

# 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



A photograph of a hotel lobby. In the foreground, a woman in a black blazer and high heels carries a large basket of pink flowers. A man in a red jacket and black pants pulls a black suitcase. In the background, two hotel staff members in purple uniforms stand behind a reception desk. The lobby has a polished wooden floor, a red armchair, and a wooden coffee table. The text "MERGING SWISS PROFESSIONALISM WITH ASIAN PASSION" is overlaid on the right side of the image.

# **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)



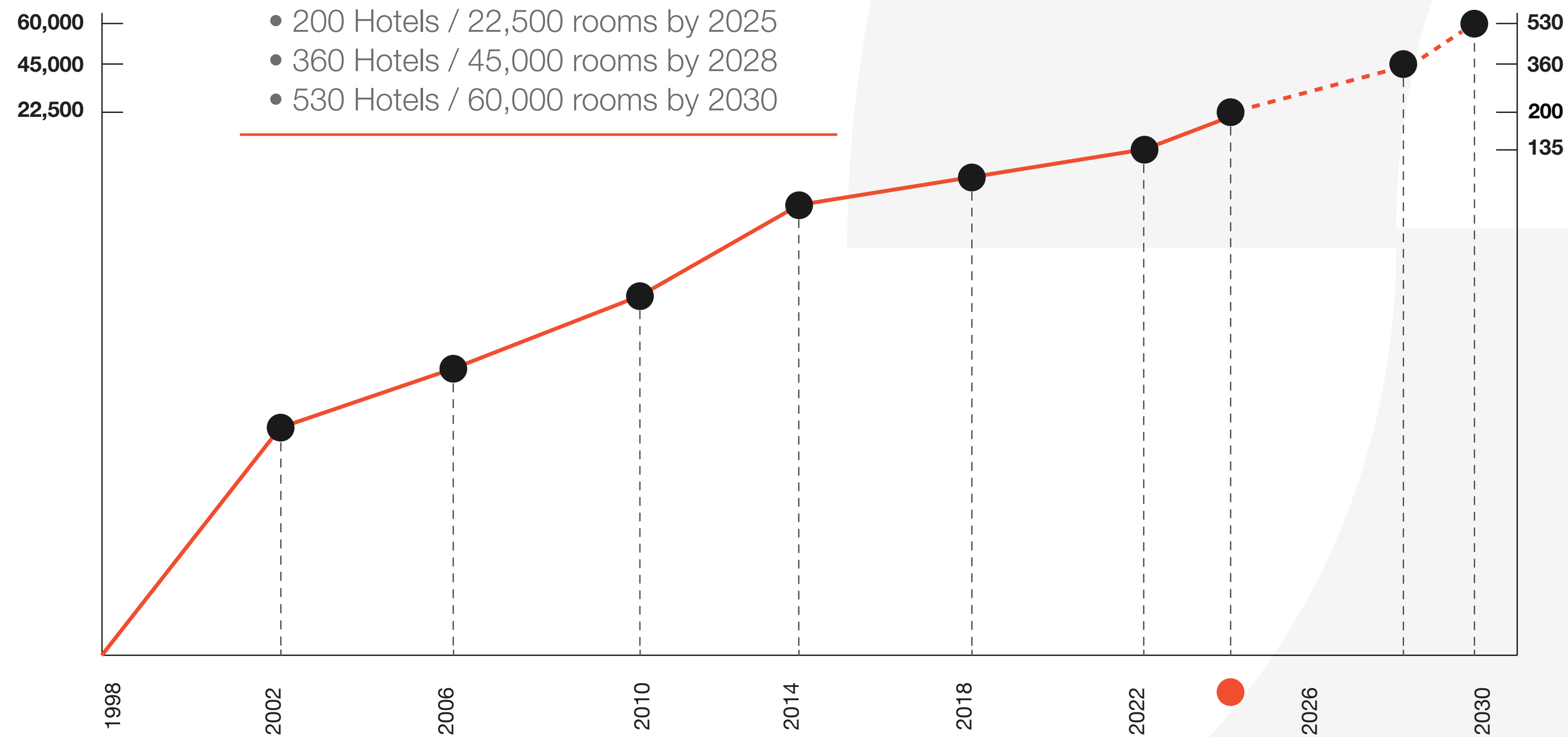
# GLOBAL EXPANSION 1998 - 2030

## 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

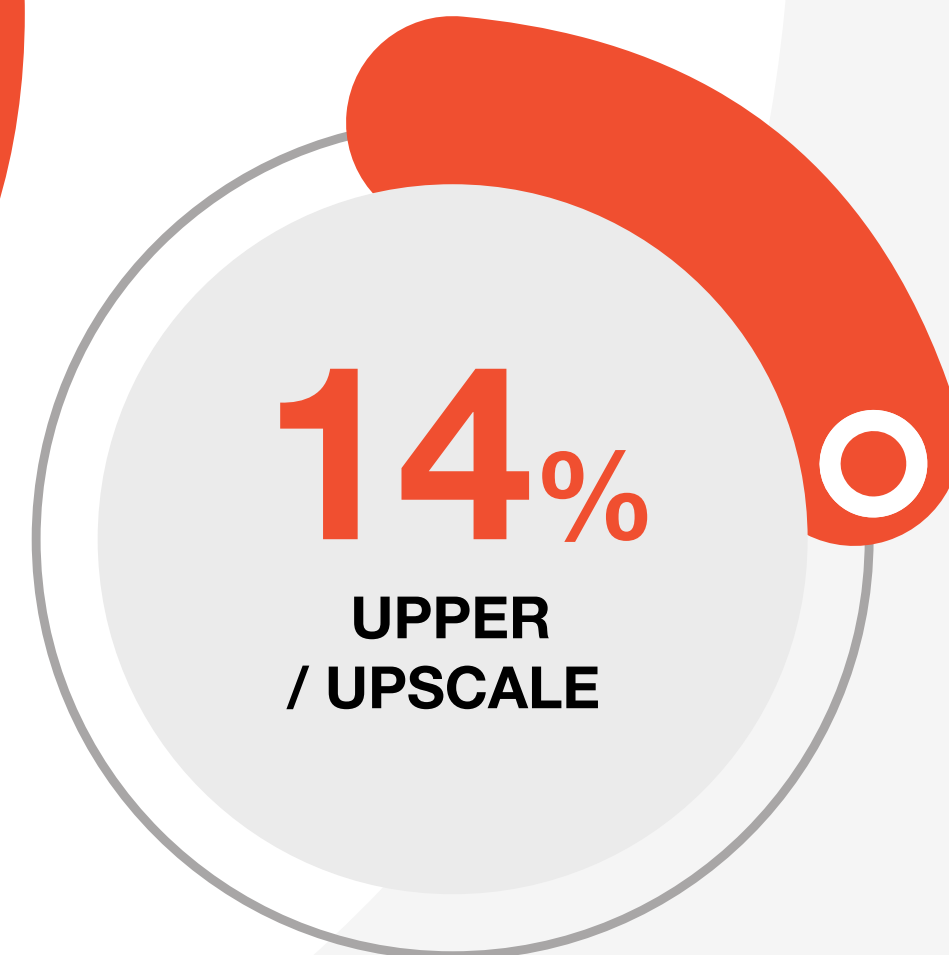
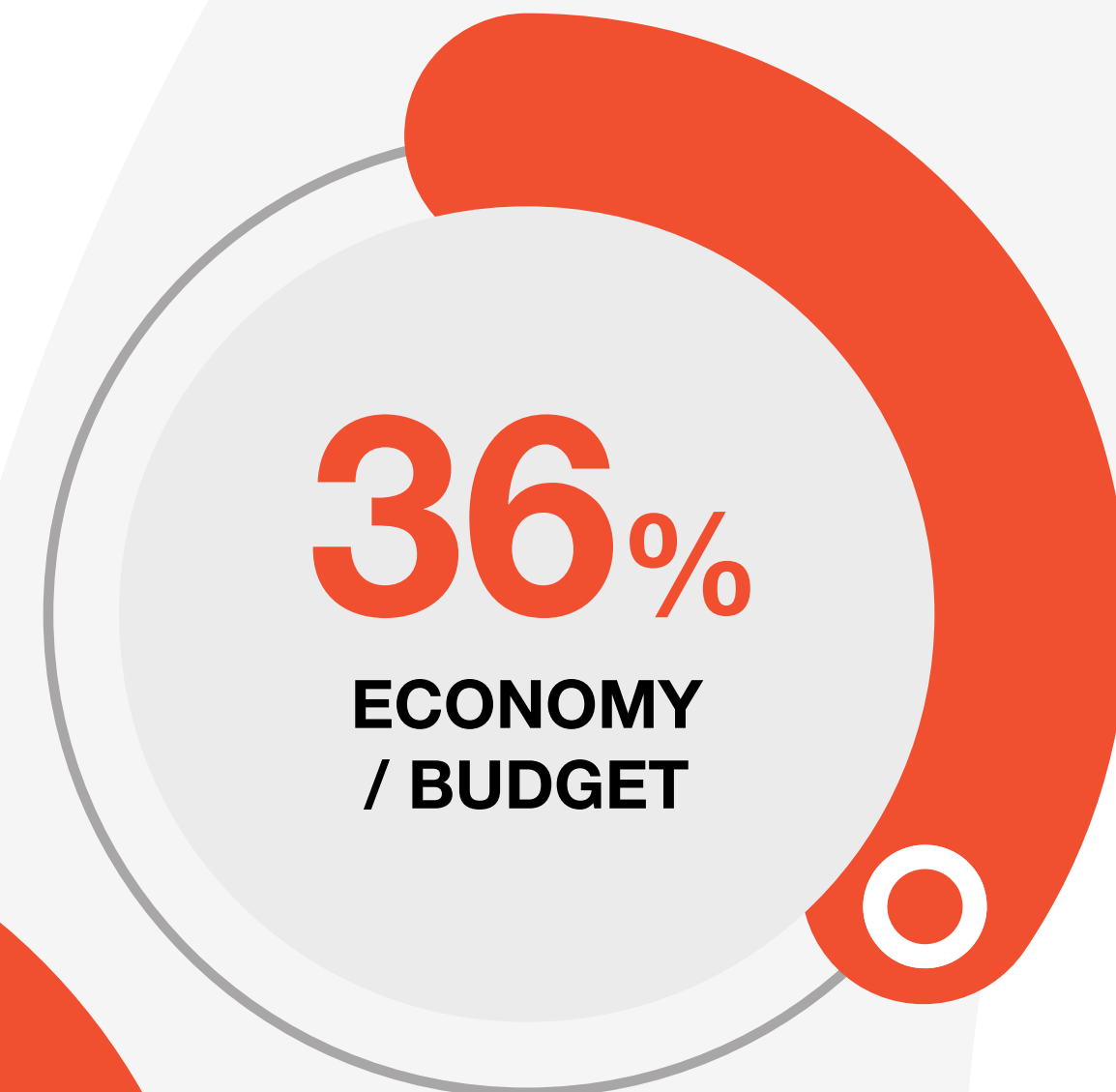
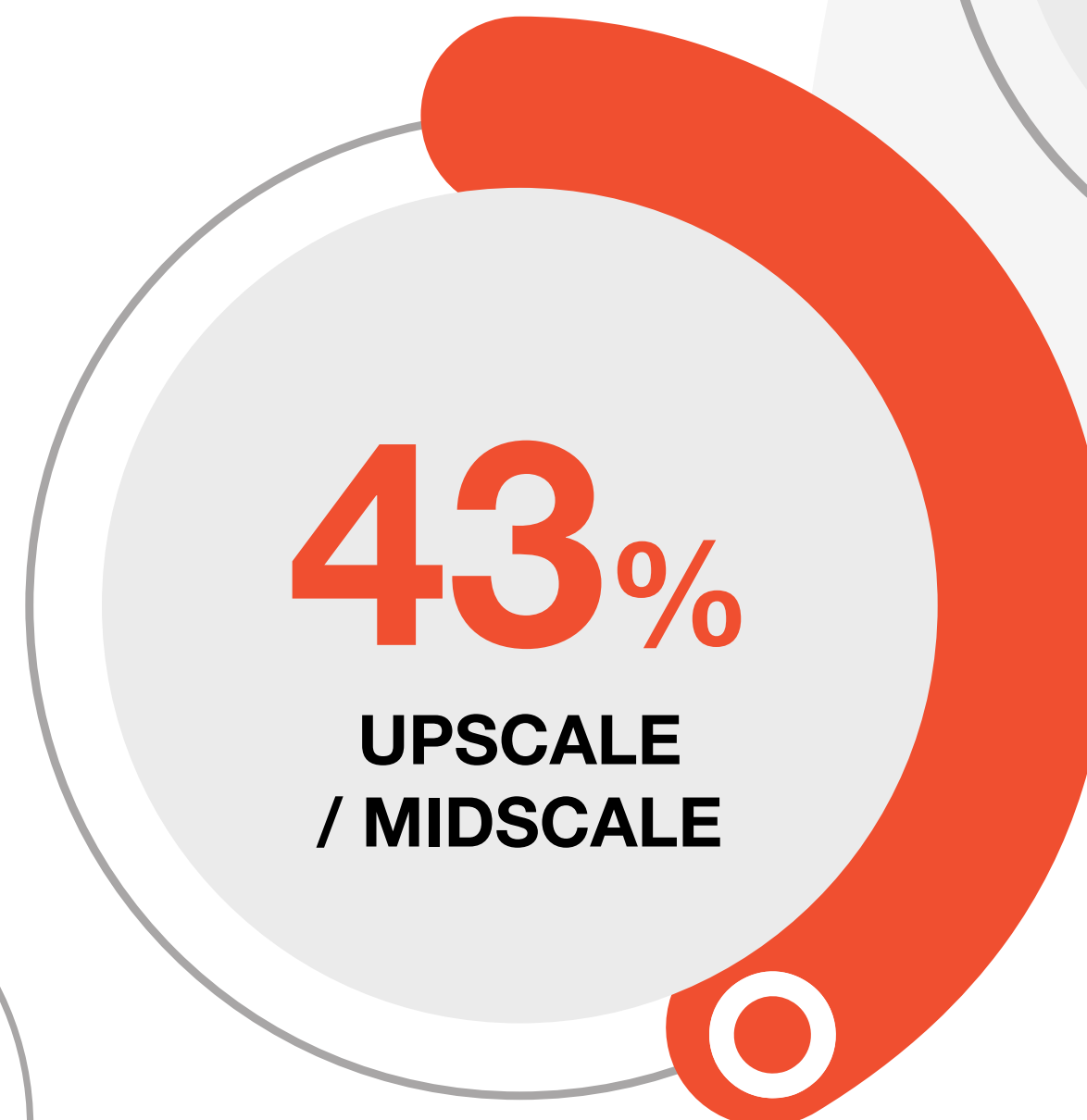


**Zest**  
Star rating:  
3 and 2 star





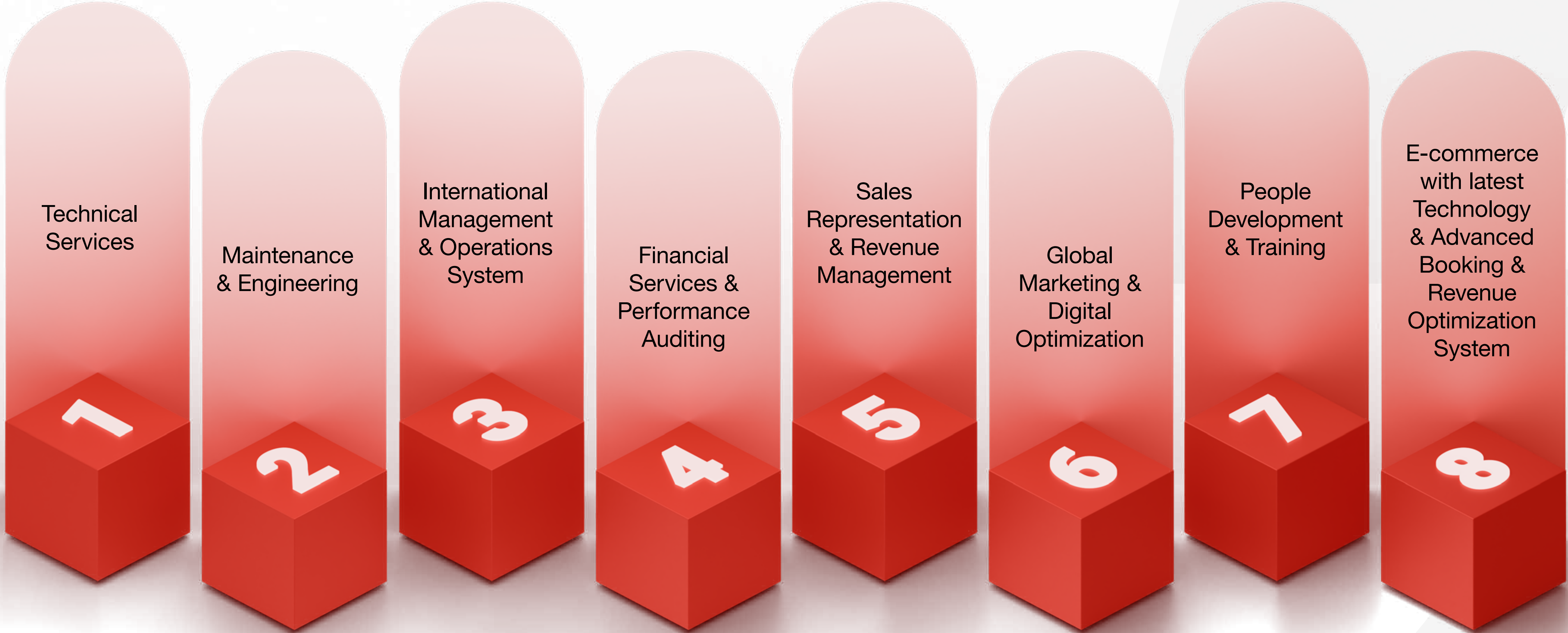
# OUR BRAND PORTOFOLIO





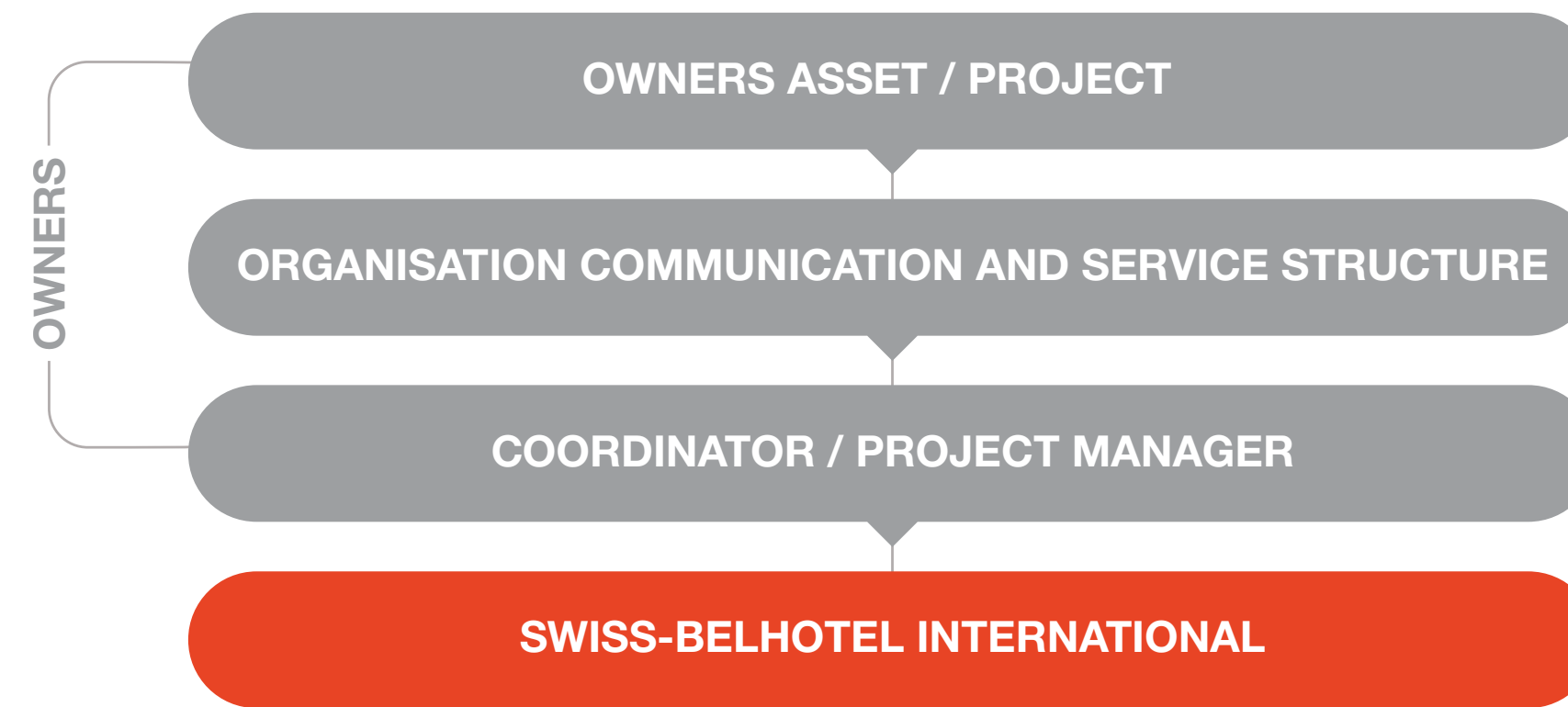
# OUR SERVICES

# 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

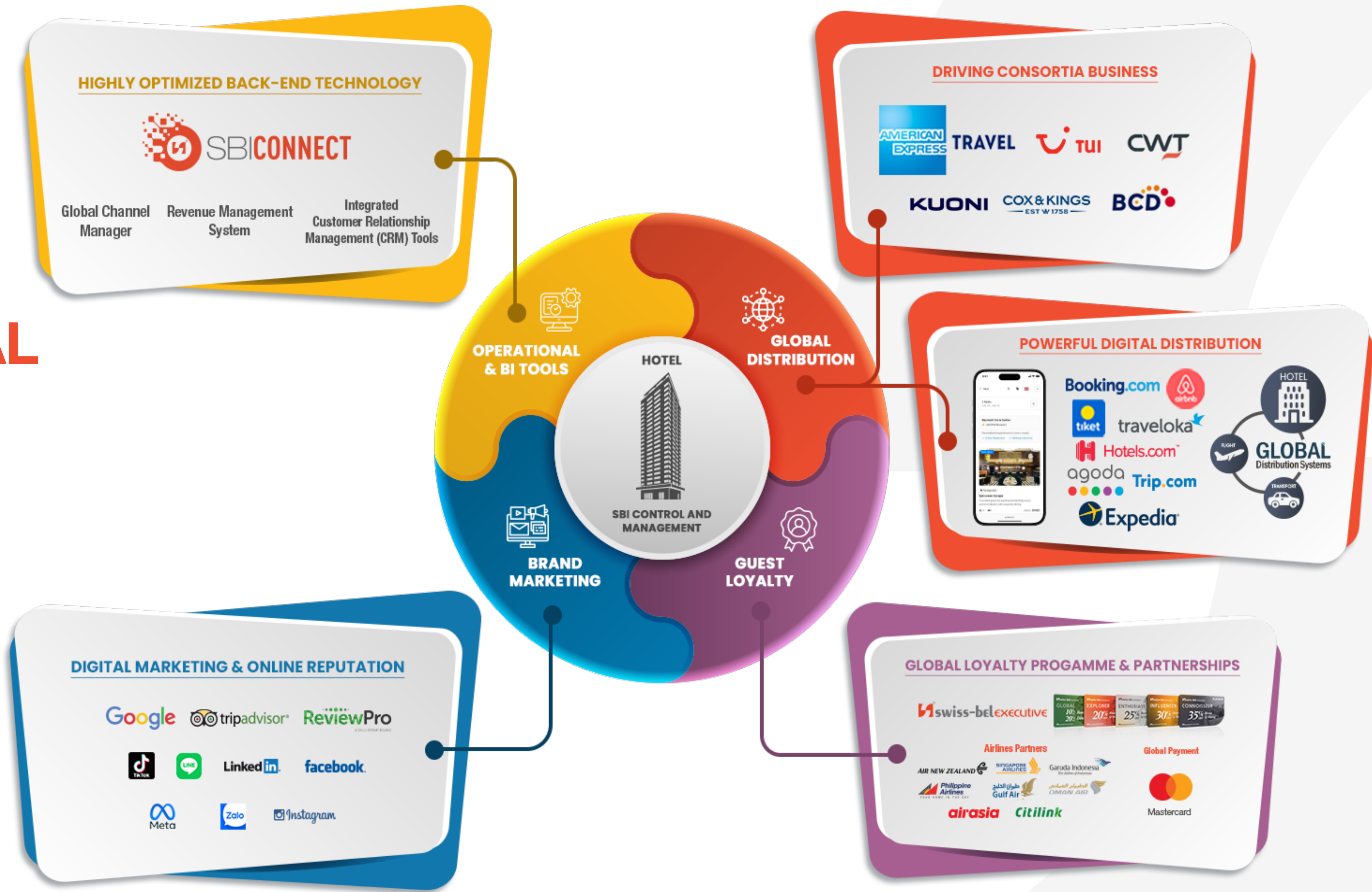
# OUR STRENGTH





# 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



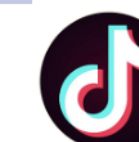
LinkedIn



Google Business



Tik Tok



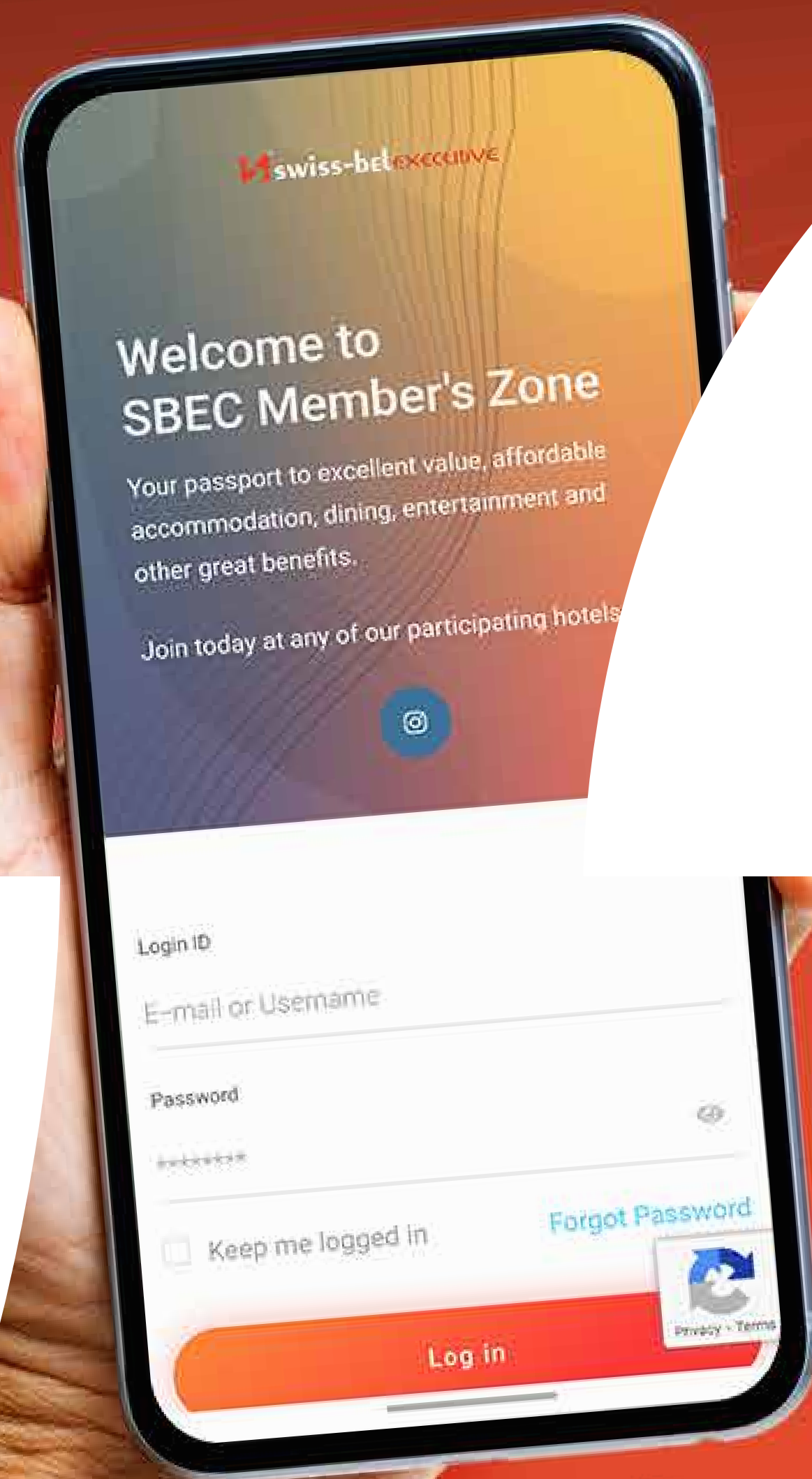
Region Specific Platforms





## 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

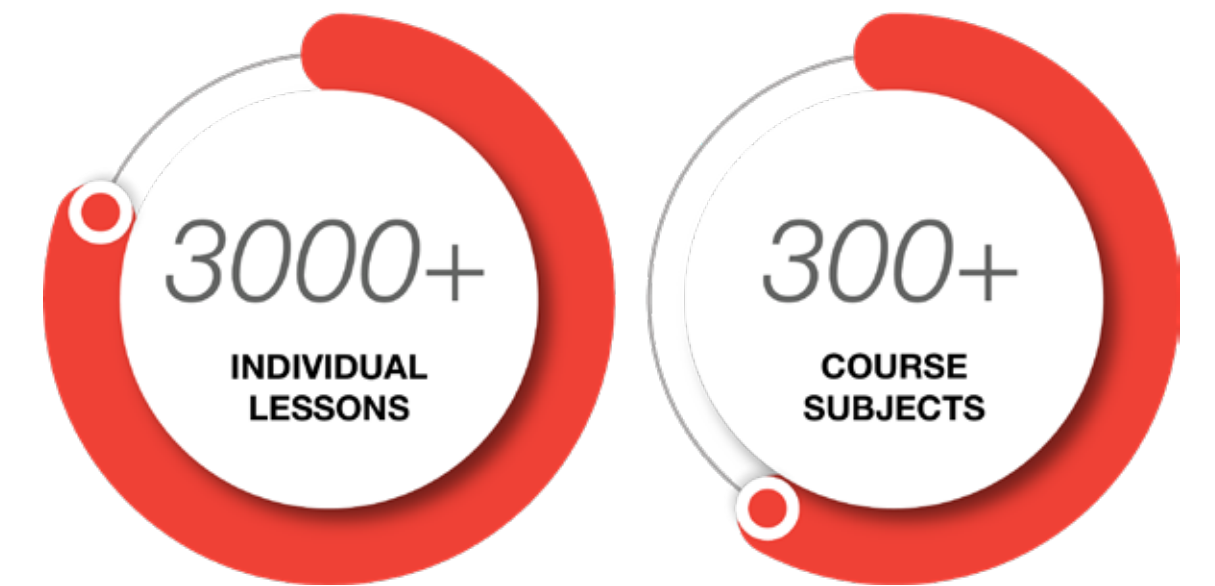




# TALENT DEVELOPMENT

## **swiss-bel**ACADEMY

<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:



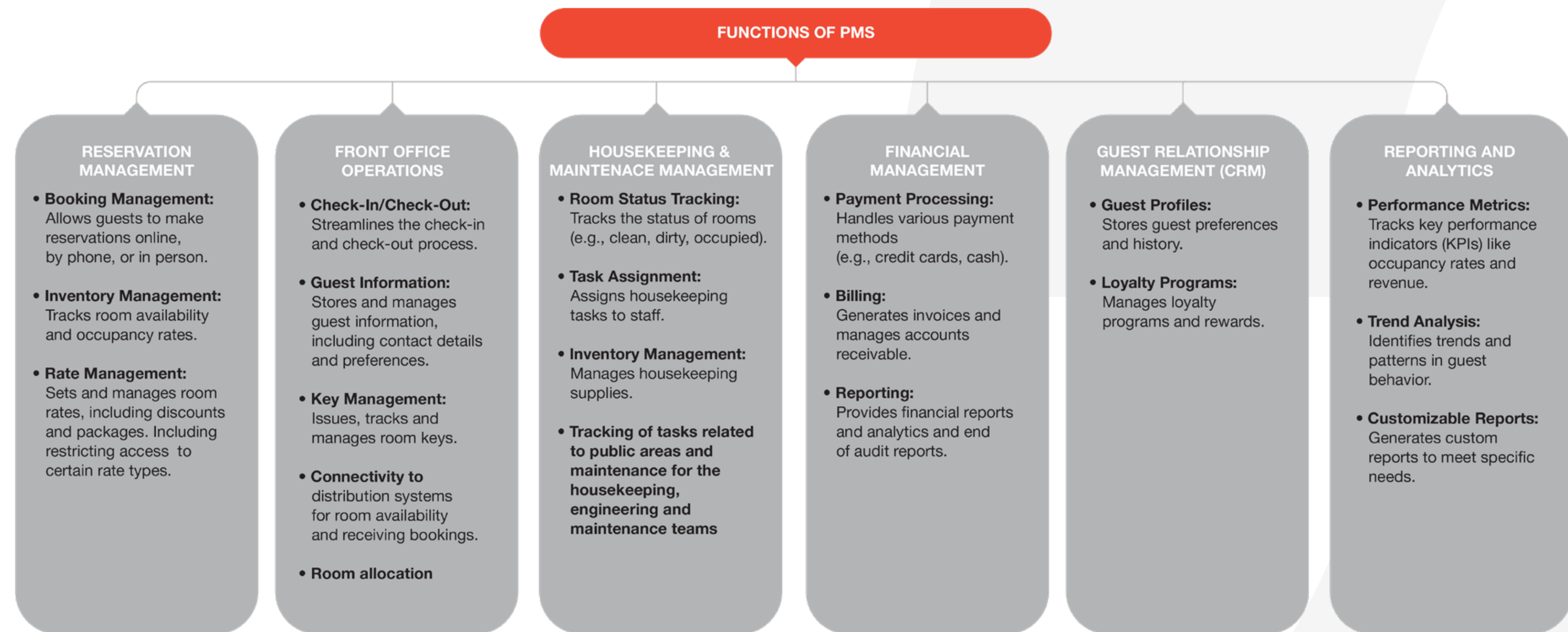
Certification Affiliation  
Registered in England:





# PROPERTY MANAGEMENT SYSTEMS

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



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



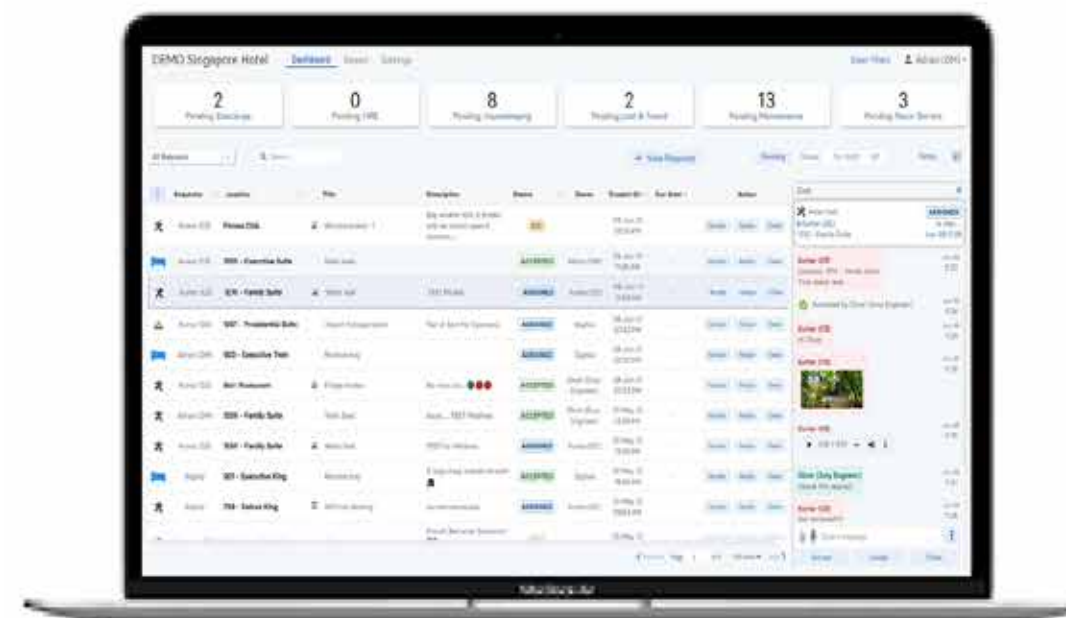
# GUEST SERVICES AND OPERATIONAL SYSTEM

Internal Messaging system for faster guest service and better operational efficiency

Powered by S.A.R.A.

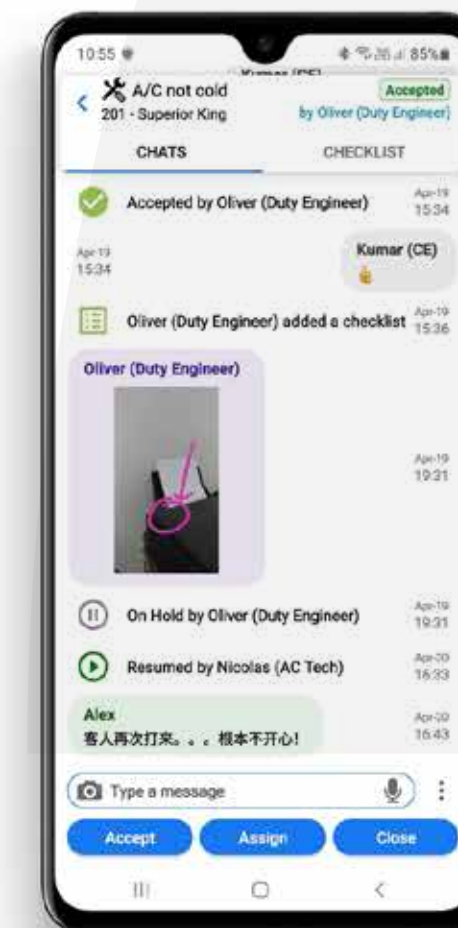
Providing automation of operational departments, such as : Maintenance, Housekeeping, Room service, Concierge and much more.

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

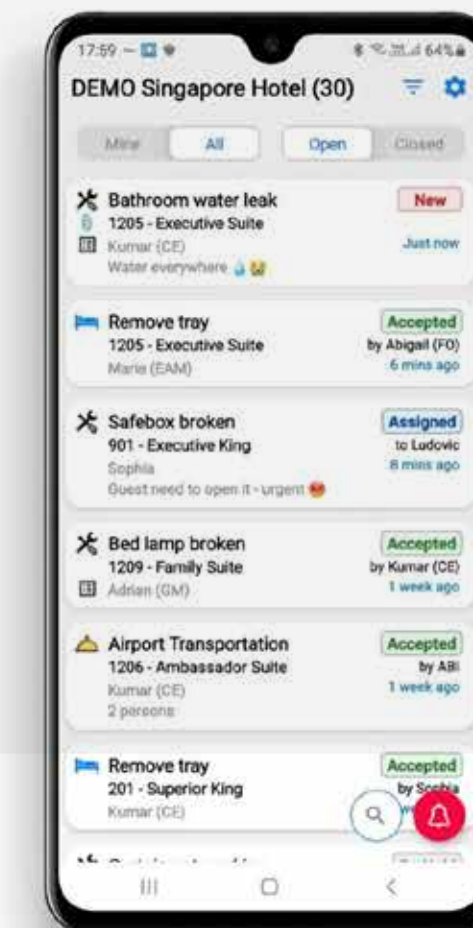


**Reports**  
Request analysis for a better understanding of common issues

**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

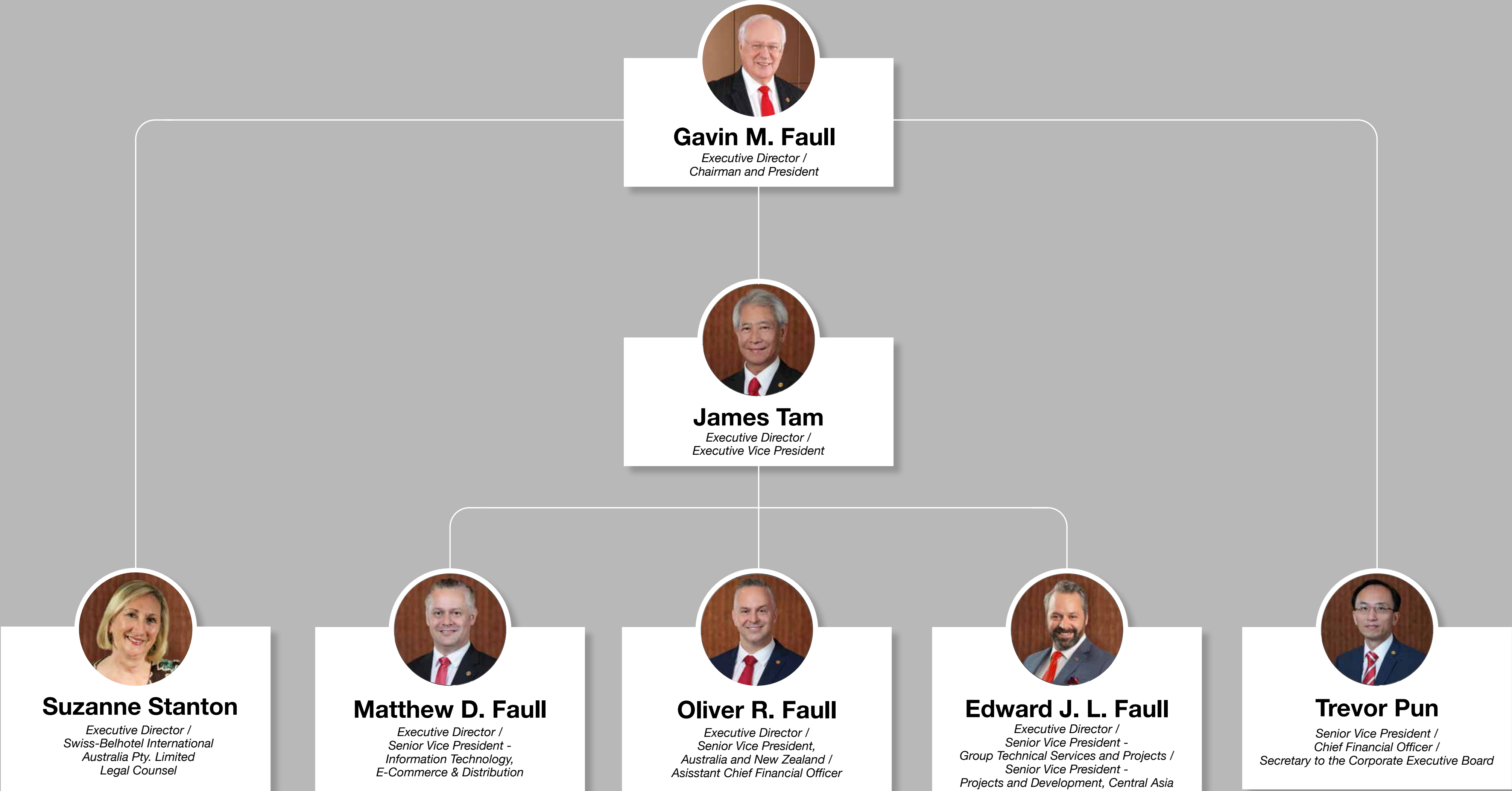
# OUR GLOBAL TEAM





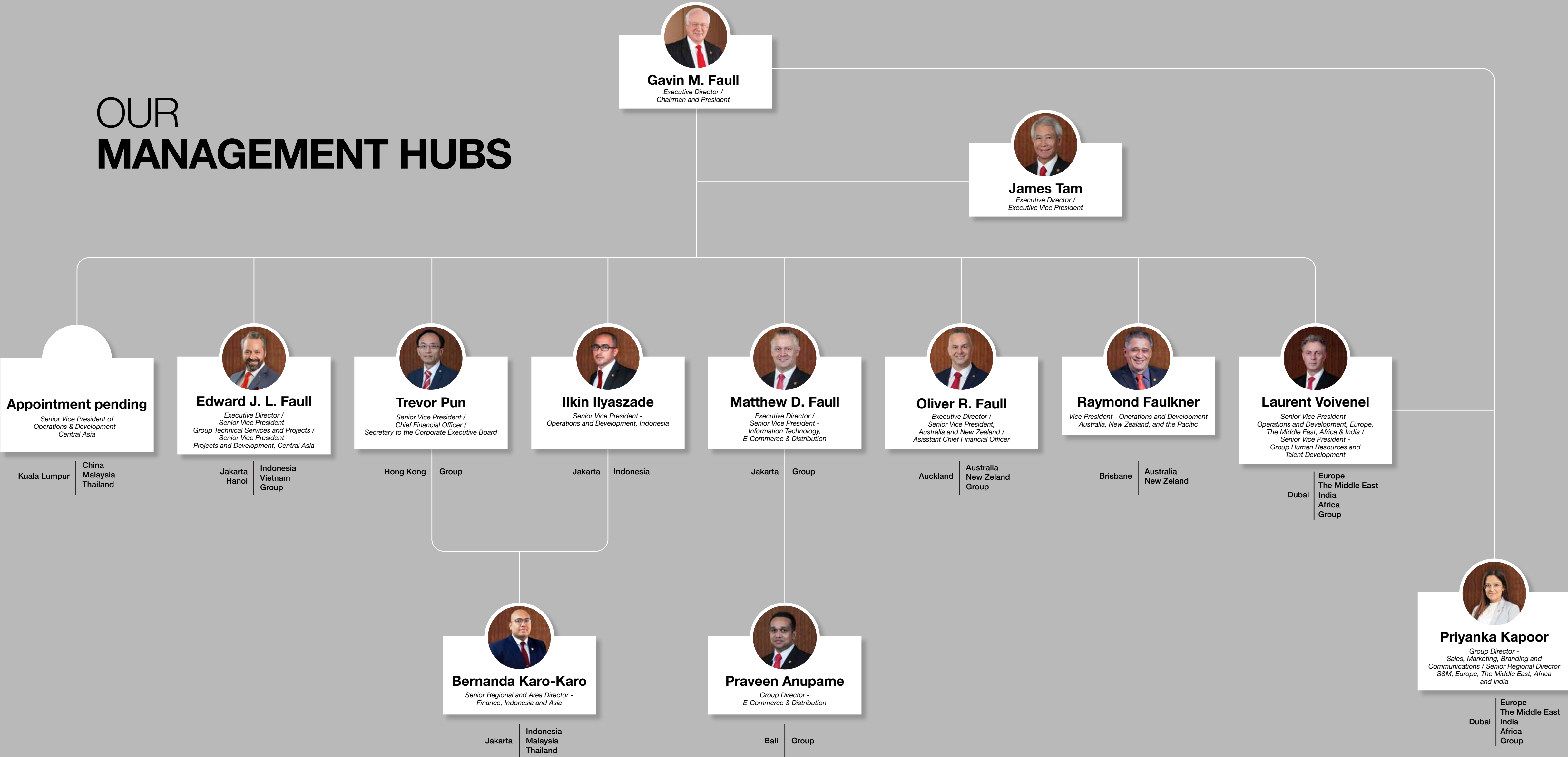
# OUR BOARD

# SWISS-BELHOTEL INTERNATIONAL HOLDINGS LIMITED



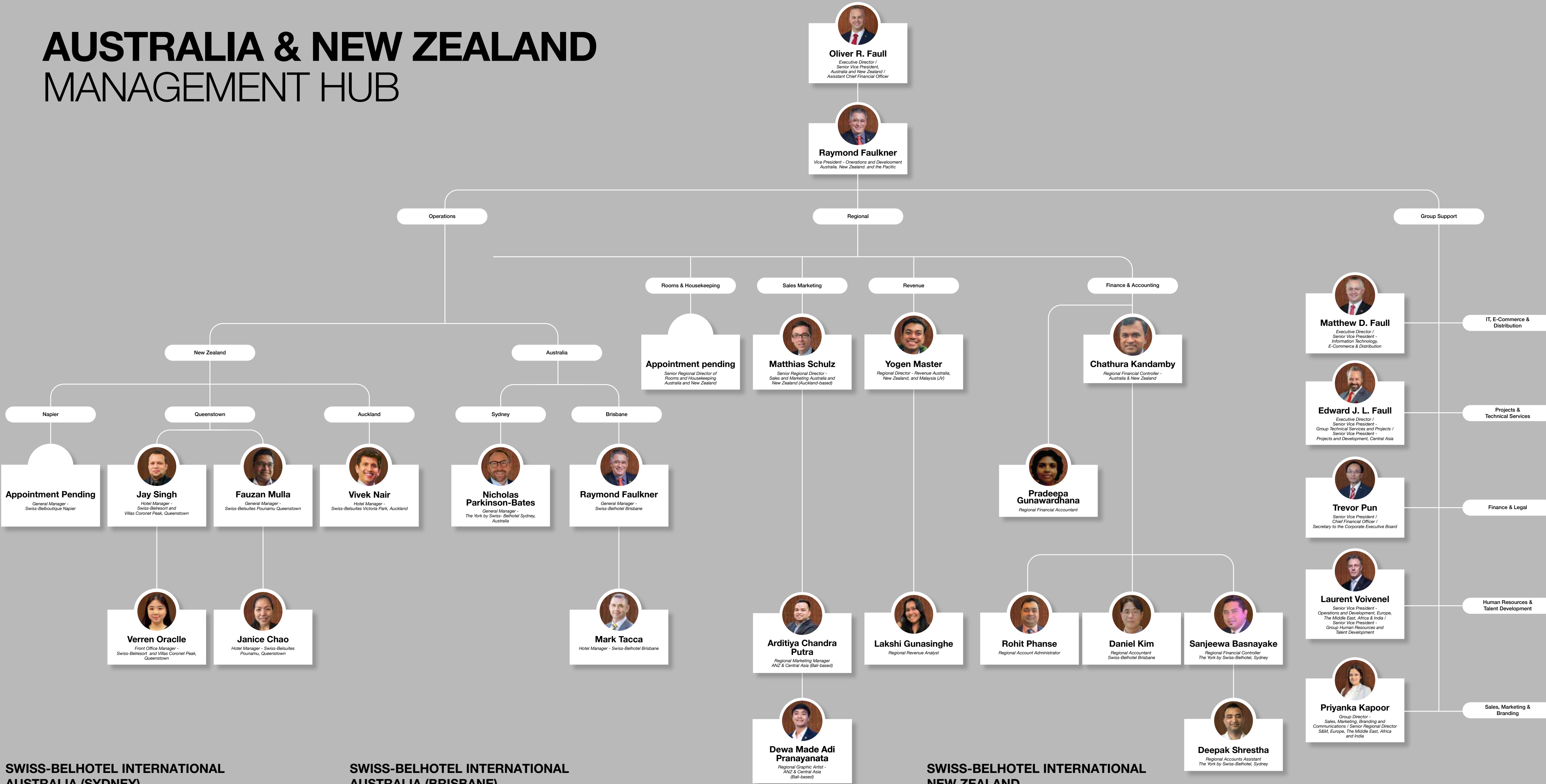


# OUR MANAGEMENT HUBS





# AUSTRALIA & NEW ZEALAND MANAGEMENT HUB



## SWISS-BELHOTEL INTERNATIONAL AUSTRALIA (SYDNEY)

Australia Operations & Development Office  
5 York Street Sydney NSW  
Australia 2000  
Tel: (61-2) 9210 5000  
E-mail: sbiau@swiss-belhotel.com

## SWISS-BELHOTEL INTERNATIONAL AUSTRALIA (BRISBANE)

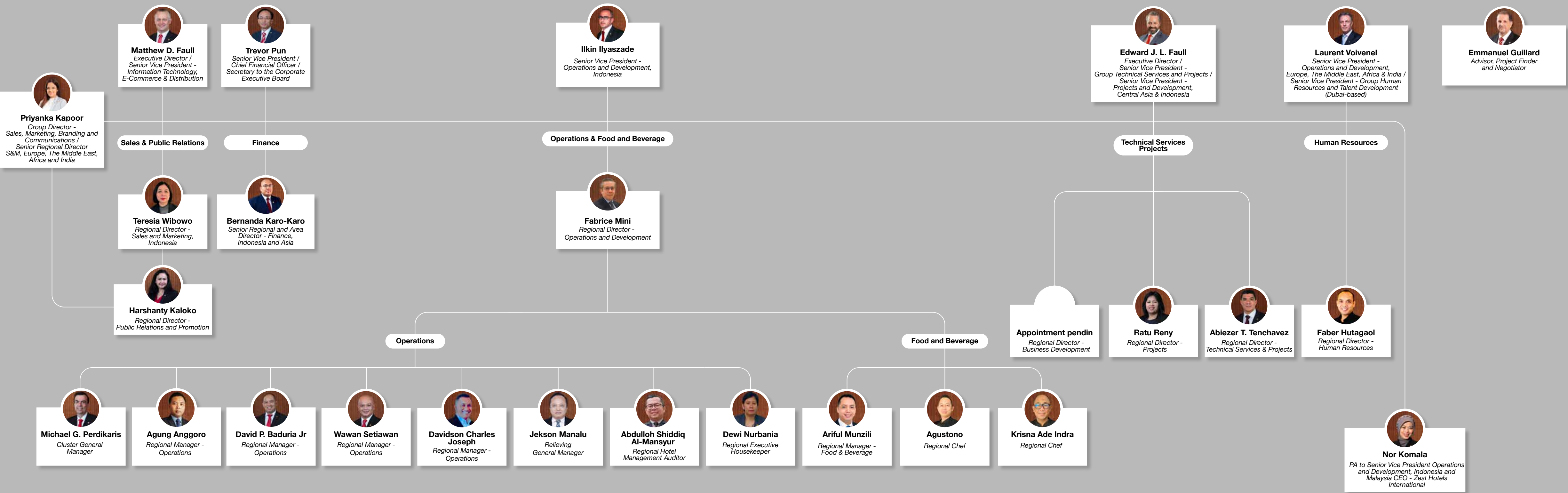
Australia Operations & Development Office  
Swiss-Belhotel International  
826 Main Street, Woolloongabba,  
QLD 4102, Australia  
E-mail: sbiau@swiss-belhotel.com

## SWISS-BELHOTEL INTERNATIONAL NEW ZEALAND

New Zealand Operations & Development Office  
14 Combes Road, Remuera,  
Auckland 1050, New Zealand  
Tel: (64) 9 5246 380  
E-mail: sbinz@swiss-belhotel.com



# INDONESIA MANAGEMENT HUB

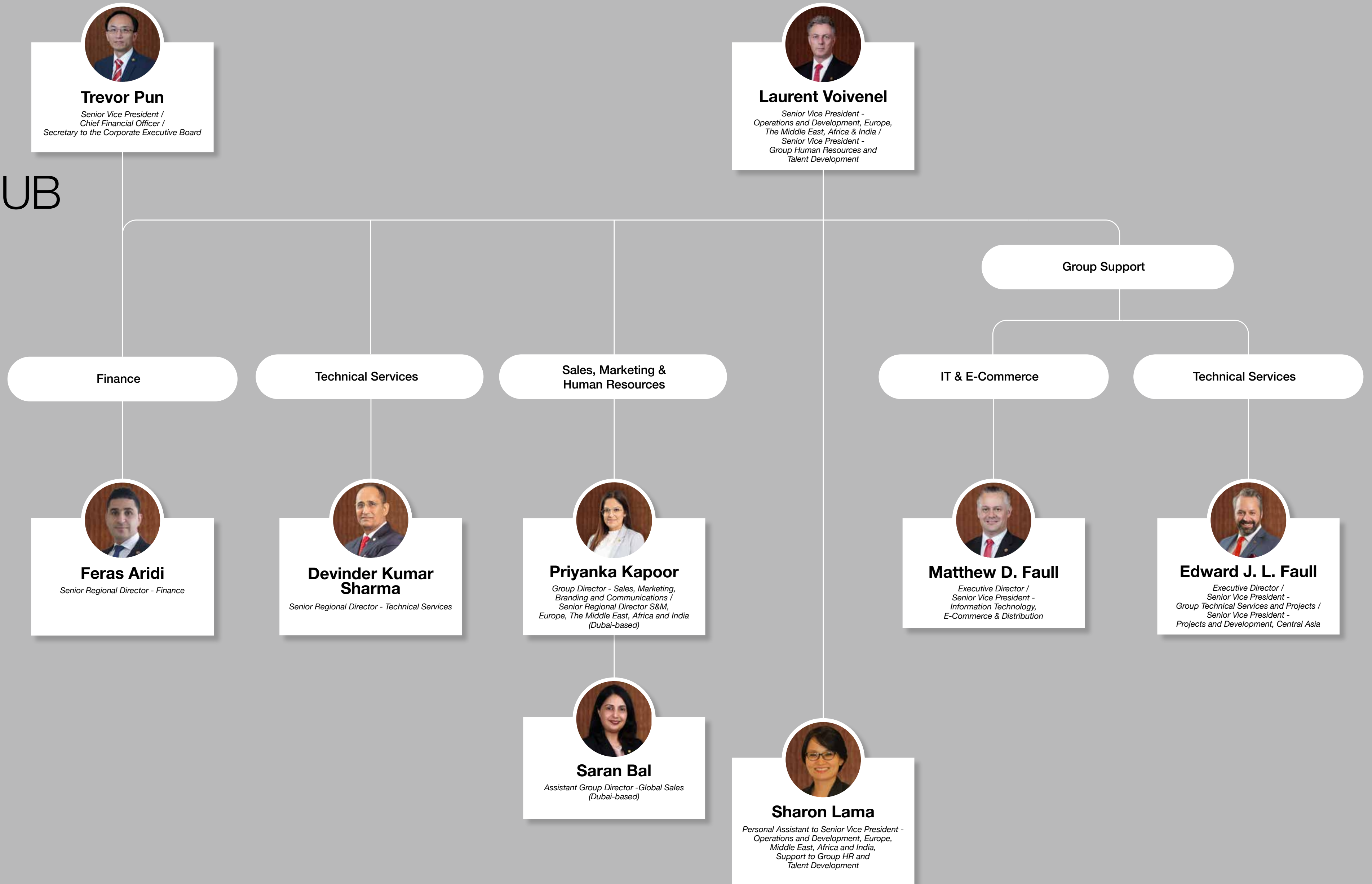


Note:  
Group departments have direct  
access to regional departments

**SWISS-BELHOTEL INTERNATIONAL - JAKARTA**  
Indonesia Regional Operations & Development Office  
The Blugreen Boutique Office, Tower C-D, 2nd Floor,  
Jl. Lingkar Luar Barat Kav. 88, Puri Kembangan, Kembangan Utara,  
Jakarta Barat 11610, Indonesia  
Tel No. (62-21) 2922 7275  
E-mail: sbiid@swiss-belhotel.com



# EUROPE, MIDDLE EAST & AFRICA MANAGEMENT HUB



# SWISS-BELHOTEL INTERNATIONAL - DUBAI

## Middle East Regional Operations & Development Office

30th floor Burlington Tower. Business Bay

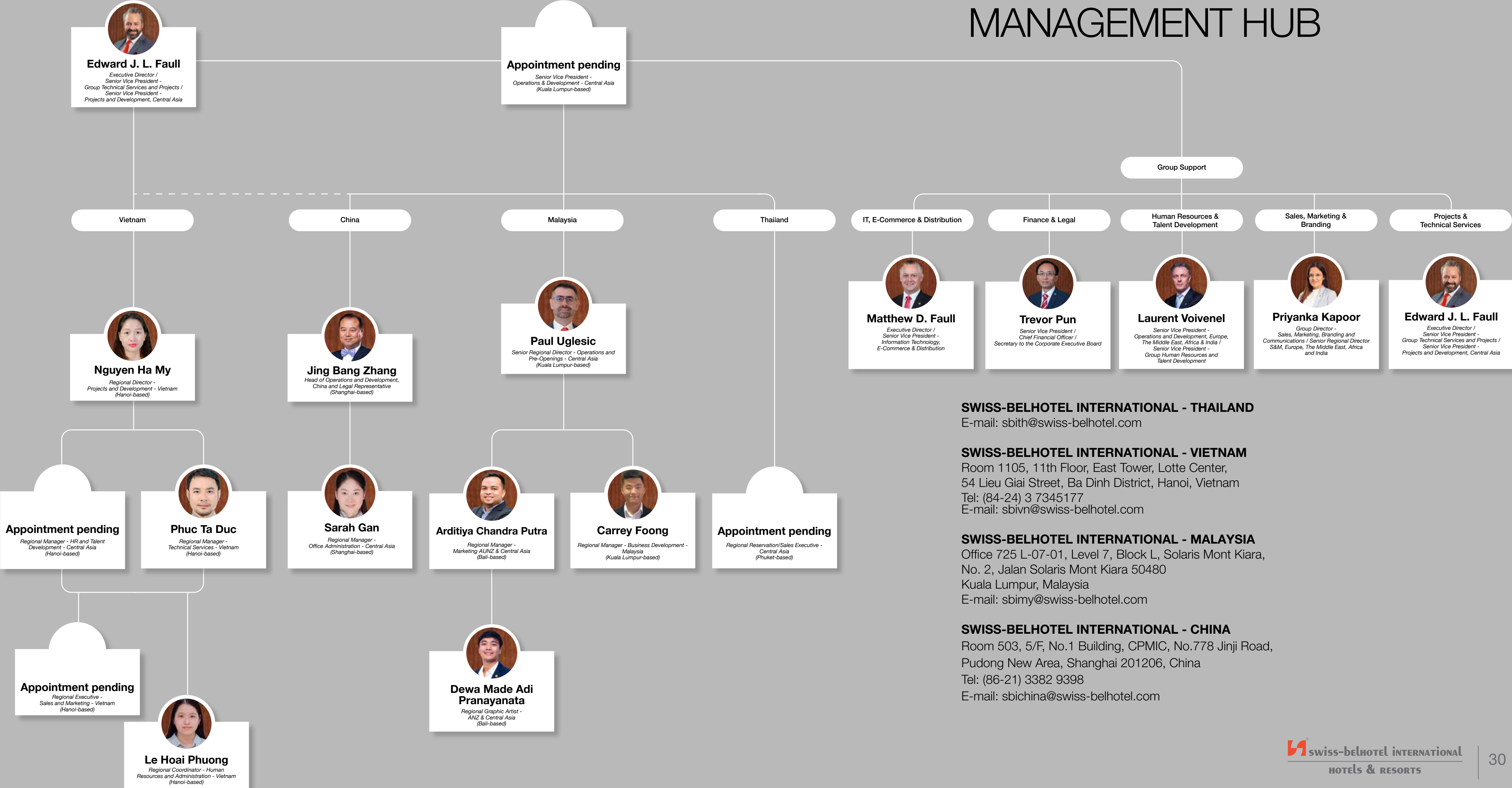
P.O. Box 181723, United Arab Emirates

Tel: +971 (0) 4 4036750

E-mail: [sbiemea@swiss-belhotel.com](mailto:sbiemea@swiss-belhotel.com)

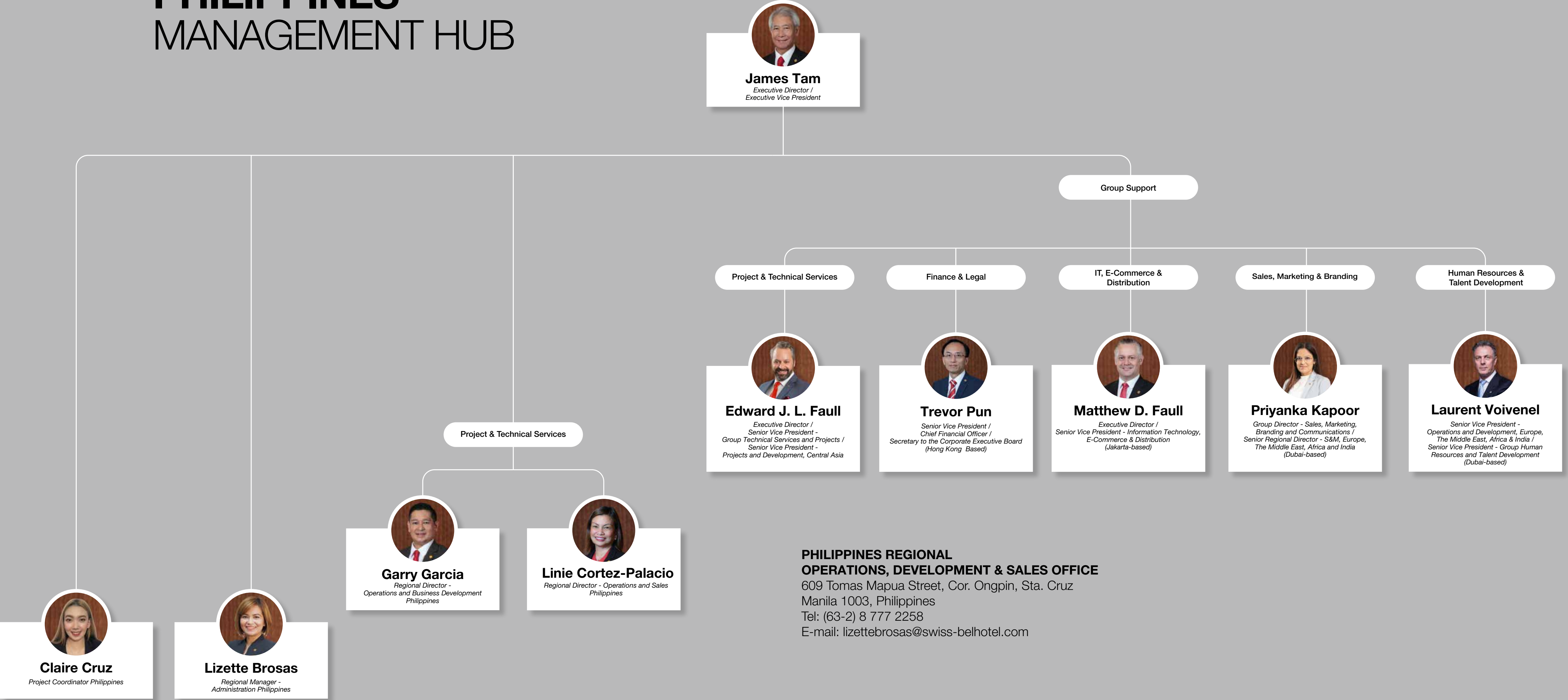


# CENTRAL ASIA MANAGEMENT HUB



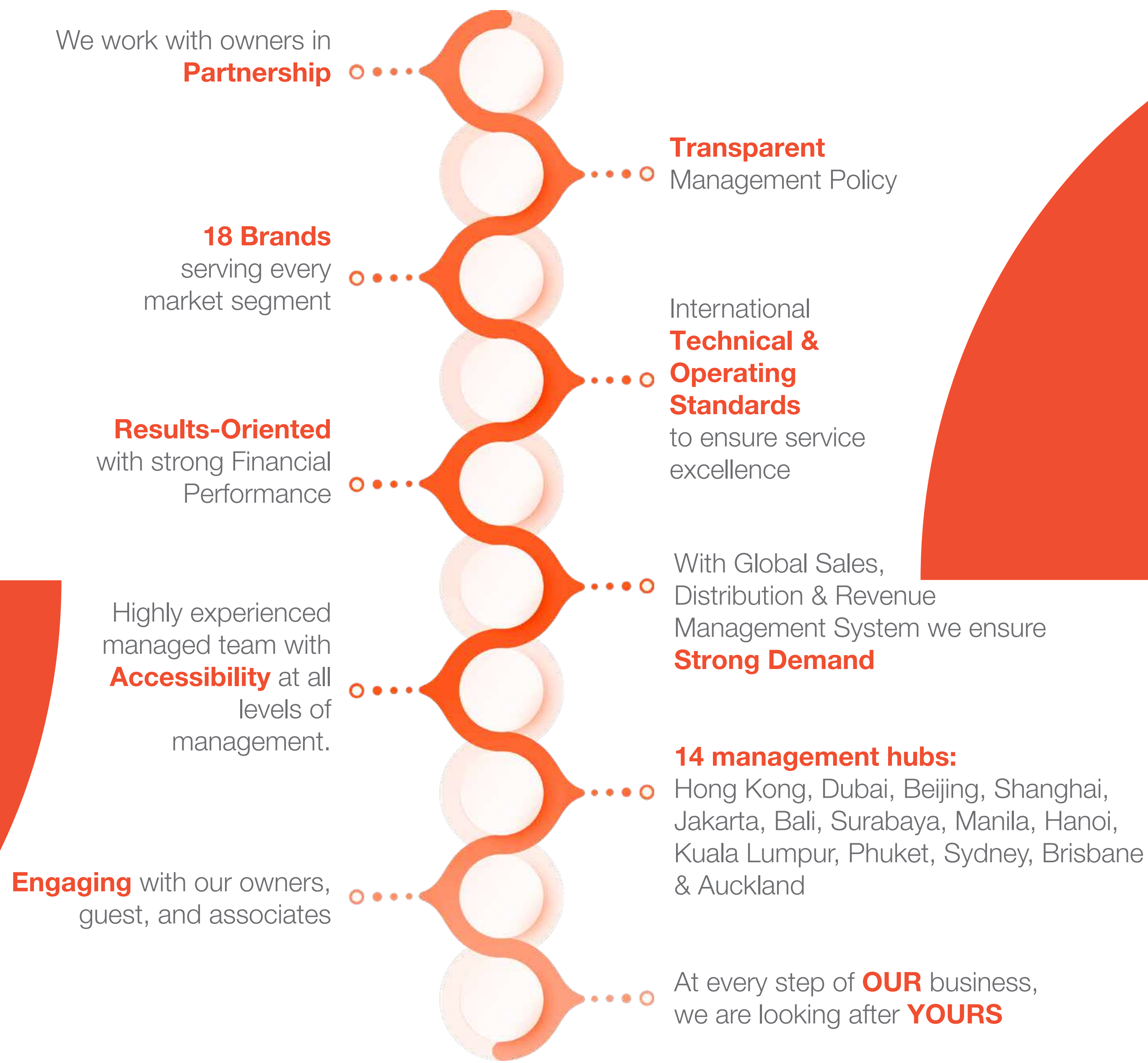


# PHILIPPINES MANAGEMENT HUB





# 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

 **MĀUA®**  
by  **swiss-belhotel**







## 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**<sup>®</sup>  
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 GNMN<sup>®</sup>**  
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







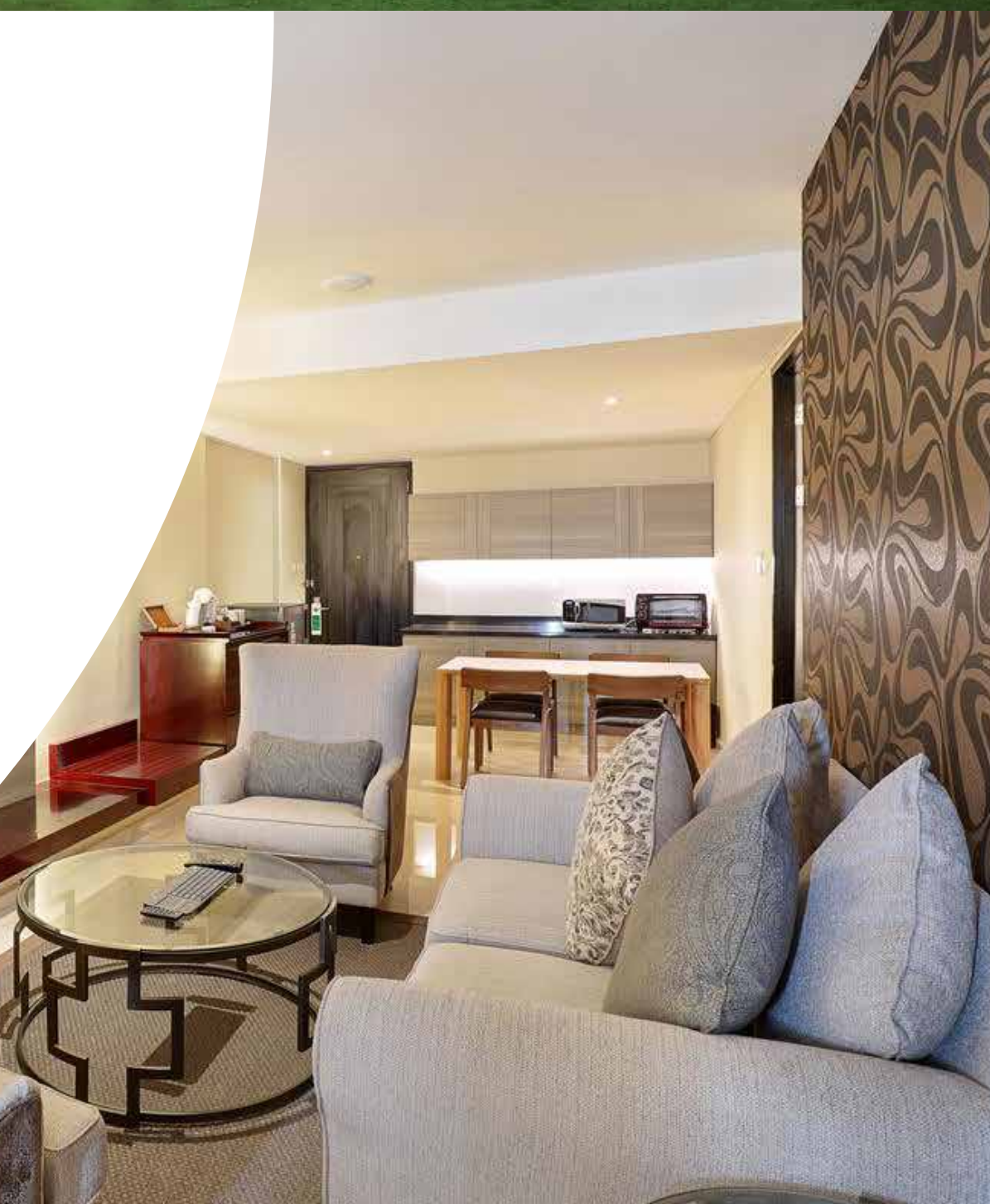
# UPSCALE MIDSCALE

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





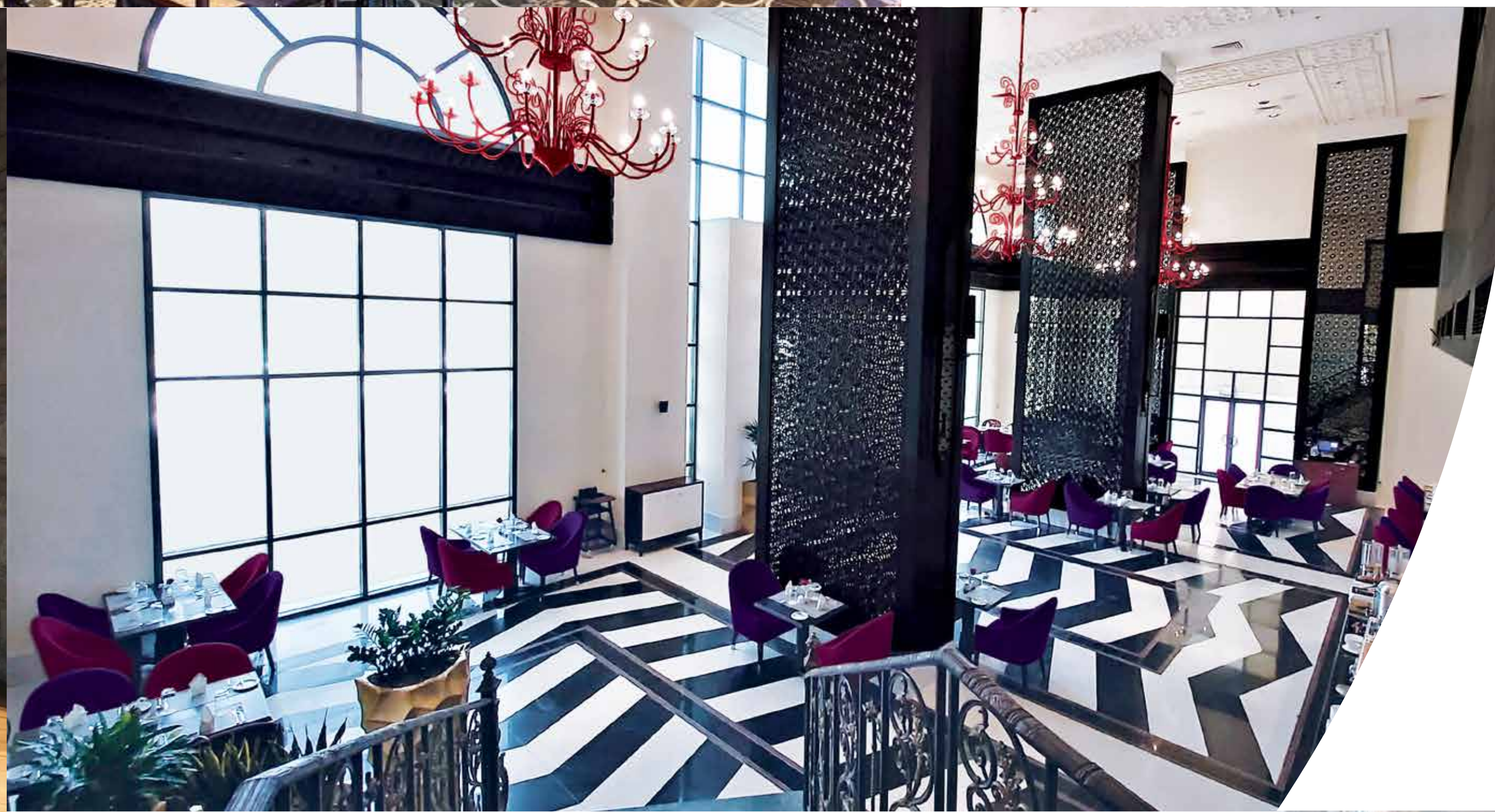


# ECONOMY/ BUDGET

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

 **swiss-bel**express







### 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<sup>plus</sup>**  
by **swiss-belhotel**

**Zest**  
by **swiss-belhotel**

**Zest<sup>ok</sup>**  
by **swiss-belhotel**





## HEAD OFFICE, CORPORATE & GROUP OFFICES

### CORPORATE HEAD OFFICE HONG KONG

Unit 904, 9/F Capital Centre,  
151 - 159 Gloucester Road,  
Wanchai, Hong Kong  
Tel: (852) 2836 5555  
E-mail: sbihk@swiss-belhotel.com

### CORPORATE OFFICE NEW ZEALAND

Swiss-Belhotel International  
  
14 Combes Road, Remuera,  
Auckland 1050, New Zealand  
Tel: (64) 9 5246 380  
E-mail: sbinz@swiss-belhotel.com

### GROUP OFFICE BALI, INDONESIA

Swiss-Belhotel International  
Zest Hotels International  
  
Group IT, E-commerce & Distribution,  
Marketing & Revenue Management  
  
Jl. Dewi Sri Nomor 70A, Kuta, Badung,  
Bali 80361, Indonesia  
Tel: (+62-361) 6200 581  
WA: +62 815 8524 0695  
E-mail: sbiid@swiss-belhotel.com

### GROUP AND REGIONAL OFFICE JAKARTA, INDONESIA

Group Marketing & Communication  
Group CRM & Loyalty  
  
The Blugreen Boutique Office, Tower C-D,  
2nd Floor  
Jl. Lingkar Luar Barat Kav. 88  
Puri Kembangan, Kembangan Utara  
Jakarta Barat 11610, Indonesia  
Tel: (62 21) 2952 7277 | E-mail: sbiid@  
swiss-belhotel.com

### GROUP OFFICE DUBAI, U.A.E.

Group Global Sales,  
Group Marketing and Communications  
Group Human Resources and Talent Development  
  
Swiss-Belhotel International  
30<sup>th</sup> floor Burlington Tower, Business Bay  
P.O. Box 181723, Dubai, United Arab Emirates  
Tel: +971 (0) 4 403 6750  
E-mail: sbiemea@swiss-belhotel.com

## SALES, MARKETING, OPERATIONS AND DEVELOPMENT OFFICES

### CHINA (SHANGHAI)

Swiss-Belhotel International  
Room 503, 5/F, No.1 Building, CPMIC, No.778 Jinji Road,  
Pudong New Area, Shanghai 201206, China  
Tel: (86 21) 3382 9398  
E-mail: sbichina@swiss-belhotel.com

### CHINA (BEIJING)

Swiss-Belhotel International  
E-mail: sbichina@swiss-belhotel.com

### CENTRAL ASIA (THAILAND)

Swiss-Belhotel International  
E-mail: sbith@swiss-belhotel.com

### CENTRAL ASIA (MALAYSIA)

Swiss-Belhotel International Central Asia Sdn Bhd.  
Office 725 L-07-01, Level 7, Block L, Solaris Mont Kiara, No. 2,  
Jalan Solaris Mont Kiara 50480 Kuala Lumpur, Malaysia  
E-mail: sbimy@swiss-belhotel.com

### CENTRAL ASIA (VIETNAM)

Swiss-Belhotel International  
Room 1105, 11<sup>th</sup> Floor, East Tower, Lotte Center,  
54 Lieu Giai' Street, Ba Dinh District, Hanoi, Vietnam  
Tel: (84-24) 3 7345177  
E-mail: sbivn@swiss-belhotel.com

### INDONESIA (JAKARTA)

Swiss-Belhotel International  
The Blugreen Boutique Office, Tower C-D, 2nd Floor  
Jl. Lingkar Luar Barat Kav. 88  
Puri Kembangan, Kembangan Utara  
Jakarta Barat 11610, Indonesia  
Tel: (62 21) 2952 7277  
E-mail: sbiid@swiss-belhotel.com

### INDONESIA (SURABAYA SALES OFFICE)

Swiss-Belhotel International  
Ciputra World Surabaya  
Jl. Mayjend Sungkono No. 87-89, Surabaya - Indonesia  
Tel: (62-31) 512 01 000

### INDONESIA (BALI SALES OFFICE)

Swiss-Belhotel International  
Bali Regional Sales Office  
Jl. Dewi Sri Nomor 70A, Kuta, Badung, Bali 80361, Indonesia  
Tel: (+62-361) 6200 581 | WA: +62 815 8524 0695  
E-mail: rso-bali@swiss-belhotel.com

### PHILIPPINES

Swiss-Belhotel International  
609 Tomas Mapua Street, Cor. Ongpin, Sta. Cruz  
Manila 1003, Philippines  
Tel: (63-2) 8 777 2258  
E-mail: lizettebrosas@swiss-belhotel.com

### AUSTRALIA (SYDNEY)

Swiss-Belhotel International  
c/o The York by Swiss-Belhotel  
5 York Street, NSW 2000, Sydney, Australia  
Tel: (61 2) 9210 5000  
E-mail: sbiau@swiss-belhotel.com

### AUSTRALIA (BRISBANE)

Swiss-Belhotel International  
826 Main Street, Woolloongabba, QLD 4102, Australia  
E-mail: sbiau@swiss-belhotel.com

### NEW ZEALAND

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