

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



OUR CULTURE

Passion and Professionalism™

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OUR CHAIRMAN & PRESIDENT

“A unique fusion of Swiss hospitality, professionalism and Asian passion and service - a truly Eurasian identity”

Swiss-Belhotel International is a Hong Kong and New Zealand based global management group managing hotels, resorts and residences throughout the Asia-Pacific, Southeast Asia, China, The Middle East, and Africa.

Swiss-Belhotel International focuses on “Passion and Professionalism™” in ensuring that our Guests enjoy personalised service, attention to detail and international standards of facilities and comfort. With the Guest in mind, we aim to ensure that Guest expectations are exceeded and that they truly feel the comfort and security of a second home.

Our reward is that our most valued guests will return. This is the ultimate compliment to our staff, our management and to Swiss-Belhotel International. Our staff training and positive attitude reinforcement is to ensure that this “guest return philosophy” is understood and practiced throughout our Group.

Welcome and enjoy your stay at your chosen Swiss-Belhotel. We will make every effort to ensure that you have an enjoyable, relaxing and rewarding visit.



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



“A **WINNING** PARTNERSHIP PHILOSOPHY”

OUR UNIQUENESS

We believe in
working hand in hand
with owners & investors,
building a partnership to
achieve the desired
business objectives



MERGING SWISS PROFESSIONALISM **WITH** ASIAN PASSION



OUR GLOBAL MANAGEMENT

Note:

1. Group

- Manages & Controls Philosophy and Standard
- Maintains SBI Culture
- Control Regional Offices

2. Regional

- Develops, Manages and Controls the operations in their regions



OUR 14 GROUP / REGIONAL OFFICES

OUR GLOBAL PRESENCE

CHINA (Hong Kong)
SBI Corporate Head Office

CHINA (Shanghai, Beijing)

INDONESIA
(Jakarta, Bali, Surabaya)

MALAYSIA (Kuala Lumpur)

PHILIPPINES (Manila)

THAILAND (Phuket)

VIETNAM (Hanoi)

AUSTRALIA (Sydney, Brisbane)

NEW ZEALAND (Auckland)

UNITED ARAB EMIRATES (Dubai)

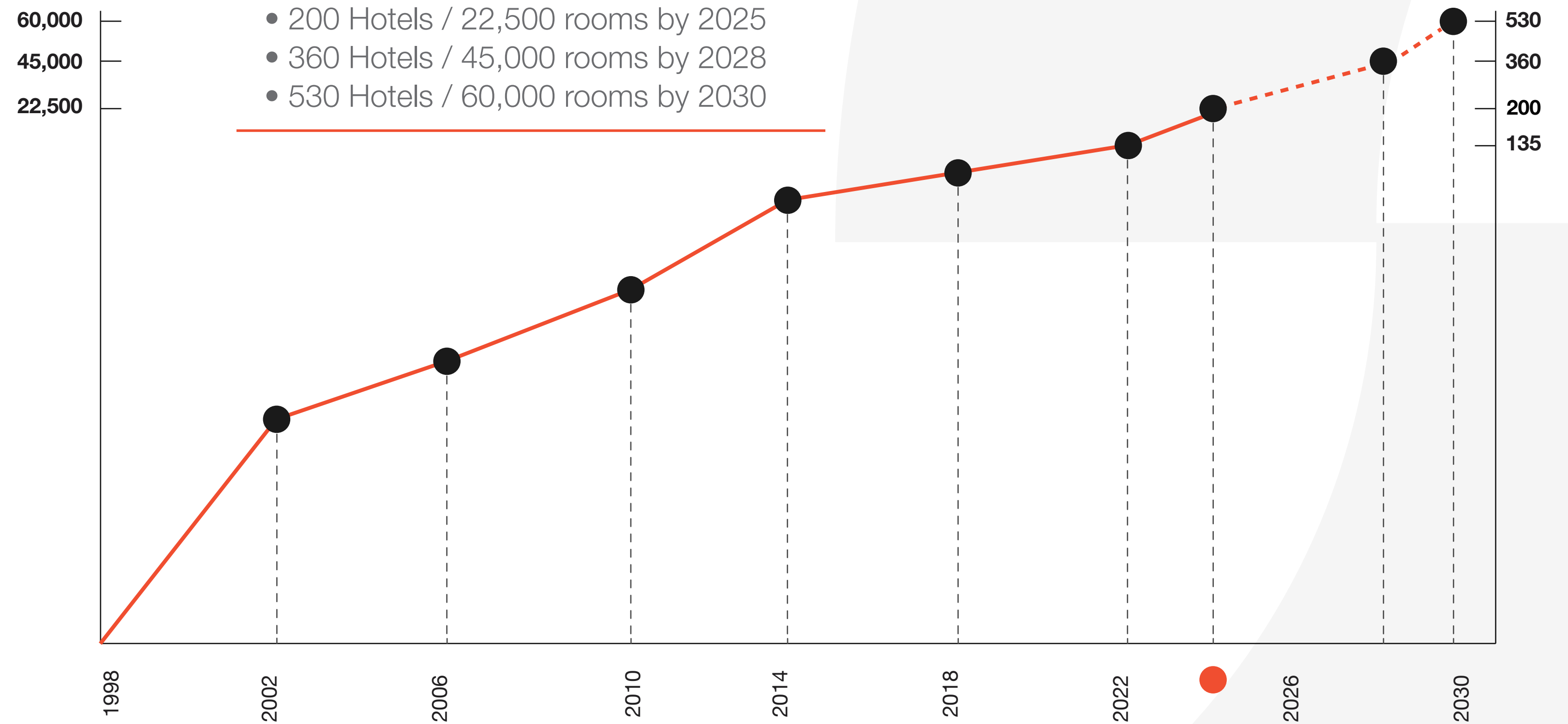
GLOBAL EXPANSION 1998 - 2030

Present:

150 hotels and projects in 20 countries with more than 20,000 rooms.

Expansion Goals:

- 200 Hotels / 22,500 rooms by 2025
- 360 Hotels / 45,000 rooms by 2028
- 530 Hotels / 60,000 rooms by 2030





OUR GLOBAL PRESENCE

150 properties

20 countries

18 brands

 Swiss-Belhotel International Offices

● Swiss-Belhotel International Hotels and Project Locations

OUR BRANDS

SERVING
EVERY
SEGMENT
OF THE MARKET

Luxury
Star rating:
5+ star luxury



Upper Upscale
Star rating:
5+ and 5 star



Upper Midscale
Star rating:
5 and 4 star



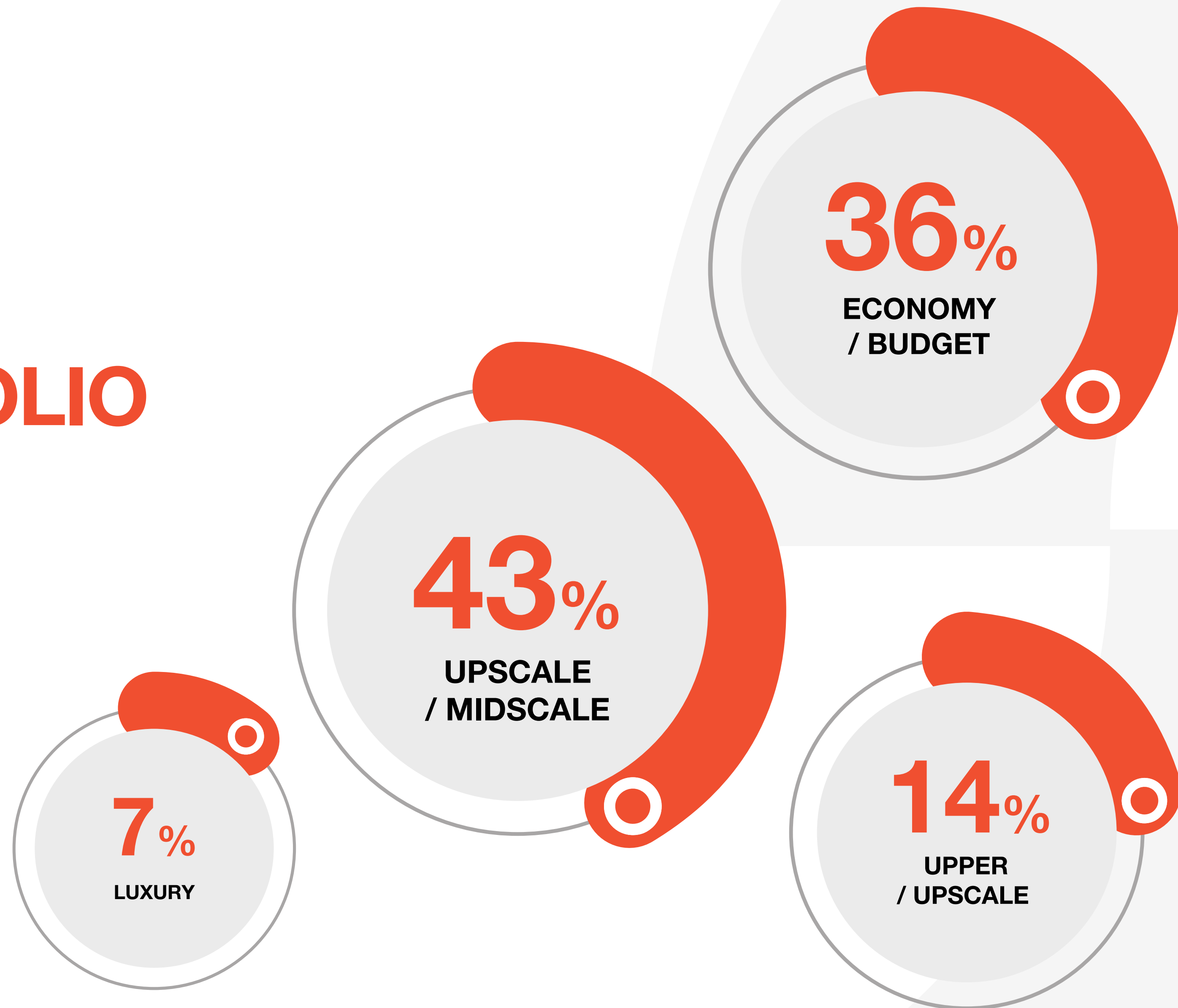
Economy/ Budget
Star rating:
3 and 2 star



Zest
Star rating:
3 and 2 star

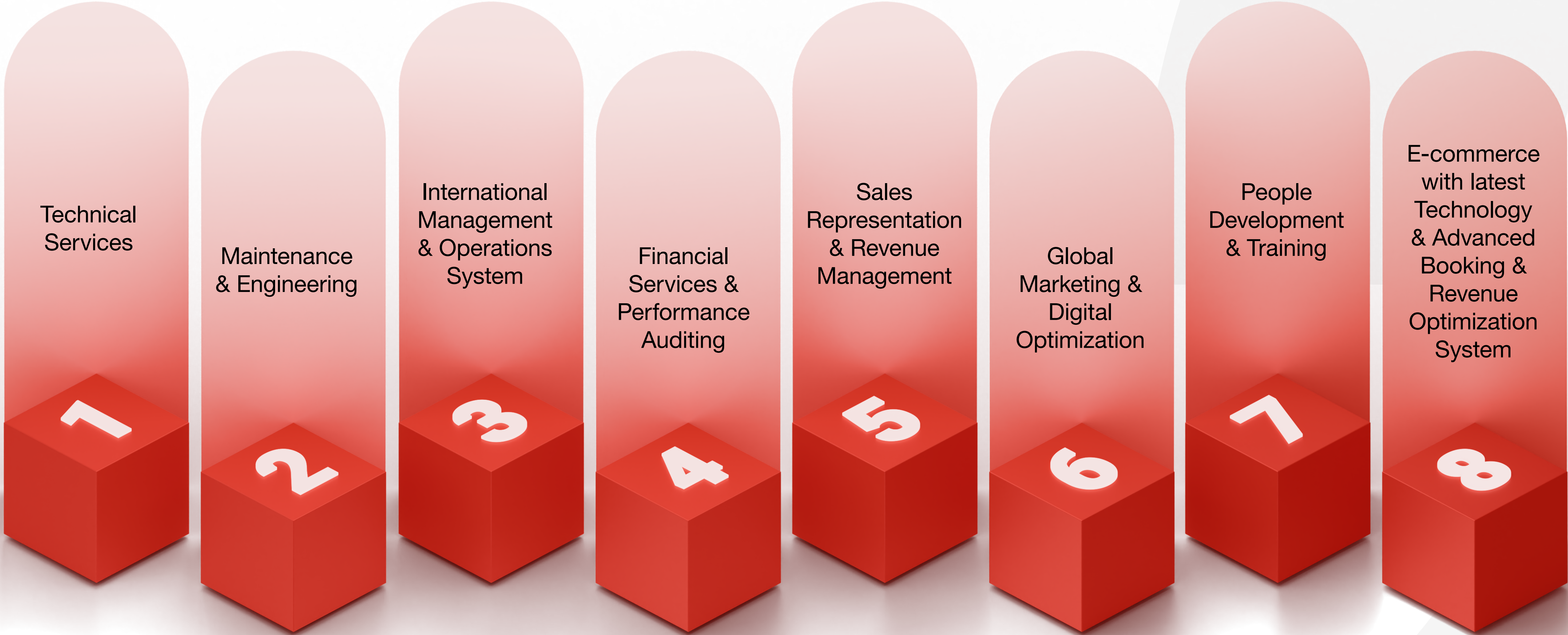


OUR BRAND PORTOFOLIO

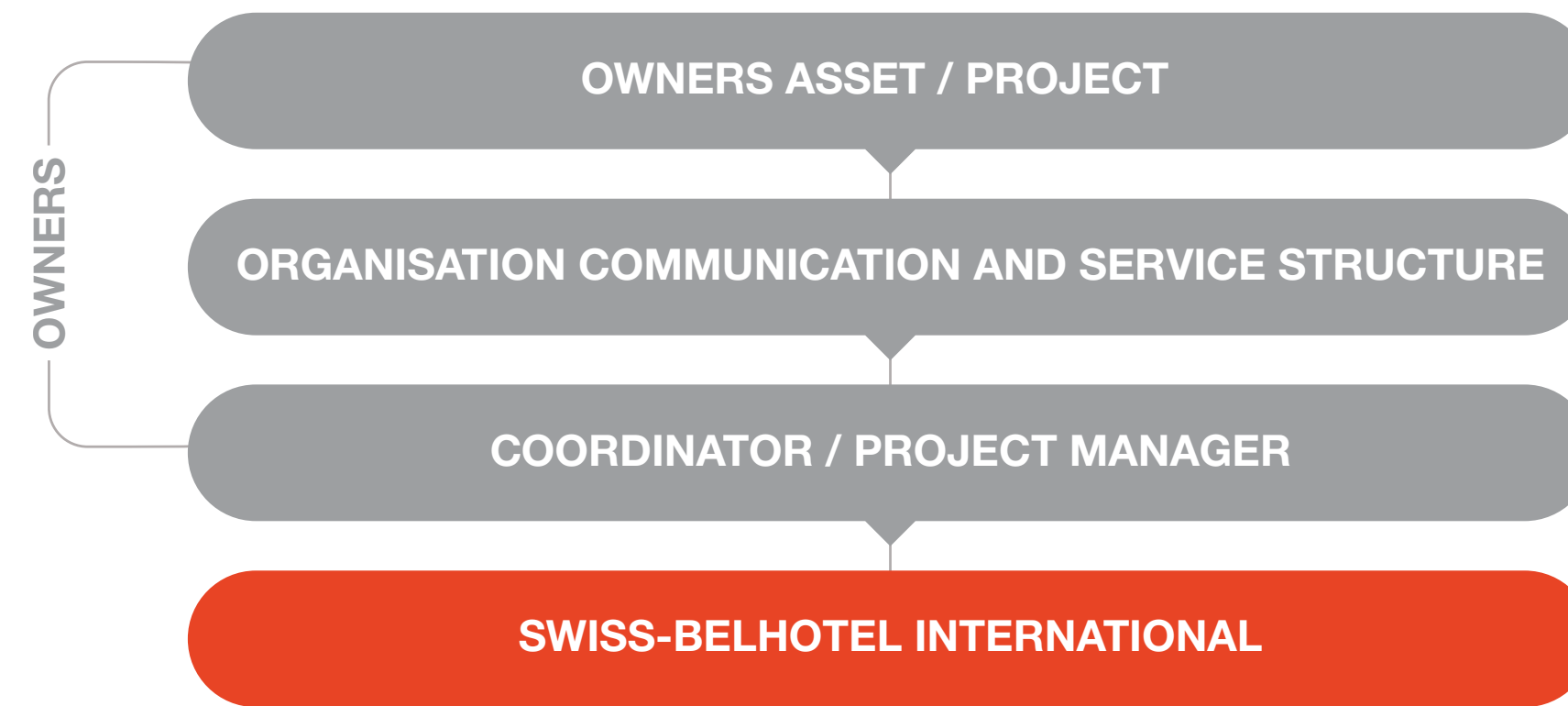


OUR
SERVICES

FULL SUITE OF
MANAGEMENT
SERVICES



PROJECT & PRE-OPENING SERVICES



TECHNICAL

- Overall Concept
- Review Specification
- Construction Progress
- Site Meetings
- Preliminary and Final Drawing
- Final Punch Lists & Critical Path
- Furniture, Fixtures and Equipment List

MARKETING & SALES

- Marketing & Sales Action Plan
- Corporate Brand Identity Implementation
- Sales & Reservations Strategy
- Pre-opening Campaigns & Market Positioning
- Digital Optimization (SEO & SEM + Metasearch)
- Public Relations & Media Announcements
- Social Media Optimization

OPERATIONAL

- Operational Procedures
- Manning guide, Recruitment and Training
- Pre-opening budget
- Financial budget
- 5-10 Years Forecast
- Account Services
- Maintaining Services
- Purchasing Services

OPERATIONAL SERVICES





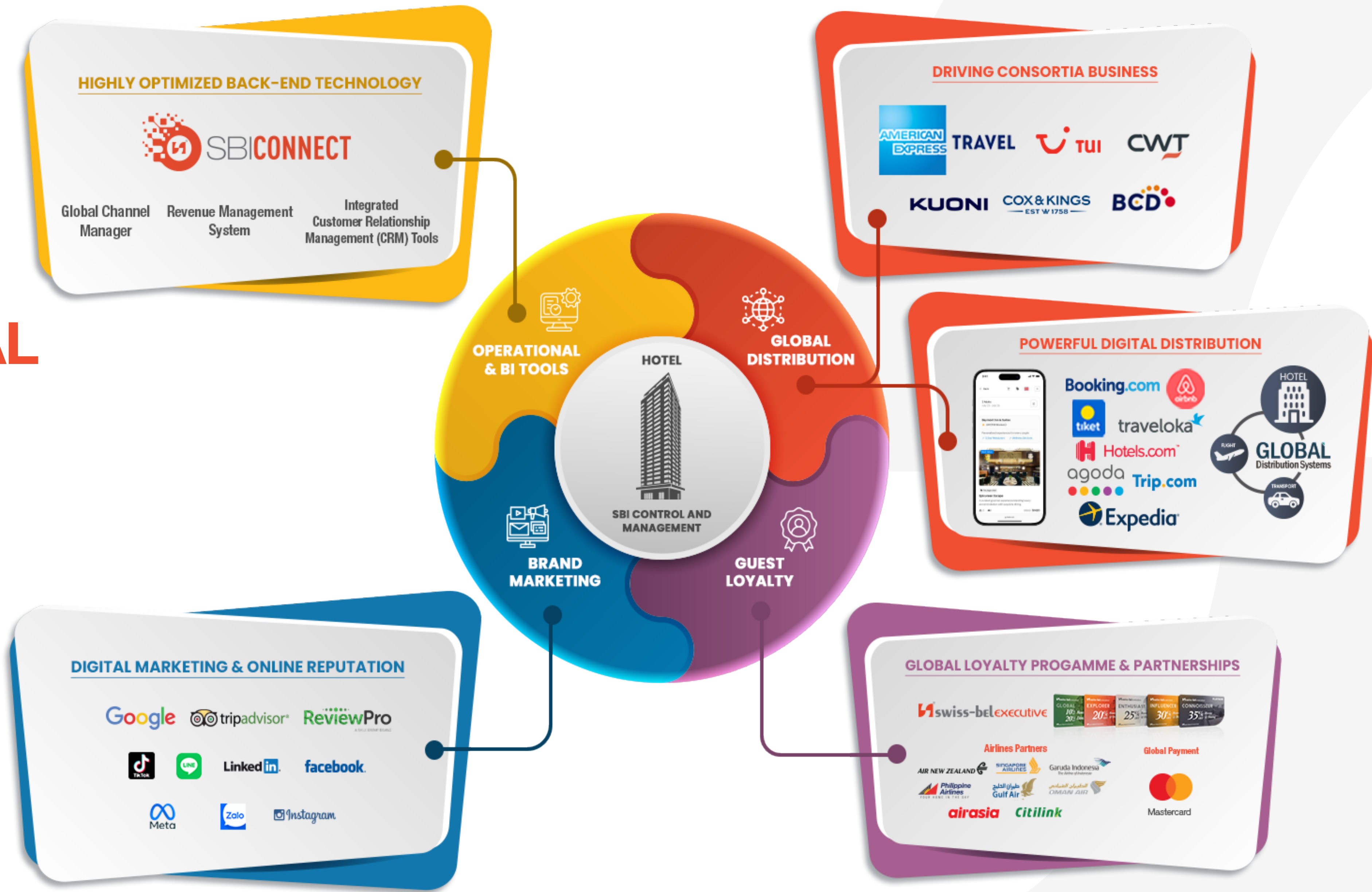
SALES & MARKETING

OUR STRENGTH



OUR COMMERCIAL NETWORK

SALES,
E-COMMERCE
AND
DISTRIBUTION,
MARKETING &
REVENUE



BUSINESS INTELLIGENCE & ANALYTICS WITH INDEPENDENT INDUSTRY LEADERS



Market Benchmarking



Reputation Management



Revenue Management



Central Reservation System



Channel Manager



Digital Marketing Analytics



Customer Relationship Management



ONLINE REPUTATION MANAGEMENT



Reputation Management

Utilizing advanced technology, data analytics, and sentiment analysis, ReviewPro enables hotels and accommodations to effortlessly gather, analyze, and respond to guest feedback from various online sources.

Guest Review Management

Guest Satisfaction Survey

Guest Sentiment Analysis

Competitor Quality Index



SOCIAL MEDIA

Social Media Management

Building a comprehensive and dynamic approach to maintaining a vibrant online presence. Collaborating with Regional Marketing Department, exercising control, offering guidance, and upholding brand standards across SBI diverse portfolio.

Facebook



Instagram



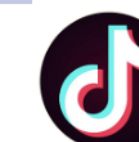
LinkedIn



Google Business



Tik Tok

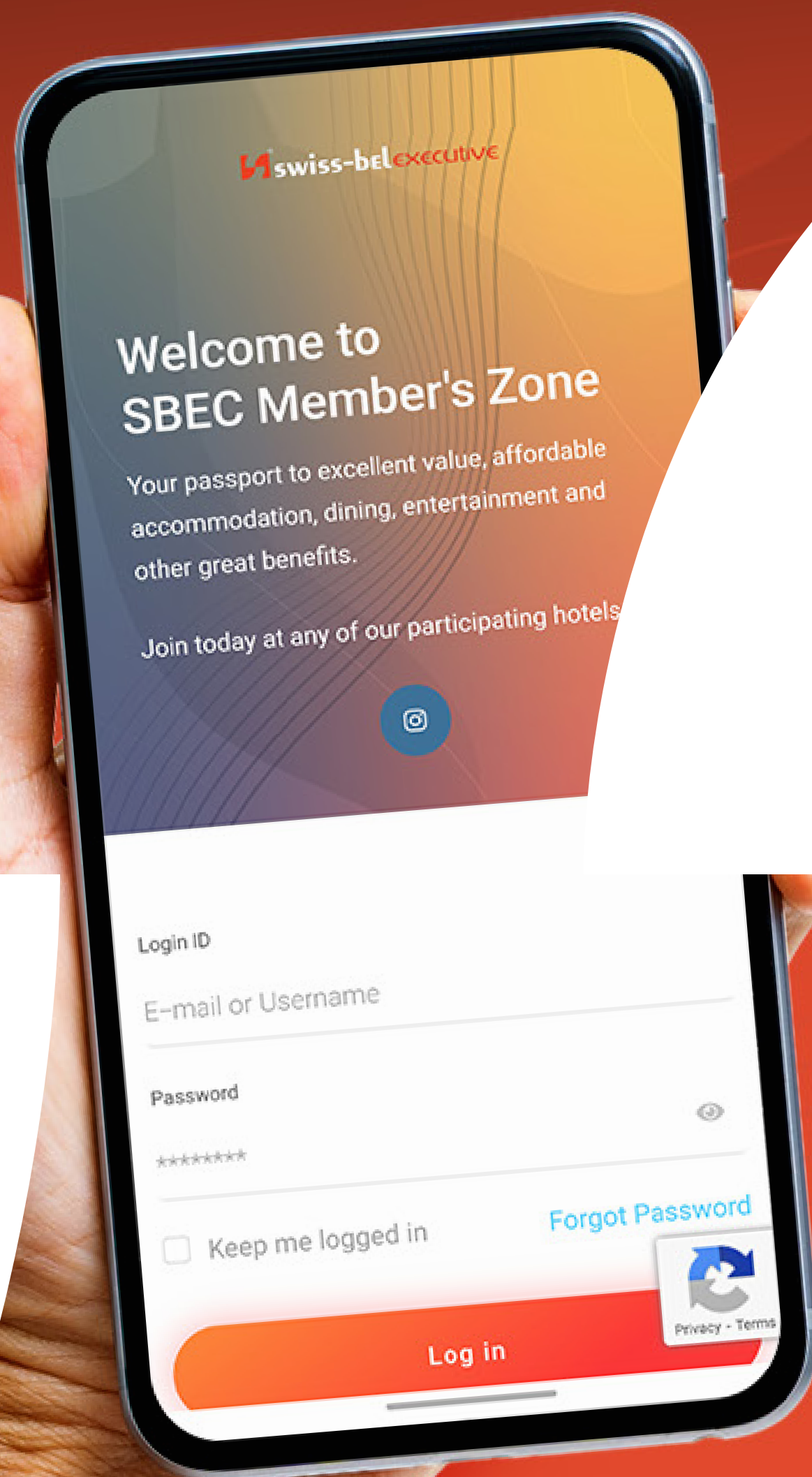


Region Specific Platforms



OUR GLOBAL LOYALTY PROGRAMME

YOUR MEMBERSHIP IS IN YOUR PALMS



swiss-bel executive

More than
3 Million Members in 2024 and
5 Million Members
target in 2025

Discount on
Rooms and
Dining

Discount
Based
Programme

Immediate
Gratifications

Benefits
Applicable
Globally

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.

Benefits Card

Owner's Card

SBEC Plus



OUR GLOBAL LOYALTY PARTNERS

Partner Loyalty Programme



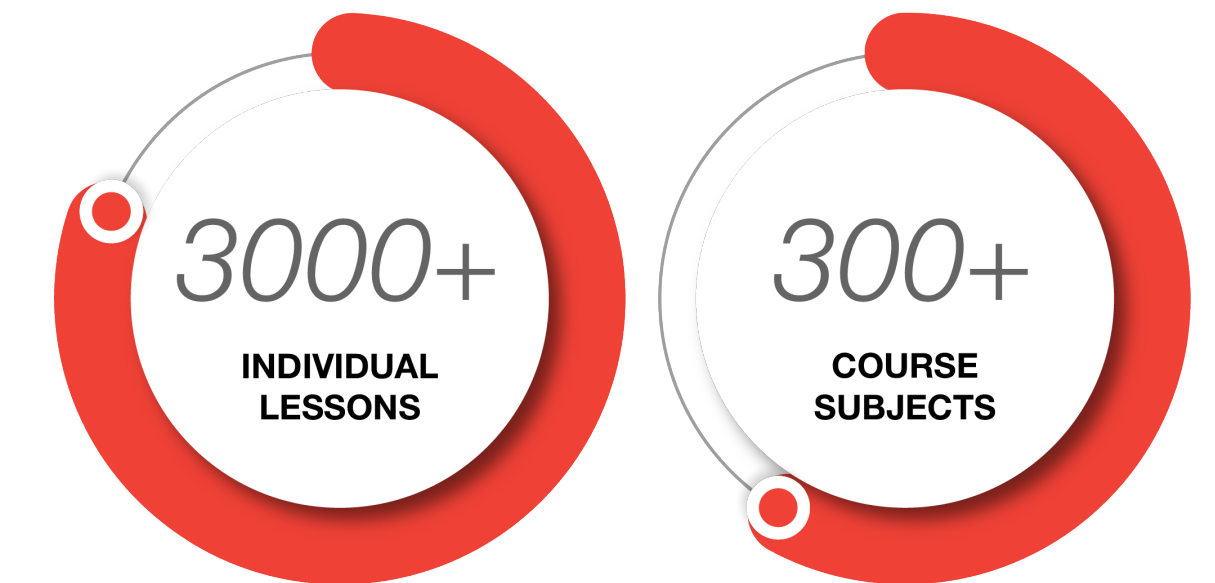
Airlines Loyalty Programme



TALENT DEVELOPMENT

swiss-belACADEMY

<http://training.swiss-belhotel.com/>



Swiss-Belacademy enables Swiss-Bellhotel International to identify and develop future leaders within the organisation.

- front office
- food & beverage
- finance
- housekeeping
- revenue management.



In partnership with:



Certification Affiliation
Registered in England:



PROPERTY MANAGEMENT SYSTEMS

A Hotel Property Management Systems (PMS) is a software solution designed to streamline hotel operations and enhance guest experiences

FUNCTIONS OF PMS

RESERVATION MANAGEMENT

- **Booking Management:**
Allows guests to make reservations online, by phone, or in person.
- **Inventory Management:**
Tracks room availability and occupancy rates.
- **Rate Management:**
Sets and manages room rates, including discounts and packages. Including restricting access to certain rate types.

FRONT OFFICE OPERATIONS

- **Check-In/Check-Out:**
Streamlines the check-in and check-out process.
- **Guest Information:**
Stores and manages guest information, including contact details and preferences.
- **Key Management:**
Issues, tracks and manages room keys.
- **Connectivity to distribution systems**
for room availability and receiving bookings.
- **Room allocation**

HOUSEKEEPING & MAINTENANCE MANAGEMENT

- **Room Status Tracking:**
Tracks the status of rooms (e.g., clean, dirty, occupied).
- **Task Assignment:**
Assigns housekeeping tasks to staff.
- **Inventory Management:**
Manages housekeeping supplies.
- **Tracking of tasks related to public areas and maintenance for the housekeeping, engineering and maintenance teams**

FINANCIAL MANAGEMENT

- **Payment Processing:**
Handles various payment methods (e.g., credit cards, cash).
- **Billing:**
Generates invoices and manages accounts receivable.
- **Reporting:**
Provides financial reports and analytics and end of audit reports.

GUEST RELATIONSHIP MANAGEMENT (CRM)

- **Guest Profiles:**
Stores guest preferences and history.
- **Loyalty Programs:**
Manages loyalty programs and rewards.

REPORTING AND ANALYTICS

- **Performance Metrics:**
Tracks key performance indicators (KPIs) like occupancy rates and revenue.
- **Trend Analysis:**
Identifies trends and patterns in guest behavior.
- **Customizable Reports:**
Generates custom reports to meet specific needs.

Note: For maximum efficiency and optimisation, use the PMS recommended by Swiss-Belhotel International

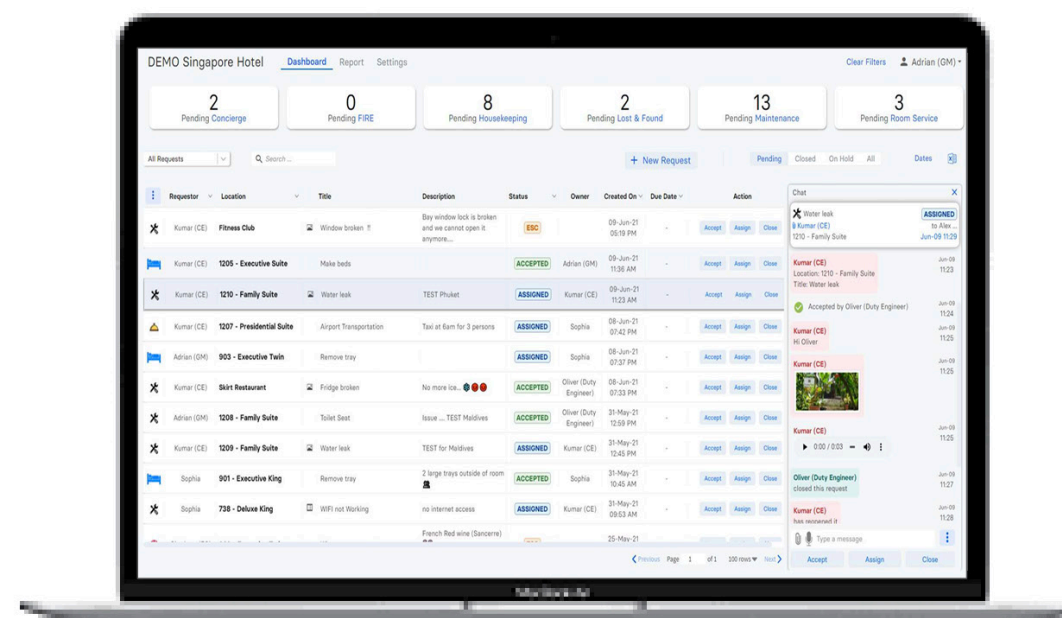
GUEST SERVICES AND OPERATIONAL SYSTEM

Internal Messaging system for faster guest service and better operational efficiency

Powered by S.A.R.A.

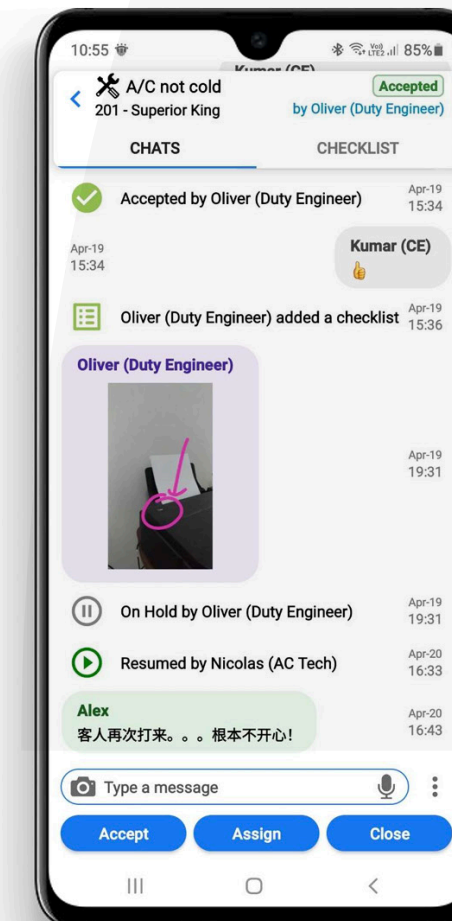
Providing automation of operational departments, such as : Maintenance, Housekeeping, Room service, Concierge and much more.

Auto-Dispatch Request
Auto-dispatch system automatically sends a request to the right department.

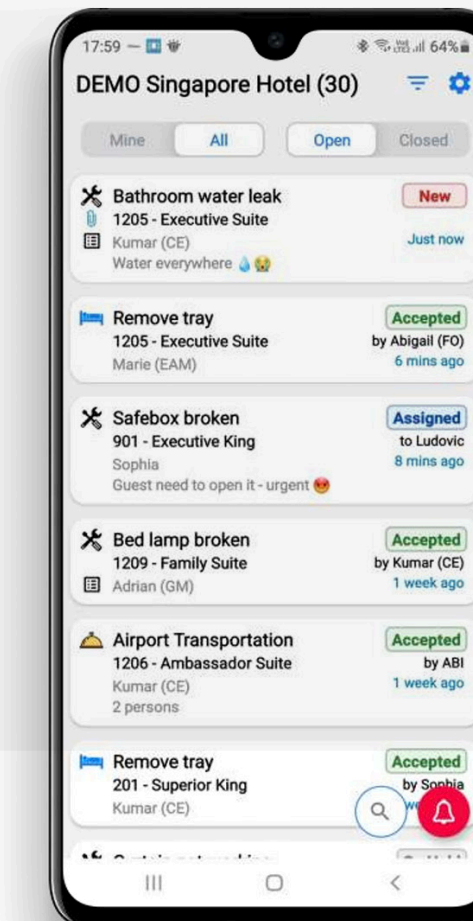


Reports
Request analysis for a better understanding of common issues

Internal Communication Tool
Cross-department communication makes problem-solving more efficient.



Department-specific Workflow
Customizable view with daily tasks makes sure nothing goes unfinished.



Benefit for Hotels and Resorts

Improved interaction across departments, increasing efficiency and accountability



Mobile Staff
Access all work and requests being done on property in real time from any mobile device

Communication
Communicate easily across every department while on the go

Access From Anywhere
Monitor your property from anywhere, on any device

Ticket Management
Never miss a ticket due to our custom escalations

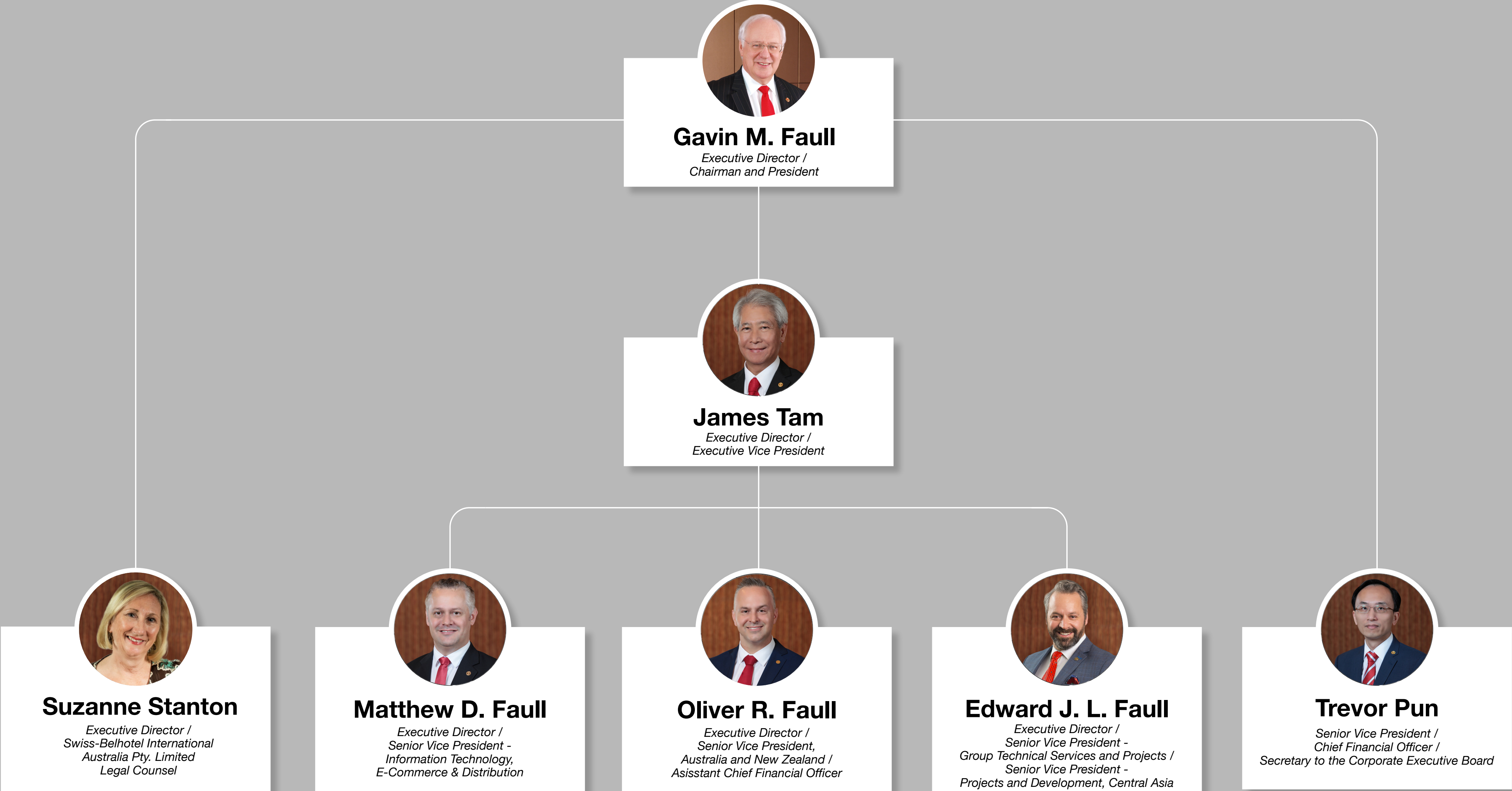
EXPERIENCED INTERNATIONAL MANAGEMENT TEAM

OUR GLOBAL TEAM

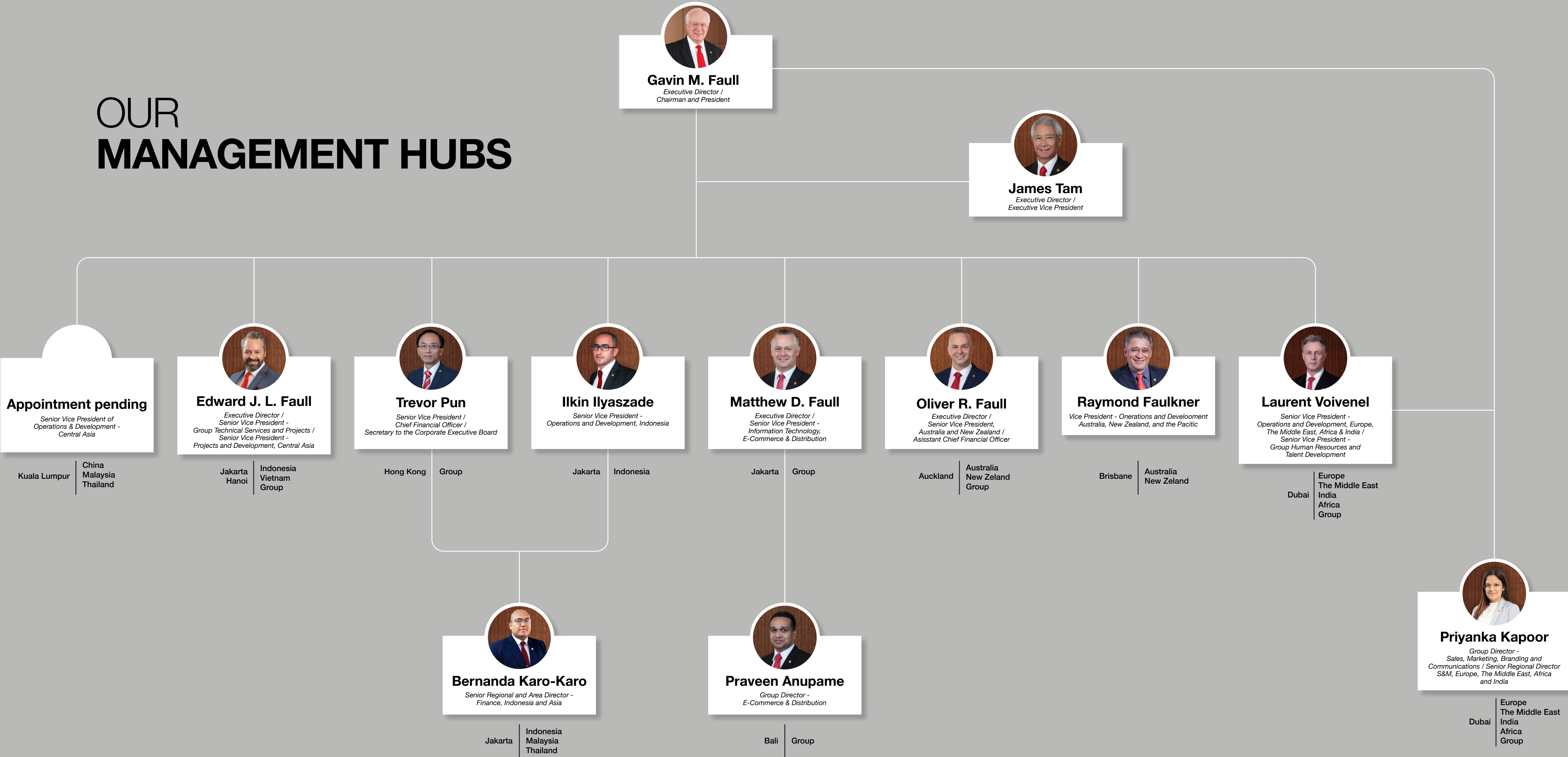


OUR BOARD

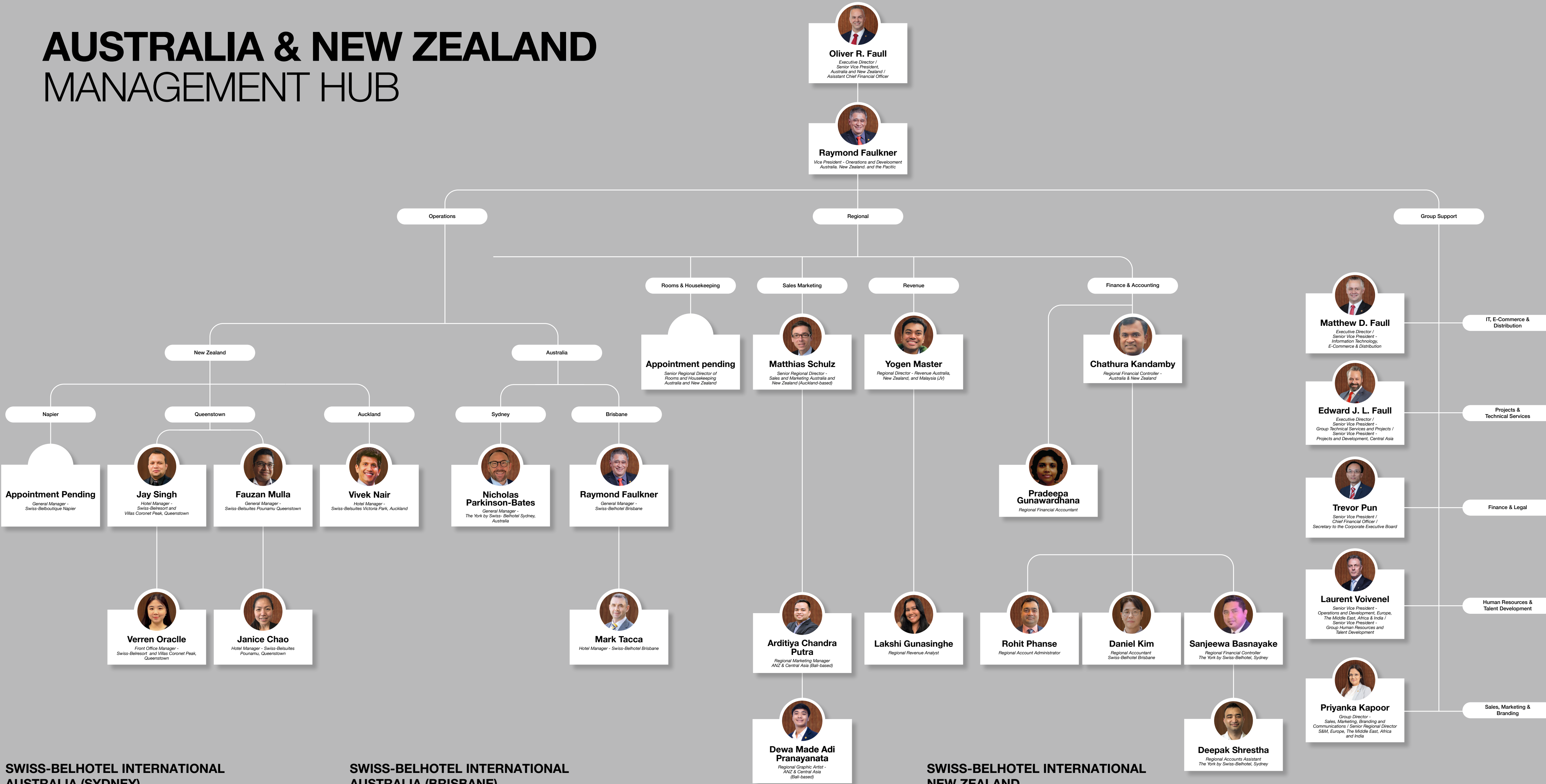
SWISS-BELHOTEL INTERNATIONAL HOLDINGS LIMITED



OUR MANAGEMENT HUBS



AUSTRALIA & NEW ZEALAND MANAGEMENT HUB

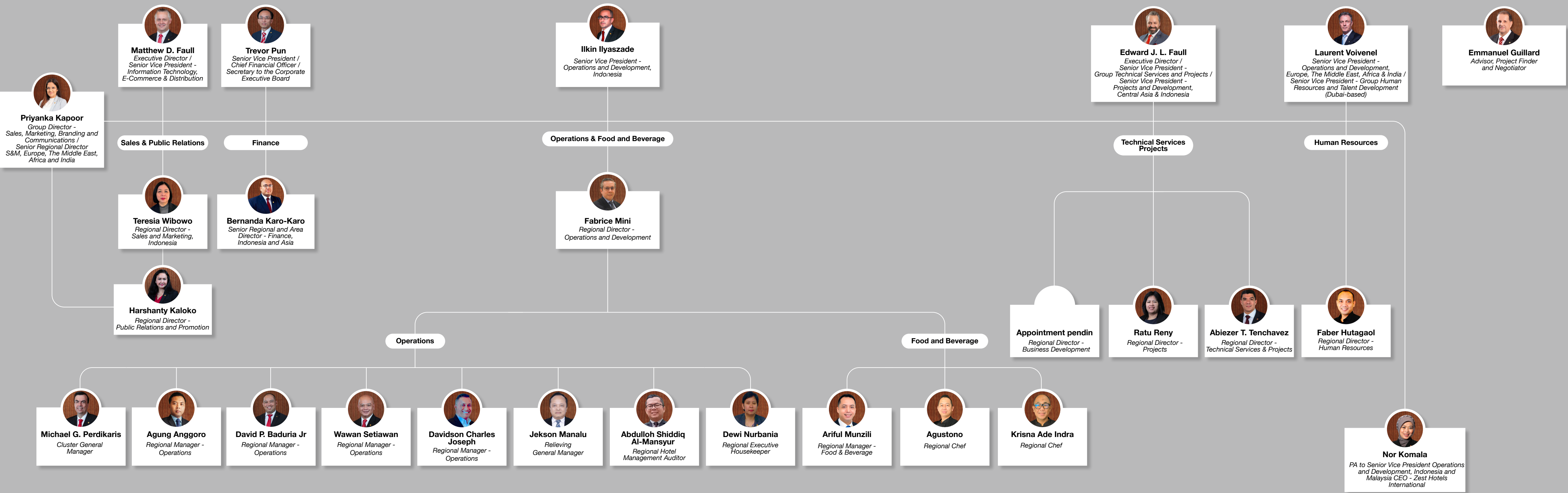


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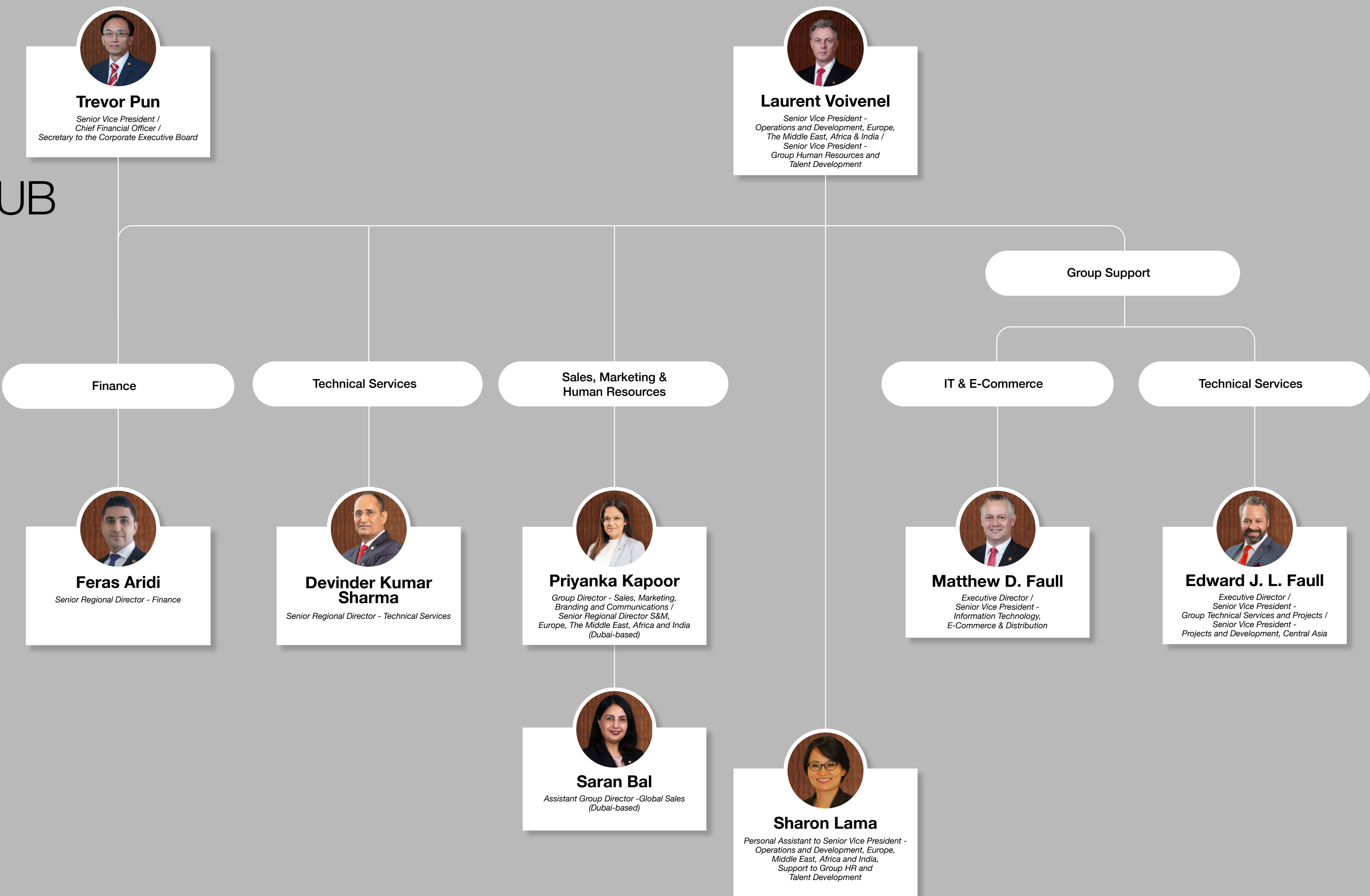
INDONESIA MANAGEMENT HUB



Note:
Group departments have direct
access to regional departments

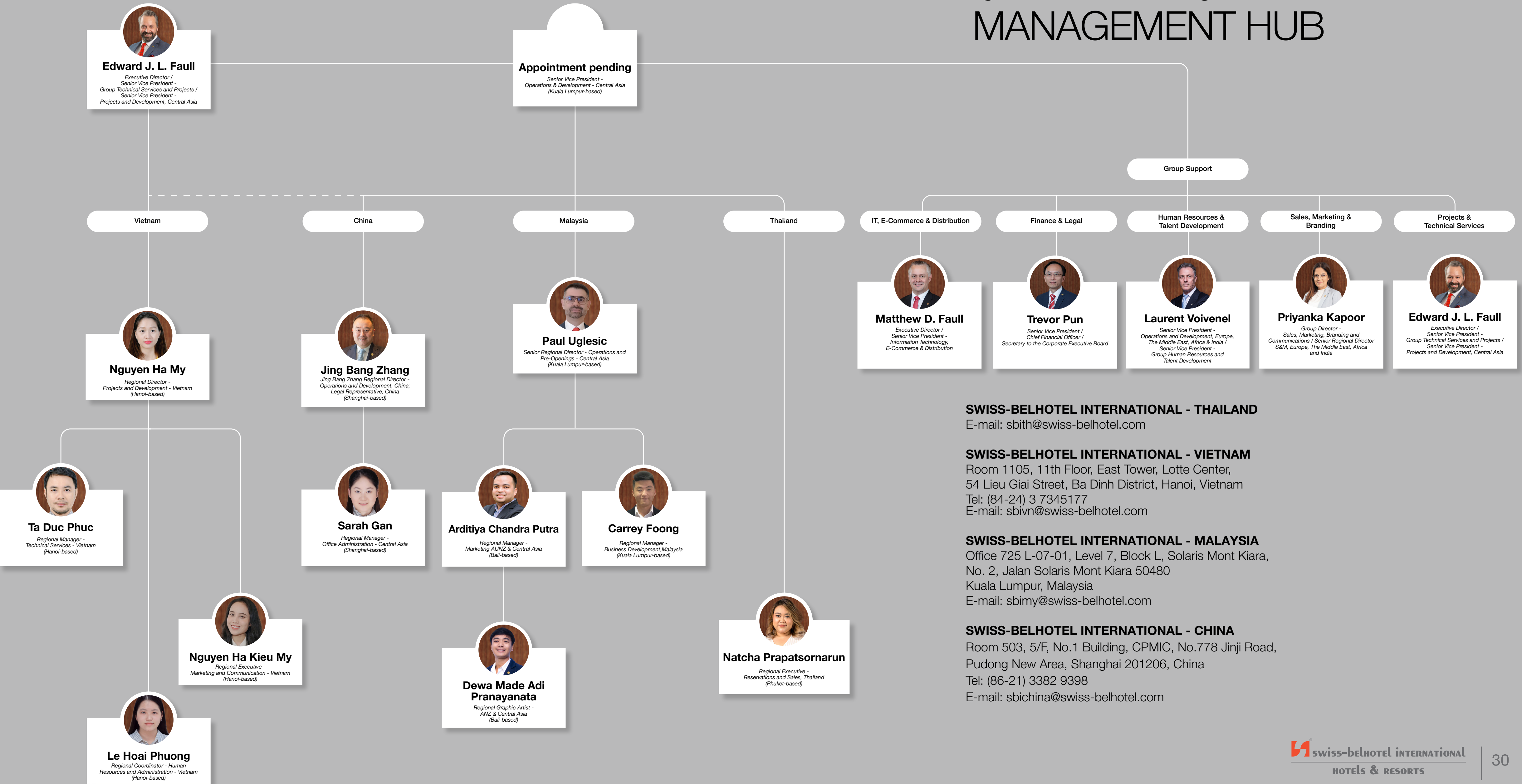
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EUROPE, MIDDLE EAST & AFRICA MANAGEMENT HUB



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CENTRAL ASIA MANAGEMENT HUB



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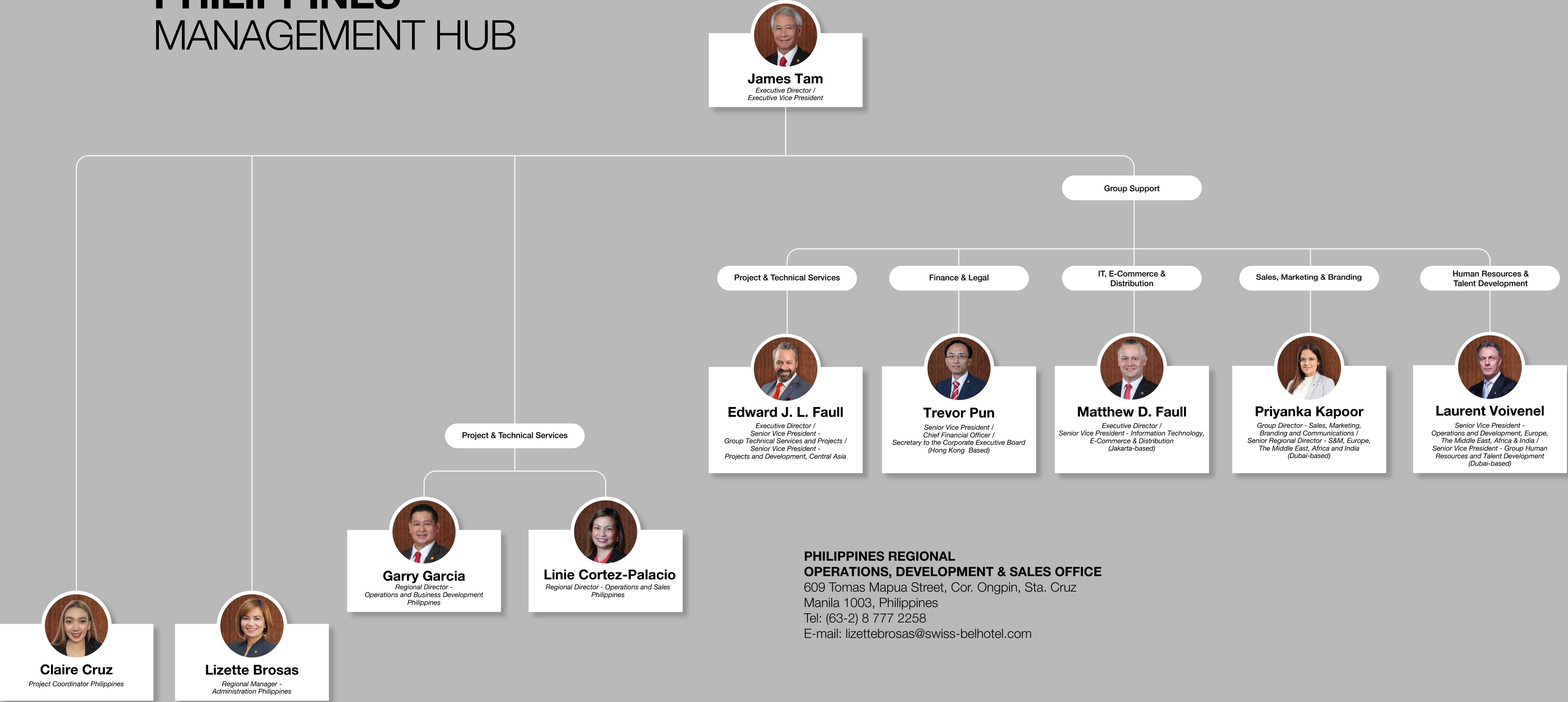
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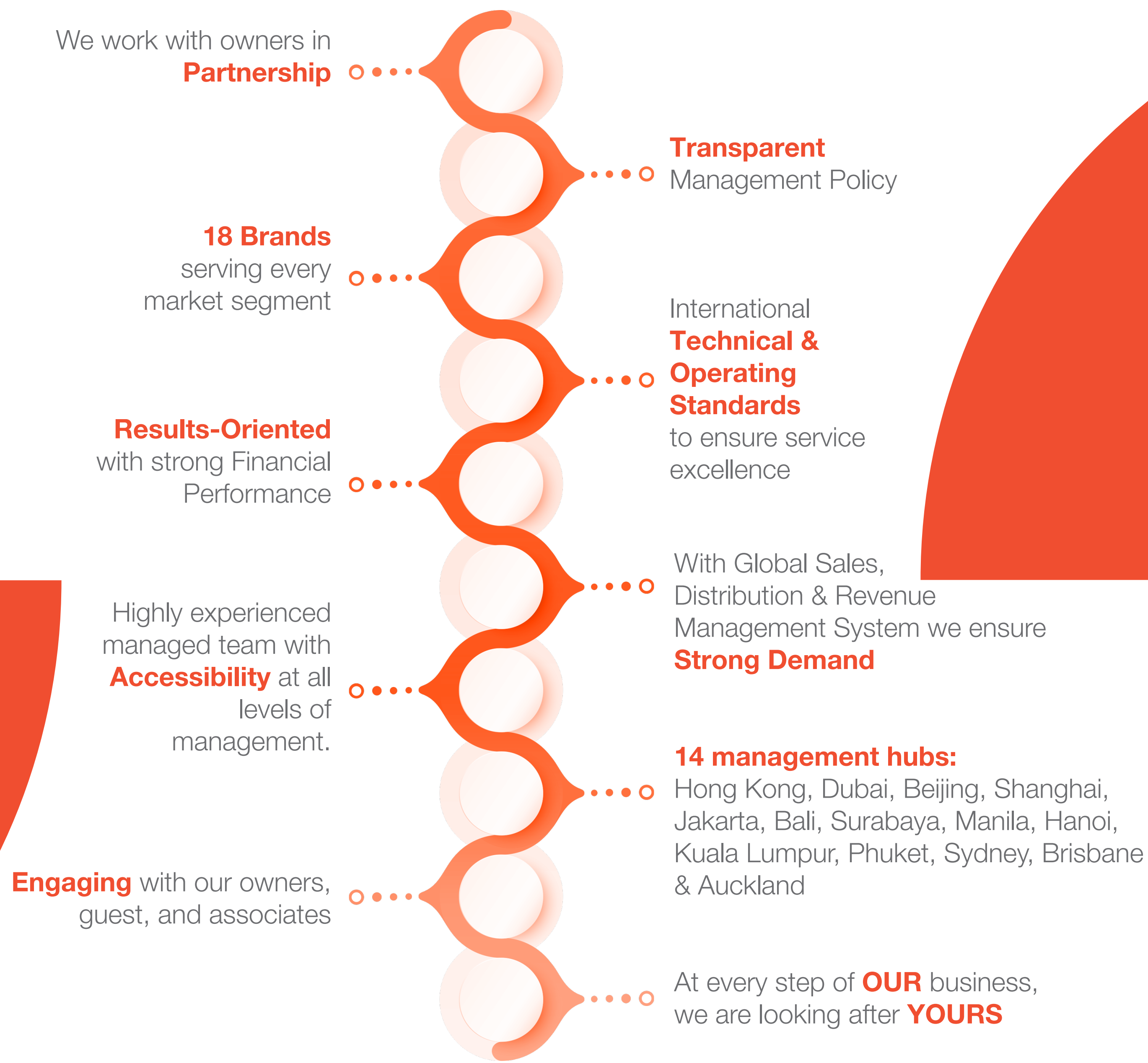
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PHILIPPINES MANAGEMENT HUB



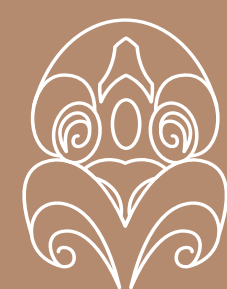
WHY CHOOSE SWISS-BELHOTEL INTERNATIONAL?



When we fly, we fly together...

WHICH BRAND WILL FIT YOUR ASSET?





MĀUA®

by  **swiss-belHOTEL**

CONCEPT

Exclusive retreat surrounded with elements of nature

BRAND FOCUS

Wellness, peace and health
Environment and eco-friendly

SERVICE STANDARDS

Natural, escape from everyday life
looking for a healthy rejuvenation

MINIMUM FEATURES

Guestroom size - min 32 sqm.
outdoor entertainment space,
recreation & spa, swimming pool





LUXURY

STAR RATING: 5-STAR CLASSIFIED
ENVIROMENT LIFESTYLE RETREATS





CONCEPT

Chic, vivid and timeless.
Created to cater to an ego.

BRAND FOCUS

BOHEMIA IS FOR passion fashion
style, and individuality. BOHEMIA is
your place to be ALIVE.

SERVICE STANDARDS

Personalised enriched service
truly bespoke WOW factor experience

MINIMUM FEATURES

Guestroom size - min 32 sqm.
Modern luxury facilities
Vibrant stylish interior





LUXURY

STAR RATING: 5-STAR CLASSIFIED
OPULENCE IN A CHIC AND
VIBRANT AMBIENCE

 **BOHEMIA**[®]
by  **swiss-belhotel**



 *Grand* **swiss-belHOTEL**

 *Grand* **swiss-belRESORT**

CONCEPT

Unique, impressive and often iconic architecture

BRAND FOCUS

Financially secure business and leisure travelers

SERVICE STANDARDS

Highly personalised with attention to detail

MINIMUM FEATURES

Guestroom size - min 32 sqm.
2 restaurants, lobby lounge and bar,
conference/banquet facilities,
recreation & spa, swimming pool





UPPER
UPSCALE
STAR RATING: 5+ AND 5 STAR

 *Grand* swiss-belhotel

 *Grand* swiss-belresort



 **swiss-belsuites**

 **swiss-belboutique**

CONCEPT

Unique, impressive and often iconic architecture

BRAND FOCUS

Financially secure business and leisure travelers

SERVICE STANDARDS

Highly personalised with attention to detail

MINIMUM FEATURES

Guestroom size - min 32 sqm.
1 restaurant, lobby lounge cafe,
recreation & spa, swimming pool.





UPPER UPSCALE

STAR RATING: 5+ AND 5 STAR

 **swiss-bel**suITES

 **swiss-bel**bOUTIQUE



 **swiss-belHOTEL**

 **swiss-belRESORT**

THE GMMN[®]
by  **swiss-belHOTEL**

CONCEPT

Contemporary modern style

BRAND FOCUS

Discerning Business and Leisure travelers

SERVICE STANDARDS

Efficient and attentive

MINIMUM FEATURES

Guestroom size - minimum 28 sqm.,
1 restaurant, Lobby Lounge Cafe,
Conference/banquet facilities,
Health Club, Swimming Pool.
Between 50 to 100 rooms for
Swiss-Belhotel





UPSCALE MIDSCALE

STAR RATING: 5 OR 4 STAR

 **swiss-belHOTEL**

 **swiss-belRESORT**

THE GNMN
by  **swiss-belHOTEL**



 **swiss-belresidences**

 **swiss-belvillas**

 **swiss-bellodging**

CONCEPT

Basic comfort, Local and Contemporary

BRAND FOCUS

Extended stay Business travelers and
large family Leisure travelers

SERVICE STANDARDS

Comfortable and attentive

MINIMUM FEATURES

In-room dining area, 1 restaurant
Lobby Deli, Health Club, Swimming Pool.
Full fledged kitchen facilities
for Swiss-Belresidences
and Swiss-Belvillas





UPSCALE
MIDSCALE
STAR RATING: 5 OR 4 STAR

 **swiss-belresidences**

 **swiss-belvillas**

 **swiss-bellodging**





CONCEPT

Contemporary and functional

BRAND FOCUS

Business & Leisure travelers

SERVICE STANDARDS

Basic friendly service

MINIMUM FEATURES

Guestroom size minimum 24 sqm.,
Swiss-Bistro™ concept outlet,
24hrs business corner,
24hrs reception services





ECONOMY/
BUDGET

STAR RATING: 3 STAR

 swiss-belinn

 swiss-belcort





CONCEPT

Modern and minimalist, no frills

BRAND FOCUS

Value driven business & leisure travelers

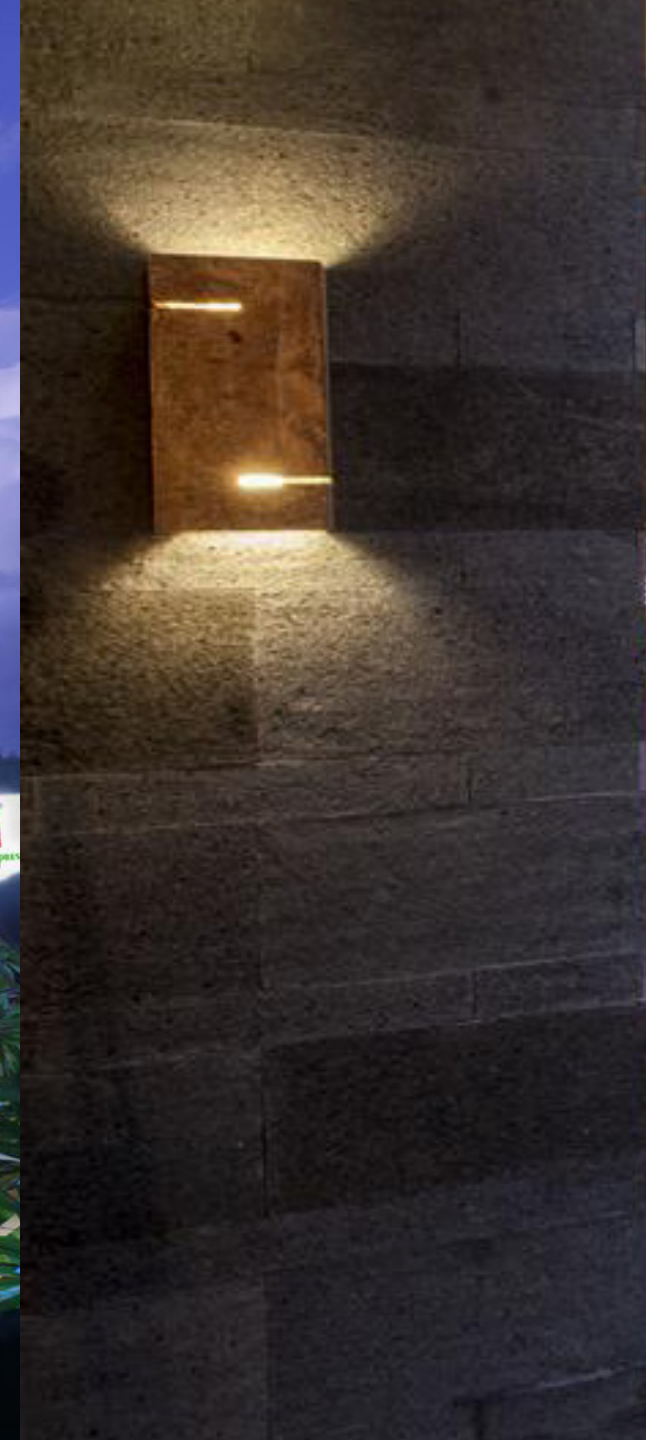
SERVICE STANDARDS

Limited friendly service

MINIMUM FEATURES

Guestroom size minimum
15 sqm. with twin bedding,
Express-Café concept outlet,
self service storage lockers,
vending machines, business corner





**ECONOMY/
BUDGET**
STAR RATING: 2 STAR





CONCEPT

Modern, Young & Technology Driven

BRAND FOCUS

Millennials and Future Generation Z (i-Gen)

SERVICE STANDARDS

Minimalist Express Services

MINIMUM FEATURES

Guestroom size minimum 12 sqm.,
Citruz™ concept outlet,
Lobby cum Social hubs,
Wi-Fi, self-check in,
focus on common areas,
self service storage lockers,
vending machines





BUDGET DESIGN SPECIFIC

STAR RATING: 3 AND 2 STAR

Zest^{plus}
by **swiss-belhotel**

Zest
by **swiss-belhotel**

Zest^{ok}
by **swiss-belhotel**



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EUROPE, MIDDLE EAST, AFRICA AND INDIA

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