

 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand Presentation



5-STAR CLASSIFIED
ECO-FRIENDLY LUXURY RETREAT





STAR RATING

5+ star luxury

BRAND SEGMENTATION

- 5-star classified
- Eco-friendly luxury retreat

BRAND INSPIRATIONS

Wellness Seekers

- Conscious
- Sophisticated
- Culture enthusiast
- Soulful

Brand Logo for *Hotels*

The MĀUA by 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

 **Category**
Luxury

 **Star Rating**
5+ star luxury



Brand *Positioning*

MĀUA by Swiss-Belhotel is an all-inclusive upper upscale retreat, exclusive and isolated – totally environment and eco-friendly and carbon neutral focused on wellness, peace and health.

Brand *Mission Statement*

Our mission reflects the culture of MĀUA by Swiss-Belhotel and the experience it brings through the created community environment

- ❁ MĀUA by Swiss-Belhotel creates a meaningful manuhiri (guest) experience of togetherness and peace in the midst of a life-inspiring natural environment.
- ❁ MĀUA by Swiss-Belhotel creates a healthy, peaceful and serene environment where the manuhiri (guest) can experience life and rejuvenation one with nature and the environment.
- ❁ MĀUA by Swiss-Belhotel brings 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.



Brand *Concept*

- 🌿 Rural and submerged in the countryside - away from the bustling pressures of cities and population
- 🌿 Surrounded with areas of natural rolling rural topography and connected with elements of Nature
- 🌿 The buildings and facilities are made and developed from natural elements
- 🌿 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 to establish a close and harmonious relationship with the surrounding communities
- 🌿 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 by Swiss-Belhotel.
- 🌿 The culture of Maori is subtly incorporated in spirit of the interior



Branded Food & Beverage *Concept*



KOWHAI - A FLOWER IN MAORI CULTURE



AROHA - MEANS LOVE IN MAORI

Key Brand *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



- Spa/Therapy/Exercise/Yoga Centre
- Wellness Centre (Medical Centre can be considered) operated by professional staff

Key Brand Standards

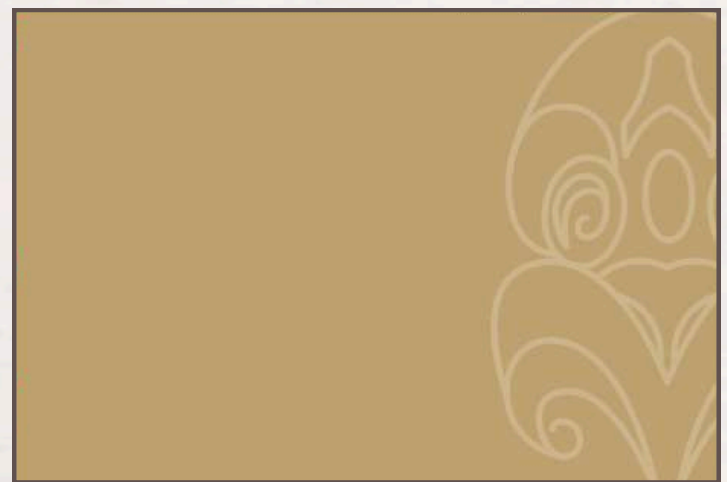
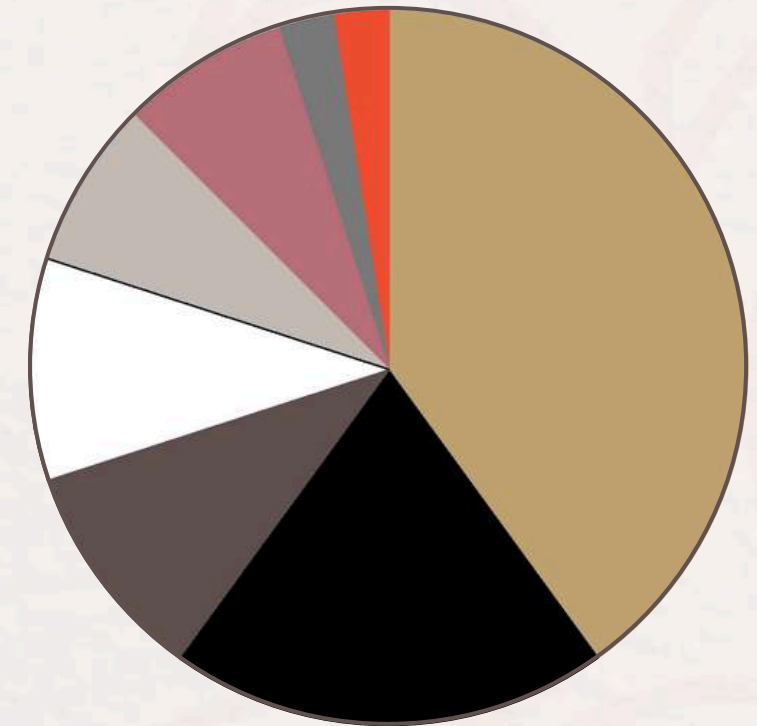


- Highly trained and motivated staff
- Totally guest centered service concept
- Individual food and beverage services if required
- Unique and health focused food and beverage menus

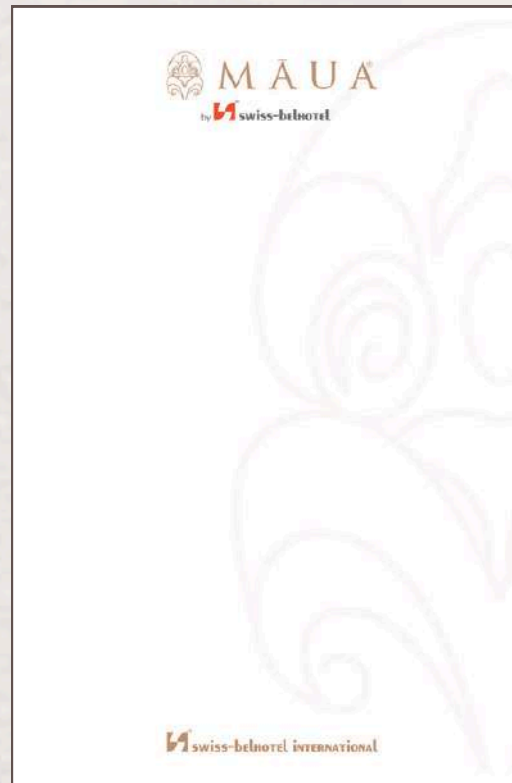


- State of the art electronic services and facilities
- Touchless approach to meet high level hygiene standards (meeting Covid requirements also)
- Seamless internet and communication systems
- The Swiss-Belhotel International culture of Passion and Professionalism
- Create the feeling for guests of "not wanting to go home"

Brand *Colour Palette*



Brand Specific *Collateral*






THE RETREAT COLLECTION

Operating *Property*



 Opened 2022

 High-end and Eco-conscious travelers, honeymooners, wellness enthusiast.




- Nestled on the hilltop of Gamat Bay, Nusa Penida island
- 25 villas with terrace and private pool
- 45 rooms with views of the Bay
- All day dining restaurant and bar
- In-room dining
- Yoga space with a pool
- Gym
- Spa
- Swimming pool
- Green roofs
- TV with cable/satellite TV

INDONESIA

Upcoming *Property*



 Opening in 2027

 Affluent travelers,
digital nomads, golfers



VIETNAM

- The project spans across 80 hectares
- Feature an 18-hole international standard golf course, a beachfront commercial entertainment area, hotels, restaurants
- Solar panel solutions for the clubhouse and utility area buildings
- The design emphasizes the use of natural materials, such as wood and stone, focuses on integrating greenery and water surfaces
- 284 rooms
- Specialty restaurant
- 24-hour room service, security and CCTV monitoring
- Gymnasium
- Pool

*Images are artist impression

Upcoming *Property*



 Opening in 2027



High-end and Eco-conscious
travelers, honeymooners,
wellness enthusiast.



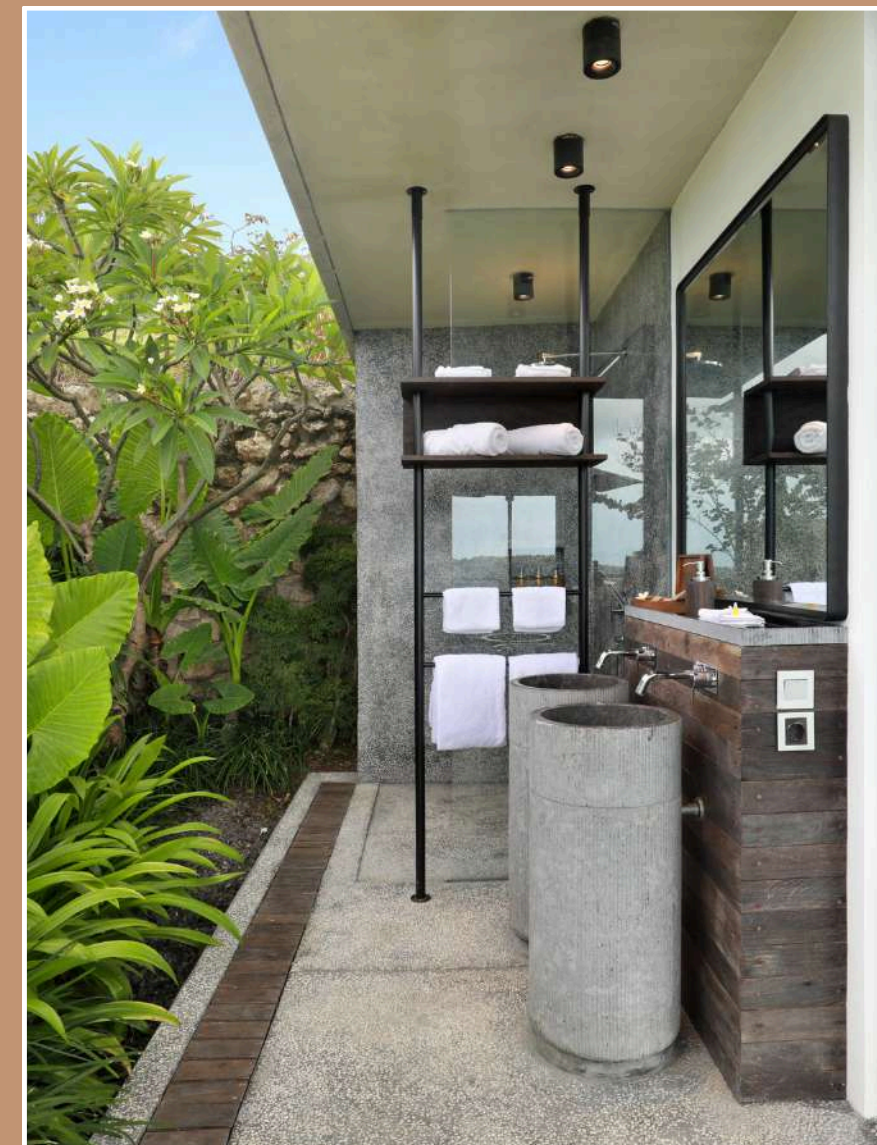
INDONESIA

- 50 Villas with private pool
- All Day Dining Restaurant
- Bar
- A Ballroom and 3 Meeting Rooms
- Swimming Pool
- Jogging & Hiking Track
- Wellness (Spa and Gym)
- Cultural Space
- Organic Farm

*Images are artist impression

Property Image Gallery

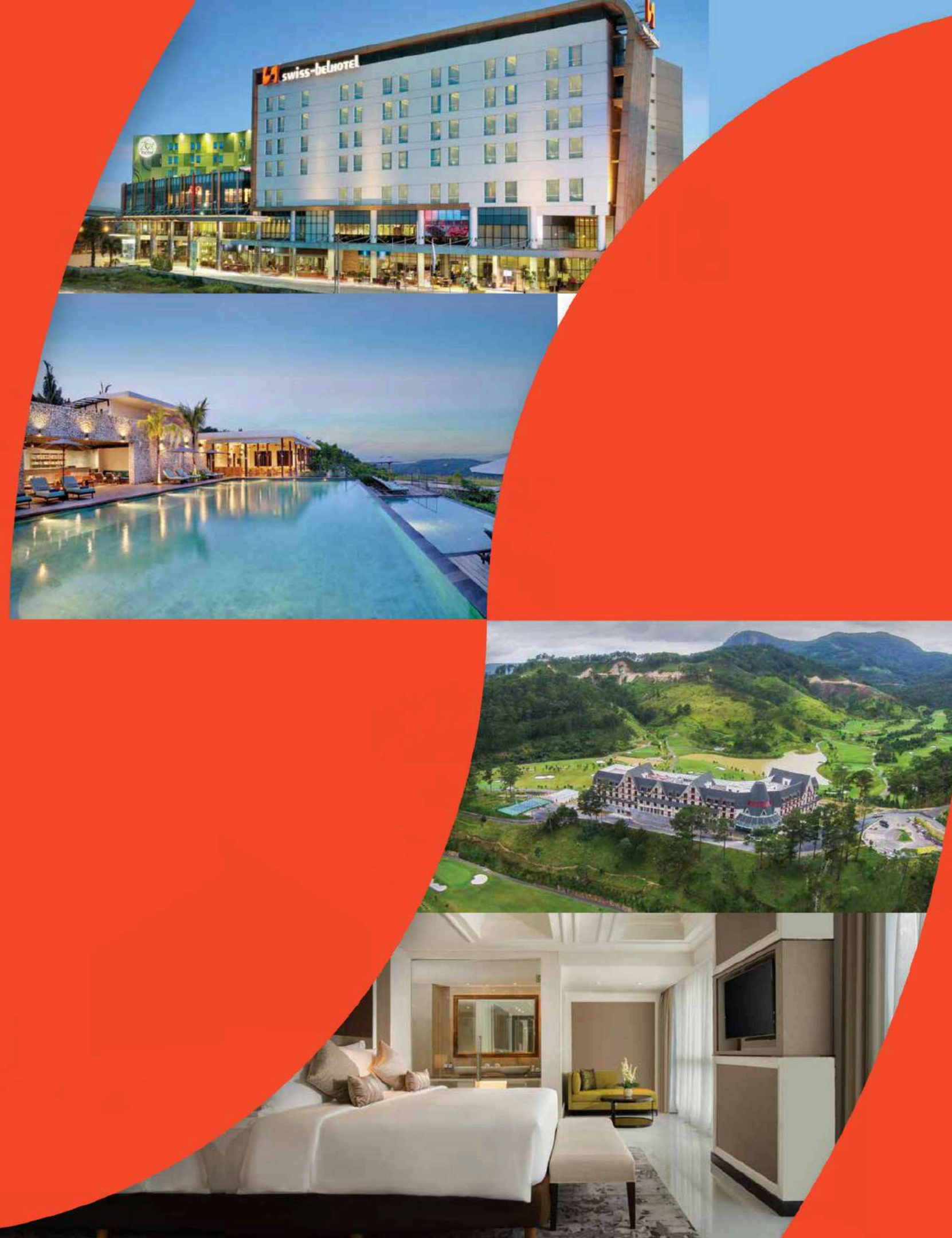
Pictures of MĀUA Nusa Penida by
Swiss-Belhotel





Pictures of:
 1. MĀUA Anara Binh Tien by Swiss-Belhotel*
 2. MĀUA Labuan Bajo by Swiss-Belhotel*
 *Images are artist impression

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



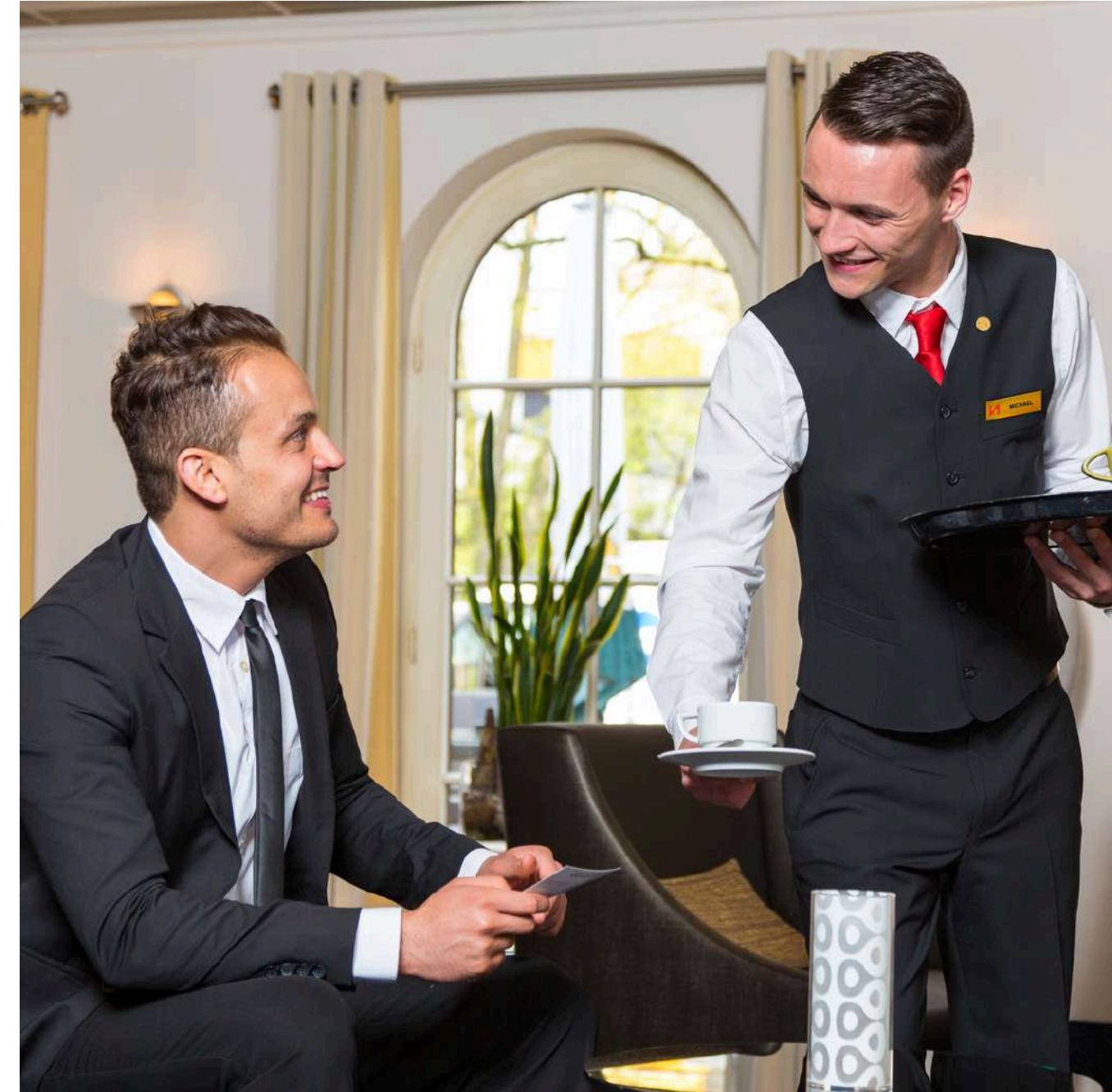
SWISS-BELHOTEL INTERNATIONAL

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



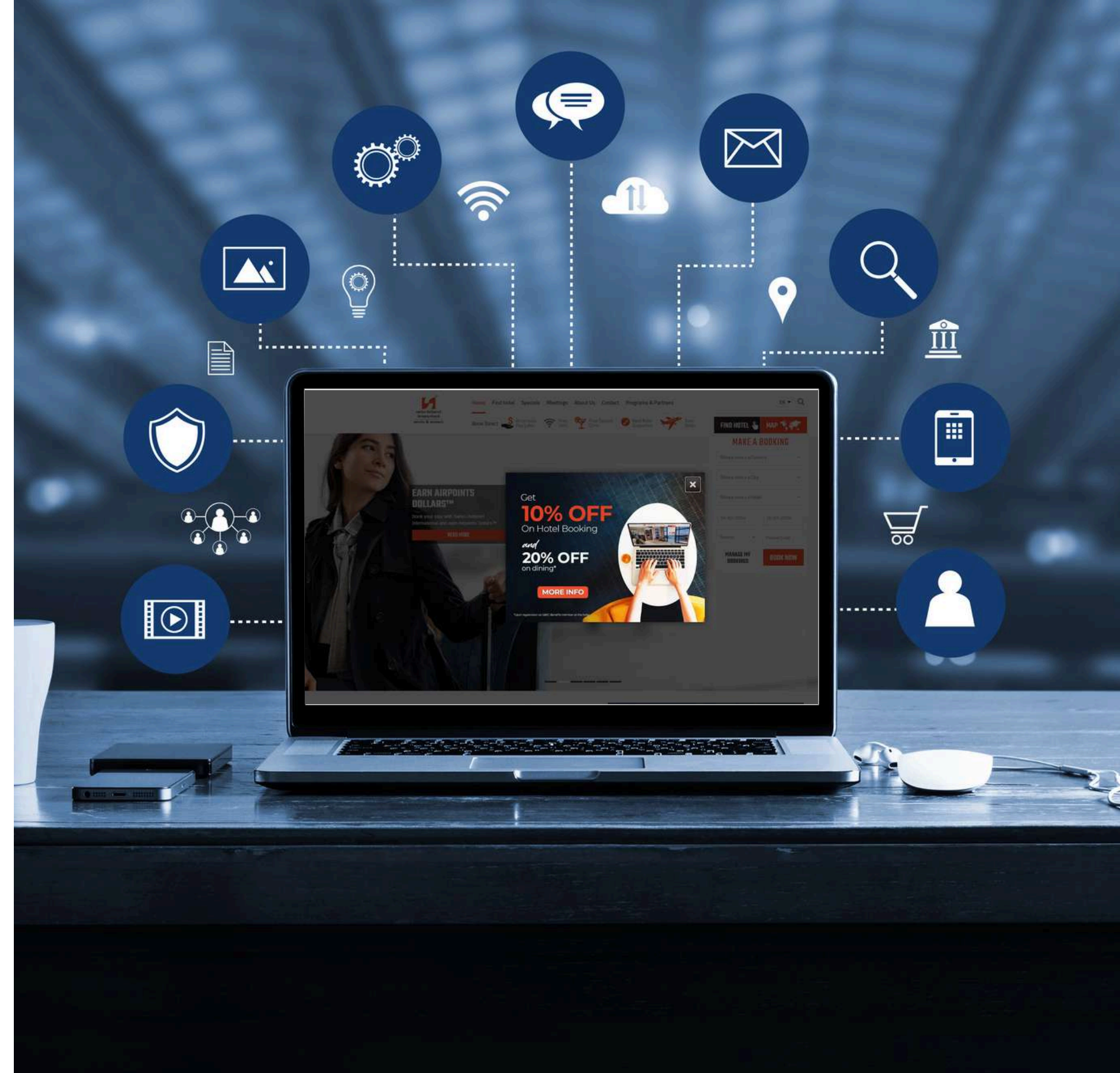
Economy/ Budget
Star rating:
3 and 2 star



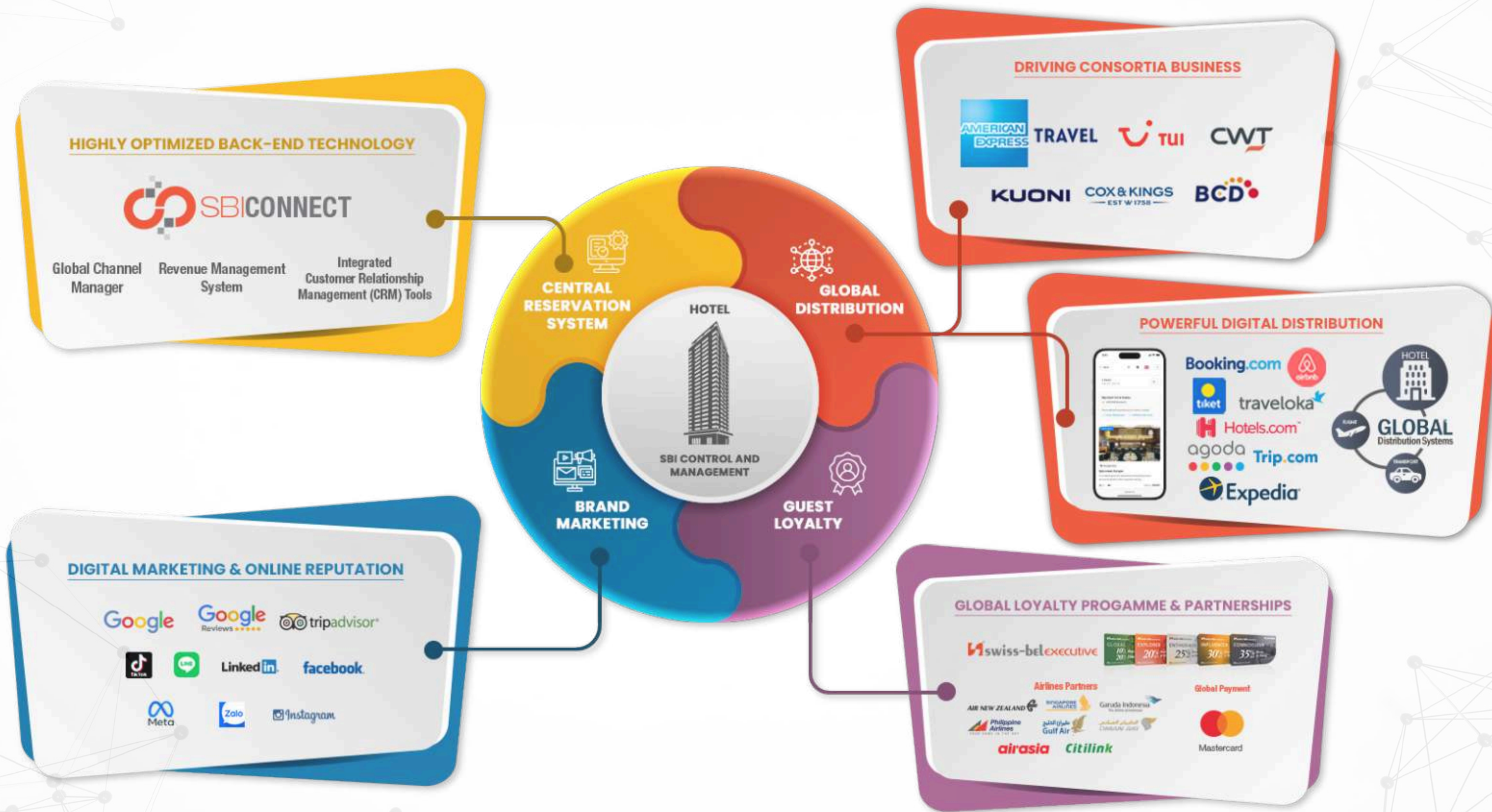
Zest
Star rating:
3 and 2 star



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

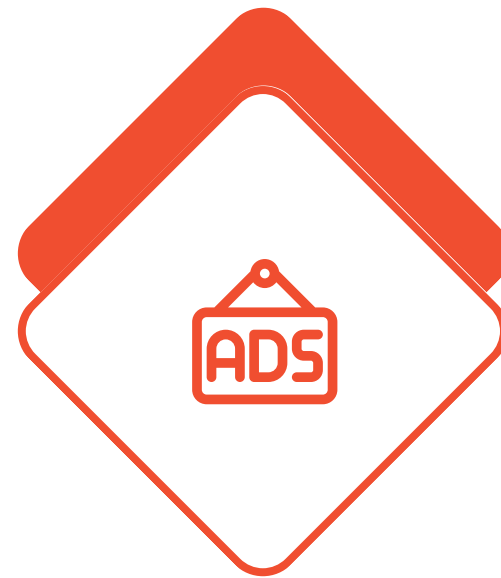
02



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

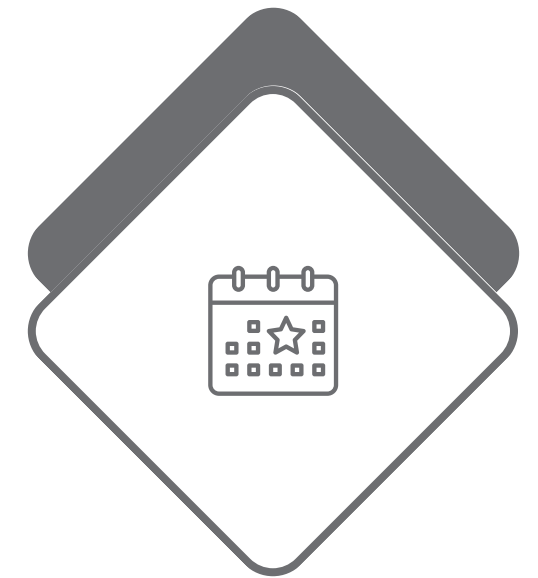
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



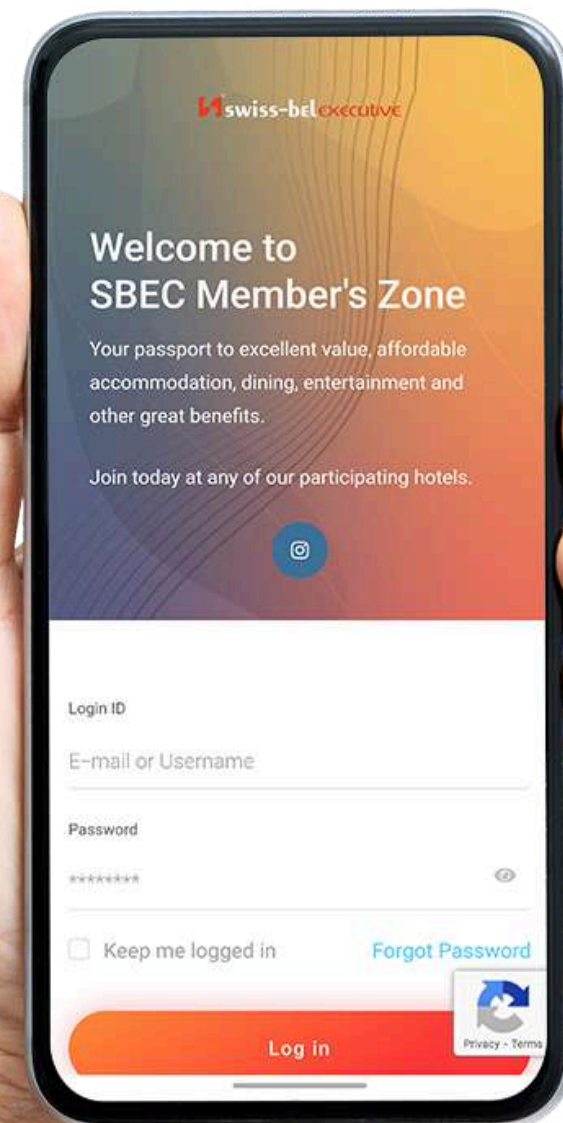
Marketing Events

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

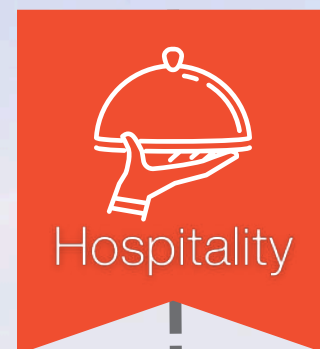
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

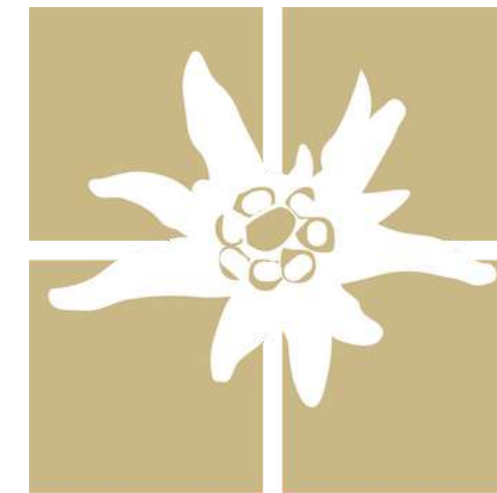
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

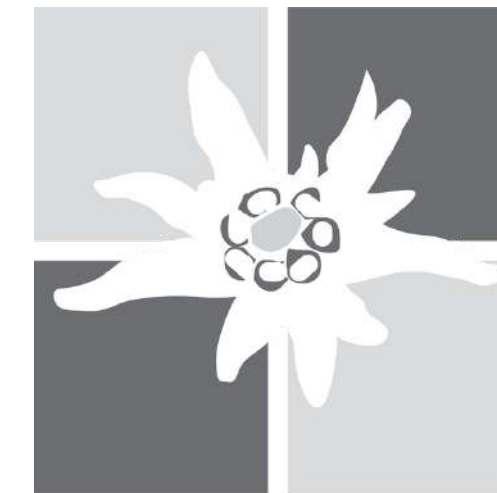
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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.



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.**





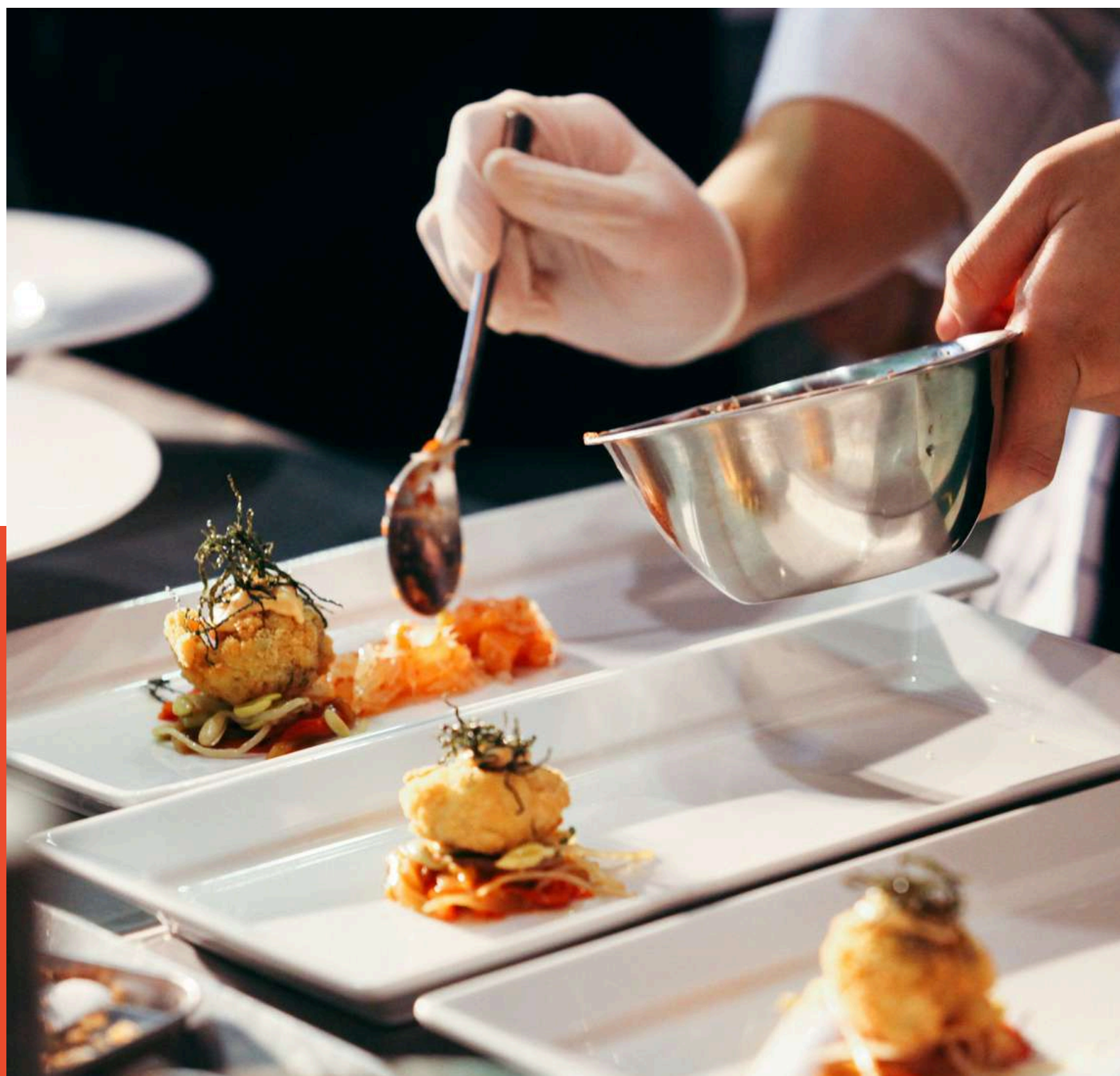
HOSPITALITY

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