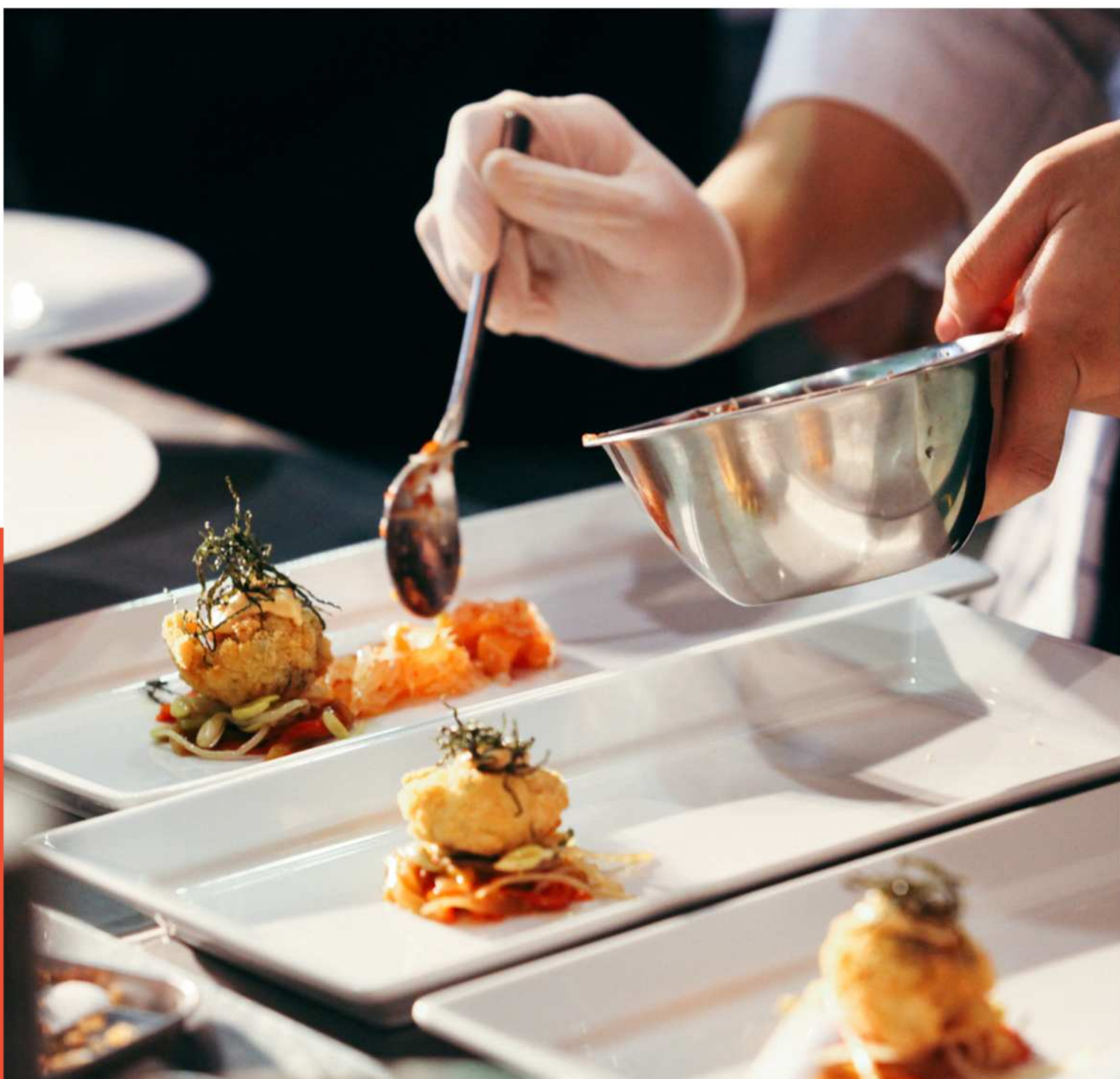
HOSPITALITY

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:



3000+

Individual lessons

300+

Course subjects

9000+

Number of
staff-students

85.5%

Staff
engagement rate

**Certification Affiliation
Registered in England**





SUSTAINABILITY

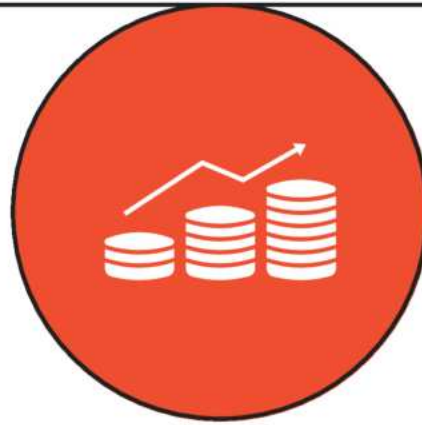
Swiss-Belhotel International ensures that its properties are enhancing techniques which will work towards the co-existence of environment, economy, and society.

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.

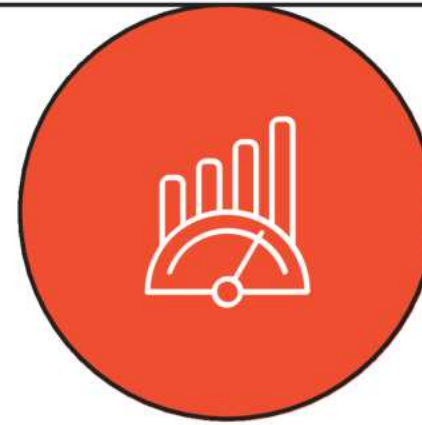


COMPANY PERFORMANCE STATISTICS



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%



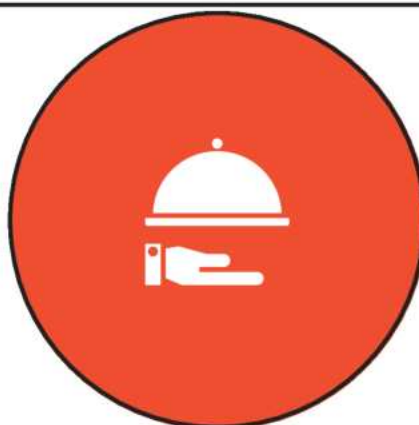
STR Benchmarking

- 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

Thank You