

Rebranding: Swiss-Belexpress Jemursari Elevates Surabaya Hospitality

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Surabaya — [Swiss-Belhotel International](#) recently announced the official rebranding of its Surabaya hotel into **Swiss-Belexpress Jemursari Surabaya** on 9 April 2026, highlighting a new milestone for the modern mid-scale hotel located in one of East Surabaya’s busiest business districts. Formerly known as *Zest Jemursari*, the newly rebranded hotel strengthens the group’s commitment to delivering accessible, quality-driven hospitality in key commercial hubs across Indonesia.



Designed with a modern, minimalist approach, the 125-room hotel offers a comfortable stay enhanced by international-standard amenities, including a gym, restaurant, meeting rooms, complimentary Wi-Fi, airport transfers, and 24-hour guest services. Its room categories—Express Room, Express Super, and Express Suite—offer varied configurations accommodating solo travellers, business professionals, families, and small groups.



The on-site Express Café serves as an all-day dining destination featuring Indonesian favourites and global classics, complemented by the Lobby Lounge, which is ideal for casual meetings and light refreshments. For business needs, the Ruby & Sapphire meeting rooms accommodate up to 120 guests, supported by dedicated banquet services.

Gavin M. Faull, Chairman and President of Swiss-Belhotel International, stated: *“The rebranding of Swiss-Belexpress Jemursari Surabaya marks an important step in our ongoing strategy to strengthen our brand presence across Indonesia’s key commercial cities. As demand continues to evolve, we remain focused on delivering consistent, quality-driven hospitality that is both accessible and relevant to today’s travellers.*”

Surabaya remains a strategic market for Swiss-Belhotel International, and this rebranding reflects our commitment to aligning each property with the right brand positioning to support sustainable growth and long-term value for our partners.”

Ilkin Ilyaszade, Senior Vice President of Operations and Development – Indonesia, added from an operational standpoint: *“Swiss-Belexpress Jemursari Surabaya is designed to support the city’s fast-growing business environment. With its strategic location, efficient room configurations, and practical facilities, the hotel is well-positioned to serve high-demand corporate and industrial segments, while continuing to appeal to leisure travellers seeking convenience and comfort.”*

Swiss-Belexpress Jemursari Surabaya is now fully open and welcoming guests seeking stylish yet valuable accommodations enhanced by Swiss-Belhotel International’s trusted service standards. The hotel aims to become an ideal choice for travellers exploring Surabaya’s vibrant markets, business and culture, with its strategic positioning and refreshed identity.

Strategically situated along Jl. Raya Prapen, Swiss-Belexpress Jemursari Surabaya, offers effortless access for business and leisure travellers alike. The hotel is only 10 minutes from the toll gate, 20 minutes from Juanda International Airport, and just 15 minutes from the city centre.

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For more information about Swiss-Belhotel International, please contact :

Maherna Ika Krismayanti

Group Manager - Marketing & Communications - International Market

Swiss-Belhotel International

Tel: (62 21) 2952 7277, 2952 7278

Email: marcommgr@swiss-belhotel.com

www.swiss-belhotel.com



About Swiss-Belhotel International

Swiss-Belhotel International operates in 20 countries, managing 165+* hotels, resorts, and projects across New Zealand, Australia, Indonesia, Asia, the Middle East, Africa, and Europe, with regional offices in Hong Kong, New Zealand, Australia, China, Indonesia, the UAE, the Philippines, Vietnam, Malaysia, and Thailand. Committed to delivering world-class hospitality, the group also offers the Swiss-Belexecutive Card (SBEC), a loyalty program that provides many benefits, discounts from 10% to 35% on rooms, dining, and other services, plus priority check-in, complimentary upgrades, and late check-out. No collecting points and no waiting for redemption, with the free-to-join Green Global tier, members can enjoy instant discounts from their first stay!. Experience more with the SBEC Loyalty Programme—[Sign up for FREE](#). Stay connected with us on [Facebook](#), [LinkedIn](#), [Instagram](#), and [TikTok](#) for the latest updates and exclusive benefits. Visit swiss-belhotel.com for more information.

*Numbers may fluctuate