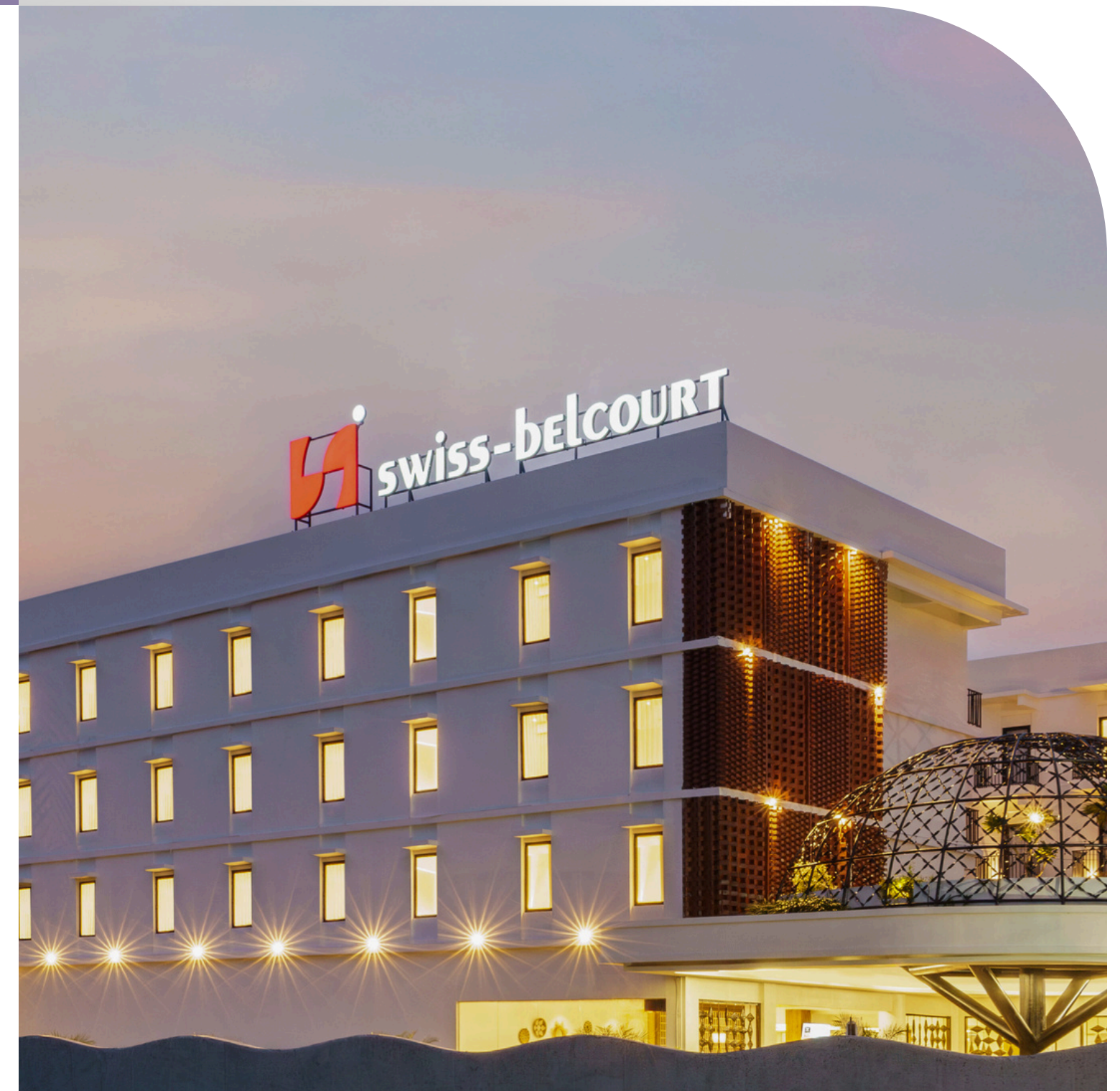




# Brand Presentation



ECONOMY/BUDGET HOTEL  
3 star Classification







# Essential convenient living

## Star Rating

2-3 Star Classification

## Brand Segmentation

Economy/Budget

## Brand Inspirations

### Minimalist travelers

- Practical living seekers
- Extended stayers
- Independent lodgers



# Brand Logo for *Hotels*

The Swiss-Belcourt 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

Economy/Budget



### Star Rating

2 and 3 star



Swiss-Belcourt Lombok, Indonesia

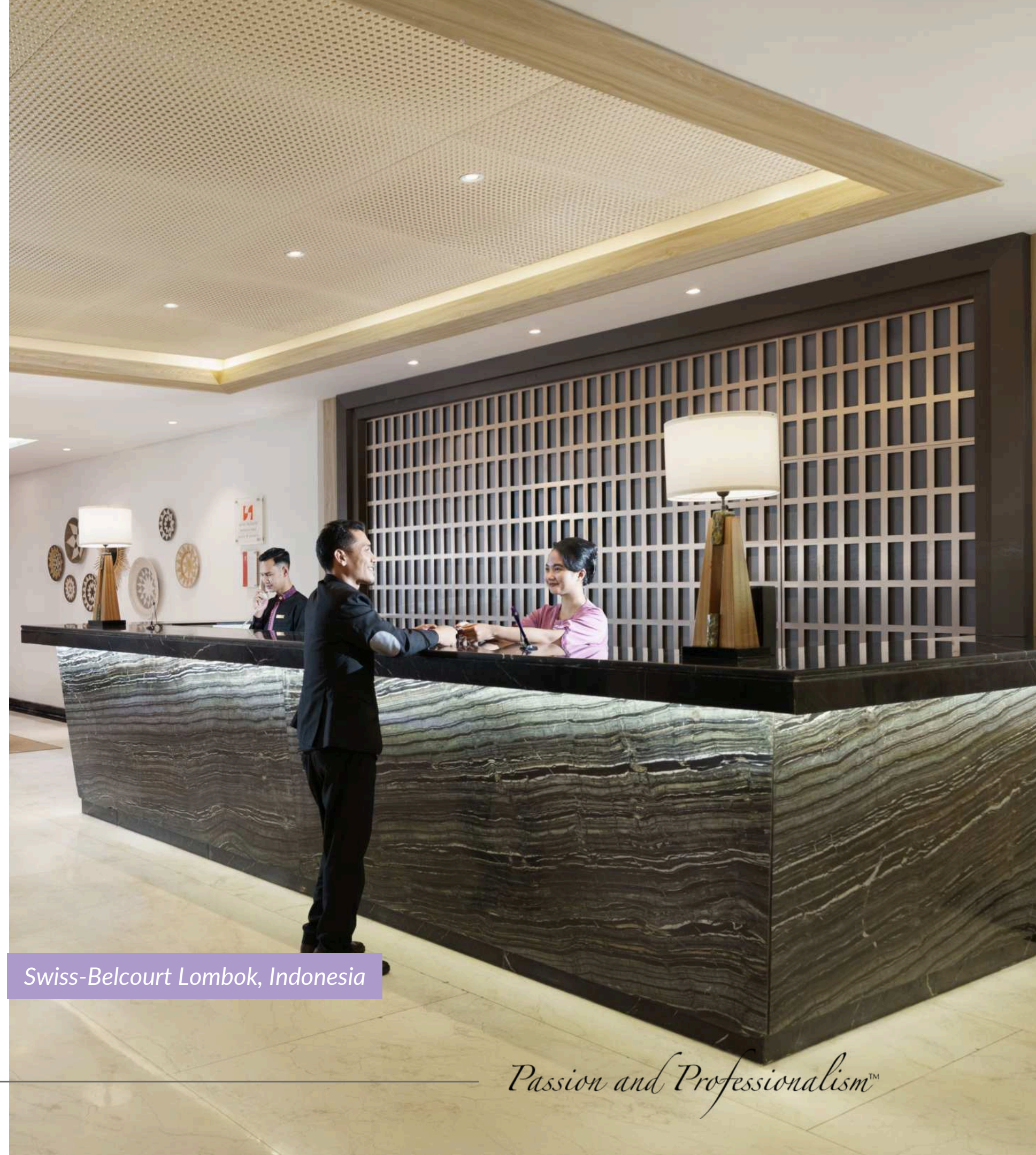
# Brand *Positioning*

Swiss-Belcourt is the two and three star budget apartment residential property which clearly does not fit into Swiss-Belresidences.



# Brand *Mission Statement*

To provide a good clean comfortable  
place to stay or live





# Brand *Focus*

- ✦ Targeting budget conscious extended stay business and leisure traveler
- ✦ Representing the international standard for lower scale residences
- ✦ Offering functionality
- ✦ No food & beverage facilities
- ✦ Limited leisure facilities



Swiss-Belcourt Lombok, Indonesia

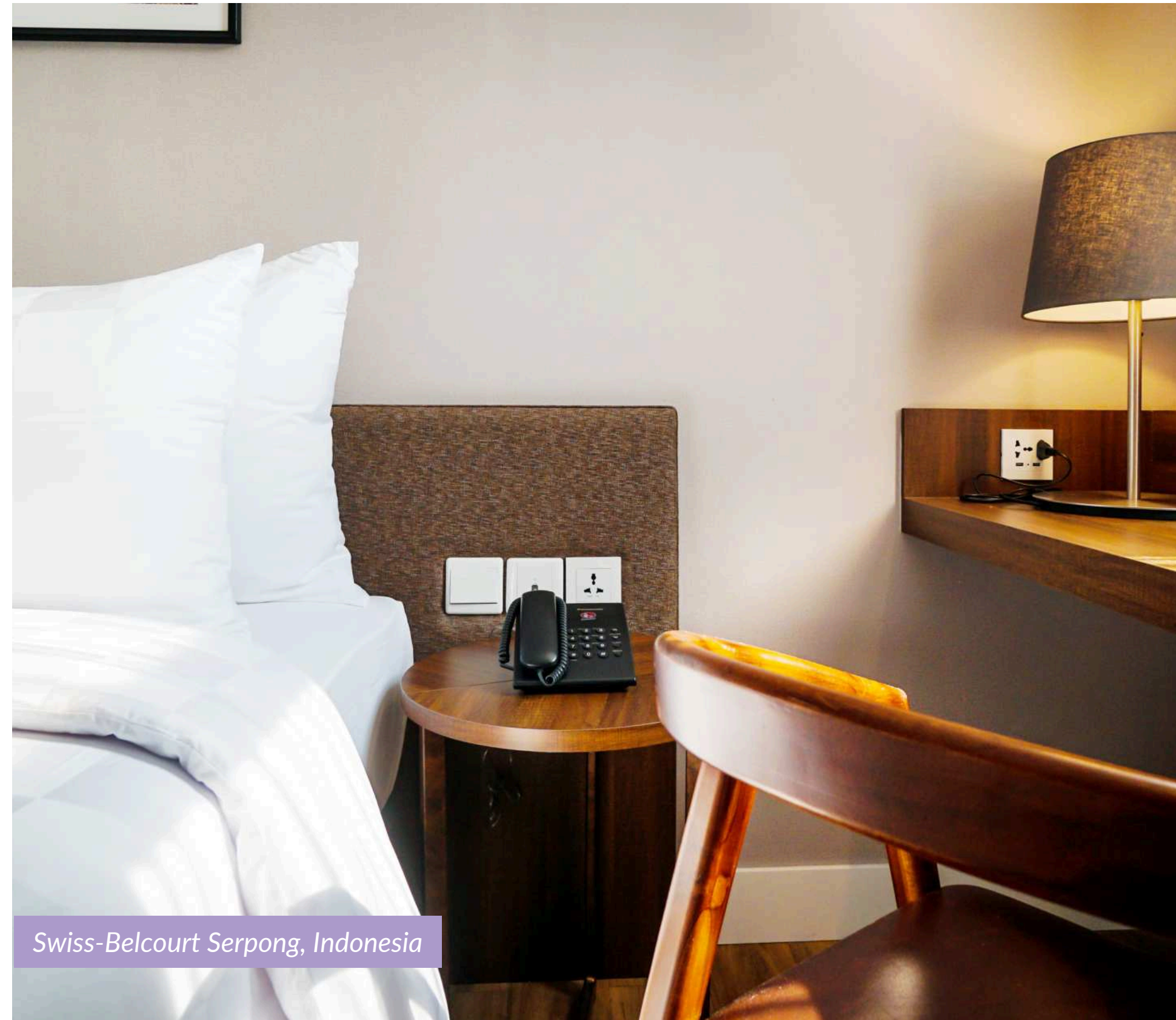


Swiss-Belcourt Serpong, Indonesia



# Brand Concept

- ✦ Managed on a fully serviced basis
- ✦ Limited bathroom facilities – shower only
- ✦ Secondary locations in the city
- ✦ No food & beverage facilities
- ✦ Limited recreational facilities
- ✦ Environmentally sensitive and residential  
ambiance



Swiss-Belcourt Serpong, Indonesia



# Branded *Food & Beverage Concept*



Swiss-Belcourt Serpong, Indonesia



Swiss-Belcourt Kupang, Indonesia



# Key Brand *Standards*



Swiss-Belcourt Lombok, Indonesia

- Functional in design, limited size public areas, Wi-Fi in all apartments, environmentally adapted.
- Functional lobby, welcoming arrival experience, check-in Check-out kiosk, lounge seating area with sofas, chairs and low tables, lobby minimart, easy accessible and key-card operated “guest-only” elevators.



Swiss-Belcourt Lombok, Indonesia

Residence size range from

- Studio - 40-45 m2
- 1-bedrom – 60-85 m2
- 2-bedroom – 100- 120 m2
- 3-bedroom – 120- 150 m2

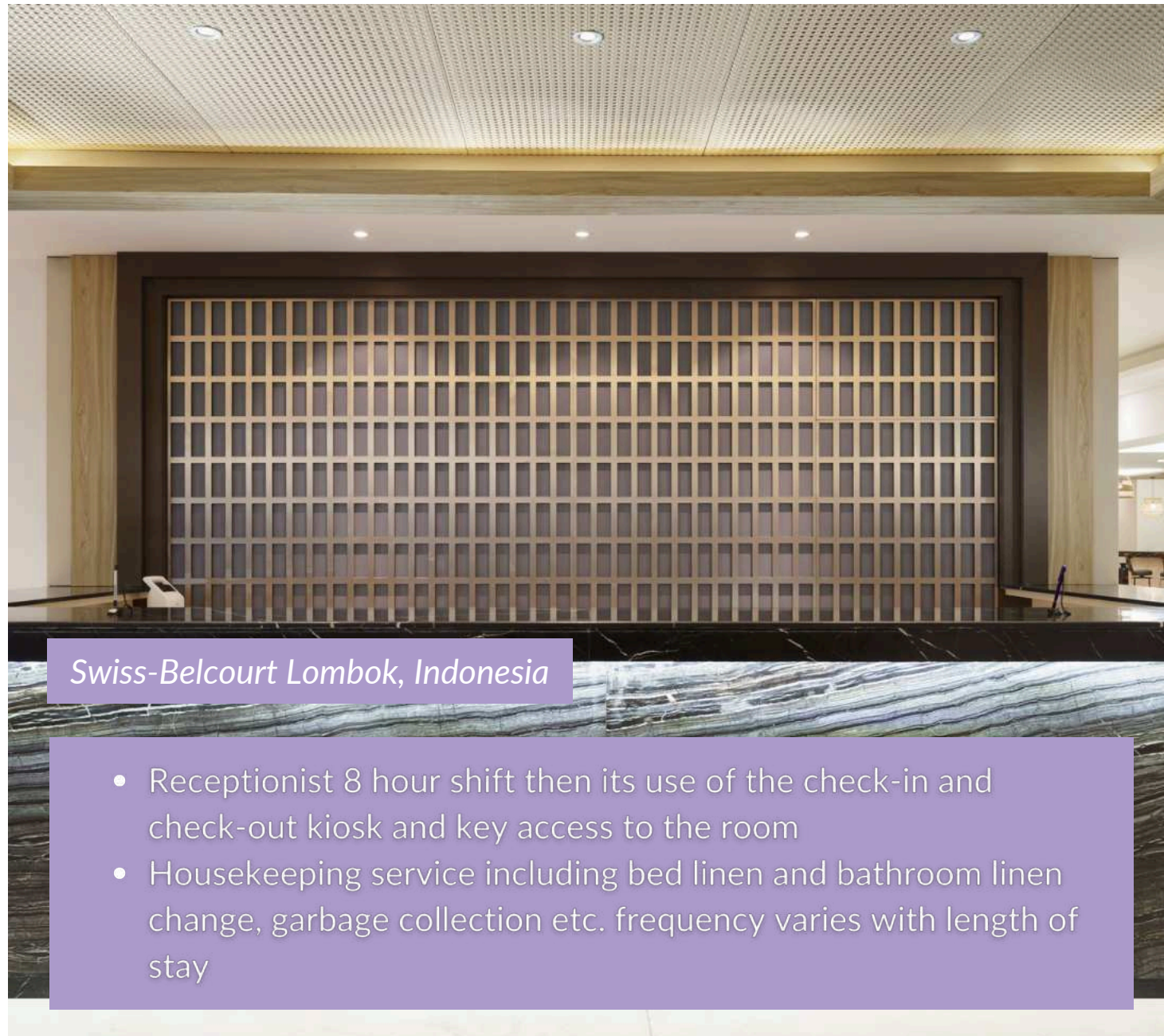


Swiss-Belcourt Lombok, Indonesia

Mini-mart and leisure facilities, including Fitness Centre and Swimming Pool, are available.

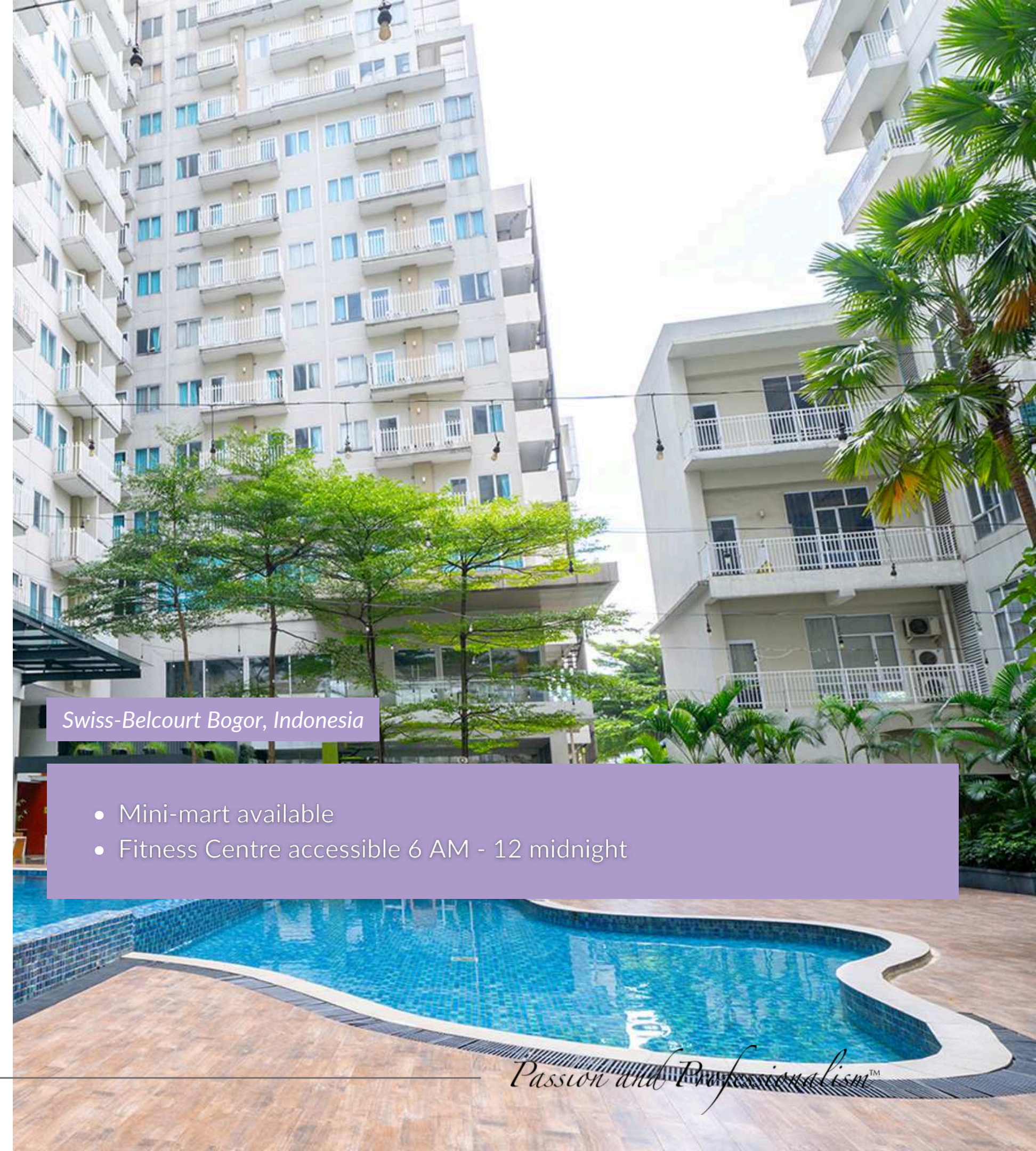


# Key Brand Standards



Swiss-Belcourt Lombok, Indonesia

- Receptionist 8 hour shift then its use of the check-in and check-out kiosk and key access to the room
- Housekeeping service including bed linen and bathroom linen change, garbage collection etc. frequency varies with length of stay

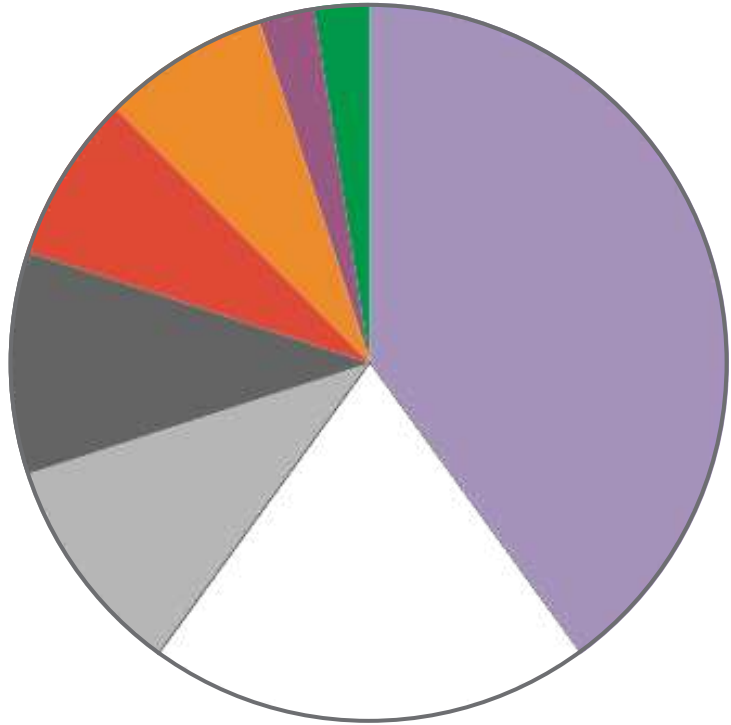
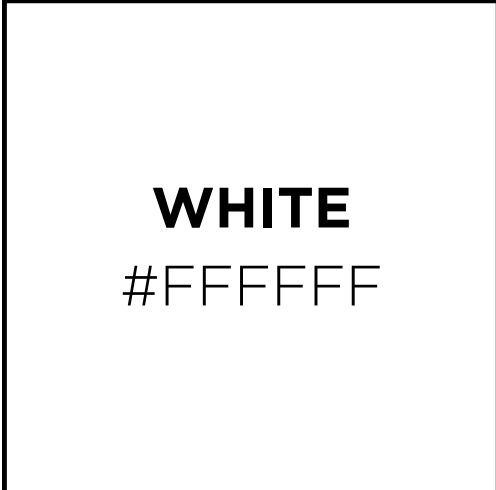


Swiss-Belcourt Bogor, Indonesia

- Mini-mart available
- Fitness Centre accessible 6 AM - 12 midnight

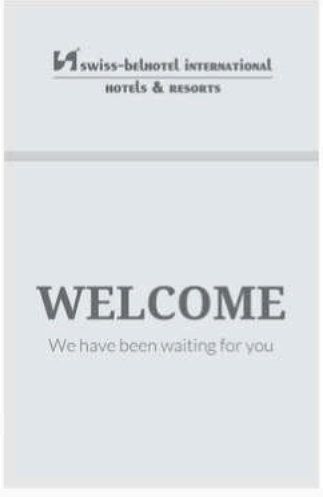
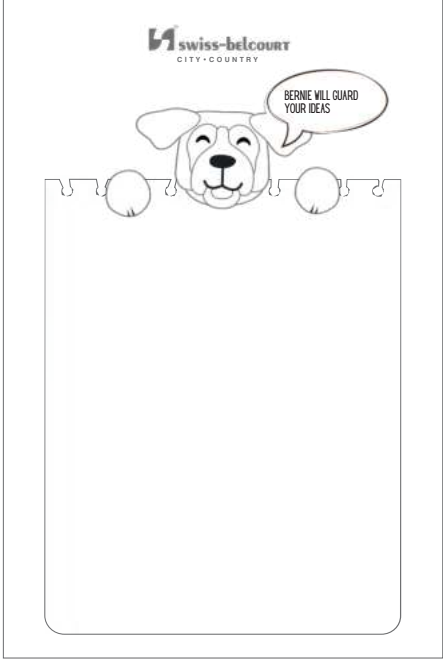


# Brand Colour Palette





# Brand Specific Collateral





A photograph of a modern, multi-story hotel building with a central courtyard. The building features white walls, black-framed windows, and balconies with black metal railings. Some balconies have decorative red brickwork. In the foreground, there is a swimming pool with blue mosaic tiles. Several white lounge chairs with blue towels are arranged along the poolside. Two tall palm trees are planted in the courtyard. The sky is clear and blue.

# THE HOTEL COLLECTION



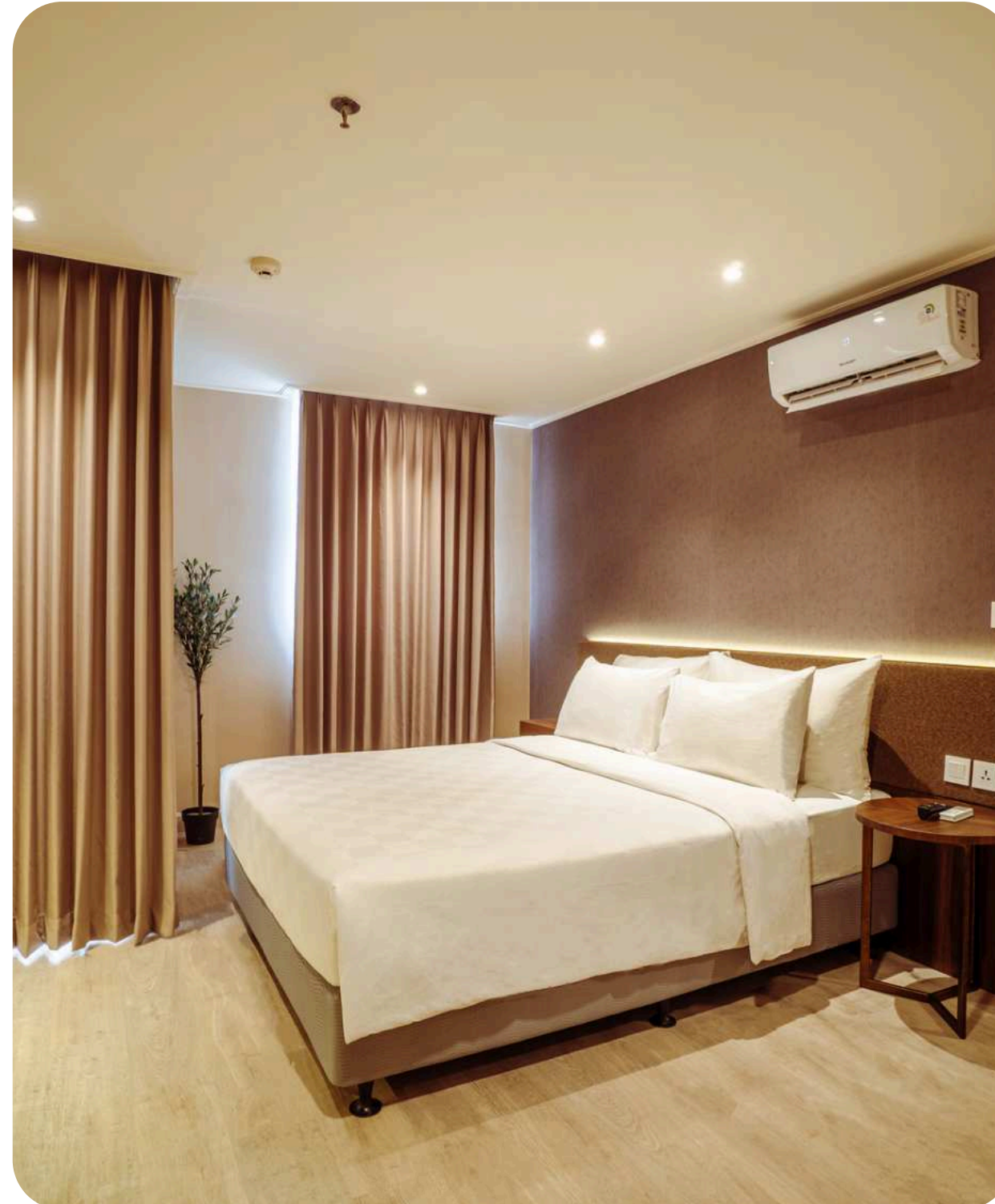
## OPERATING PROPERTY



Opened 2024



Corporate clients, Conference attendees, Family, Staycationers



## INDONESIA



- 86 guestrooms
- Swiss-Bistro™
- Meeting rooms
- 24-hour in-room dining
- Outdoor swimming pool and sundeck
- Paid shuttle service to the airport
- Spa
- Gym
- Laundry and Dry Cleaning
- Parking
- Complimentary Wi-Fi throughout the hotel



*Passion and Professionalism™*



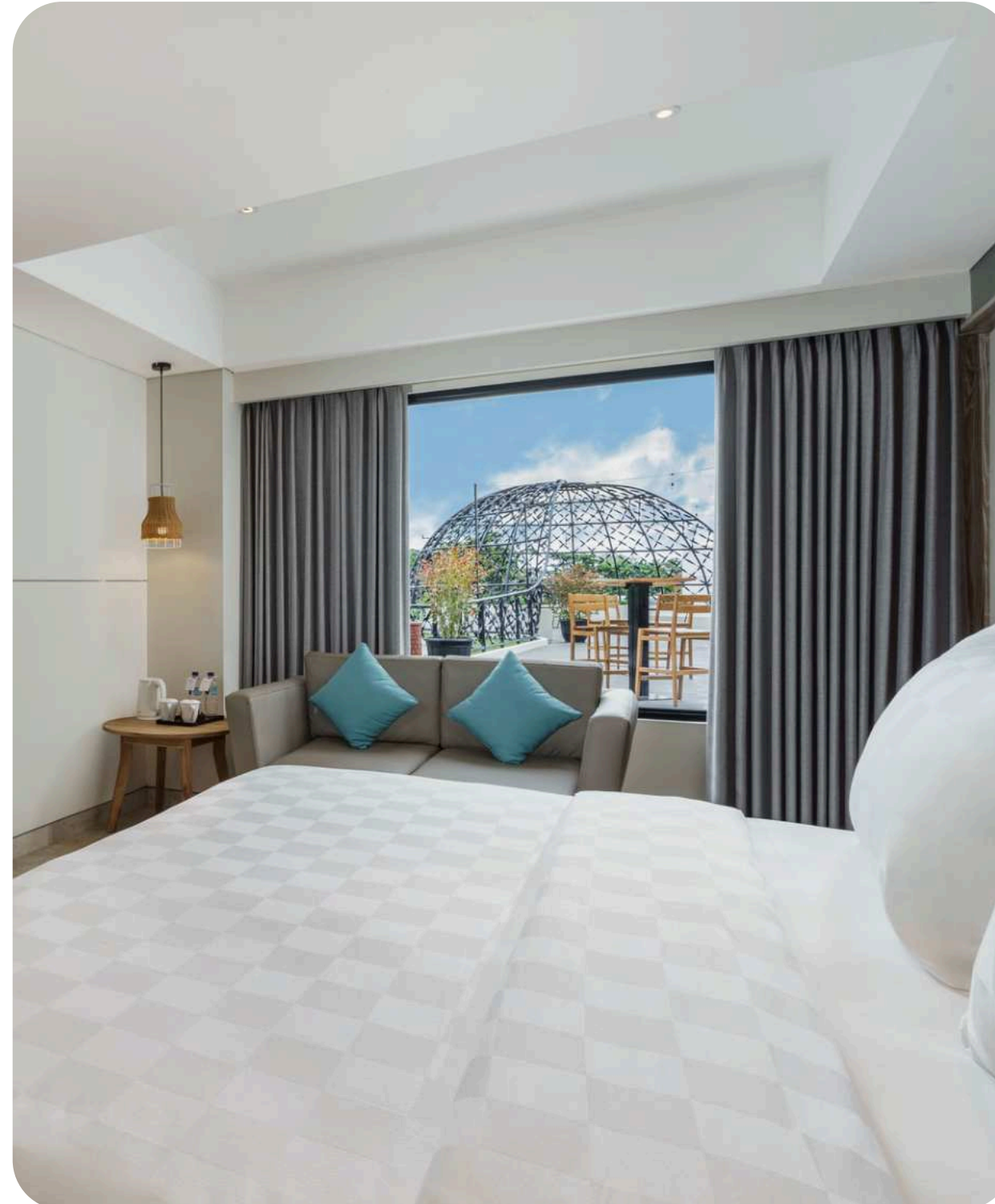
## OPERATING PROPERTY



Opened 2023



Nature enthusiast, adventure seekers, Relaxation Seekers,



## INDONESIA



- 136 rooms
- Swimming pool
- Free Wi-Fi
- Restaurant
- Spa
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning



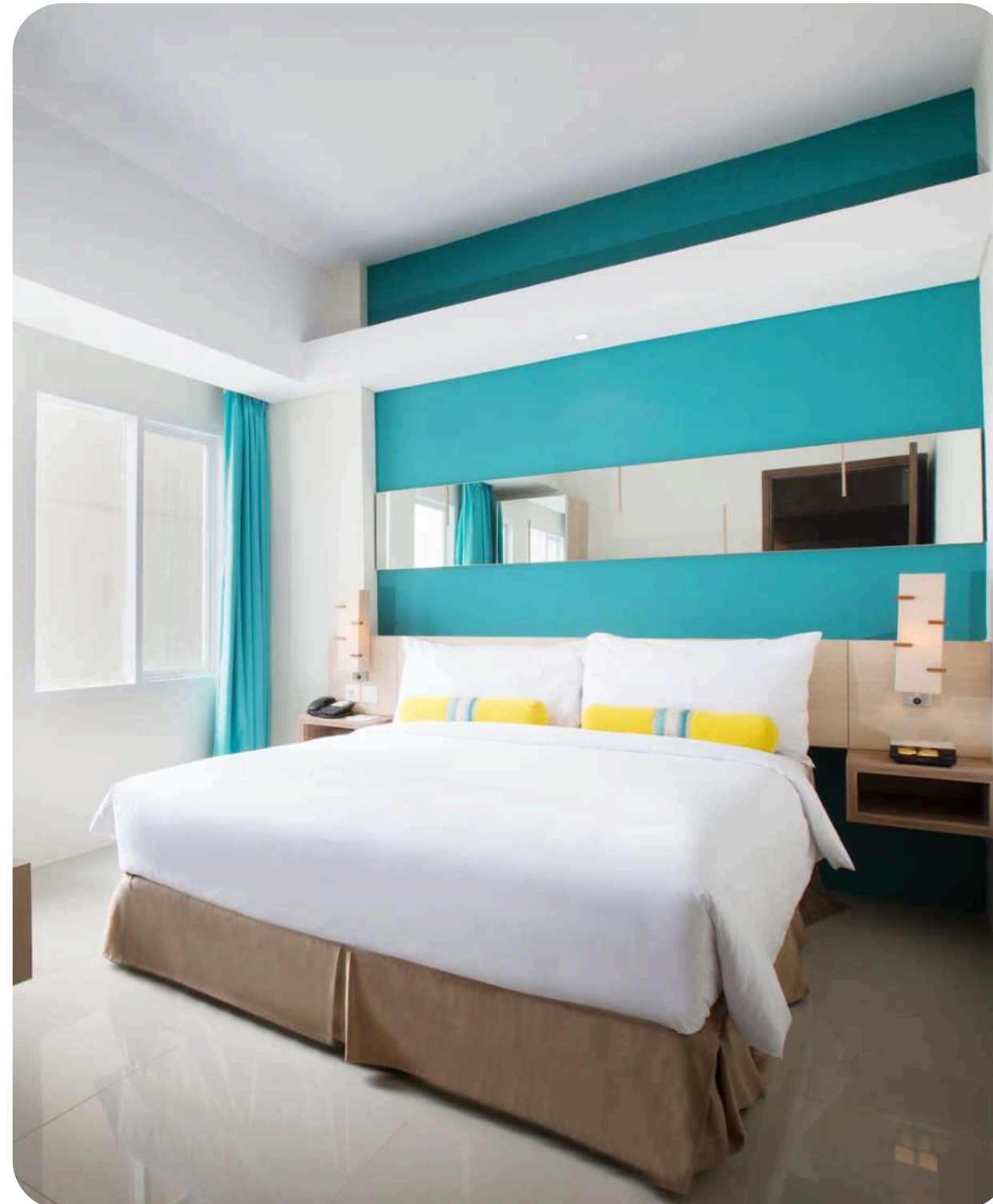
## OPERATING PROPERTY



Opened 2022



Business traveler, Domestic tourist, Event organizers



## INDONESIA

- 306 rooms
- Swiss-Bistro™ Restaurant with indoor and outdoor sitting
- Lobby Lounge and Bar
- A Ballroom and 10 meeting rooms
- Outdoor Swimming pool
- 24-hour in-room dining service
- In-room massage service
- Laundry and Dry Cleaning
- Parking Space available
- Wi-Fi throughout hotel areas
- Prayers for Guest are available, and a separate ablution area for male and female
- 24-hour security and CCTV surveillance system throughout public areas



# Property Image Gallery

Pictures of

1. Swiss-Belcourt Bogor, Indonesia
2. Swiss-Belcourt Lombok, West Nusa Tenggara, Indonesia
3. Swiss-Belcourt Serpong, Indonesia



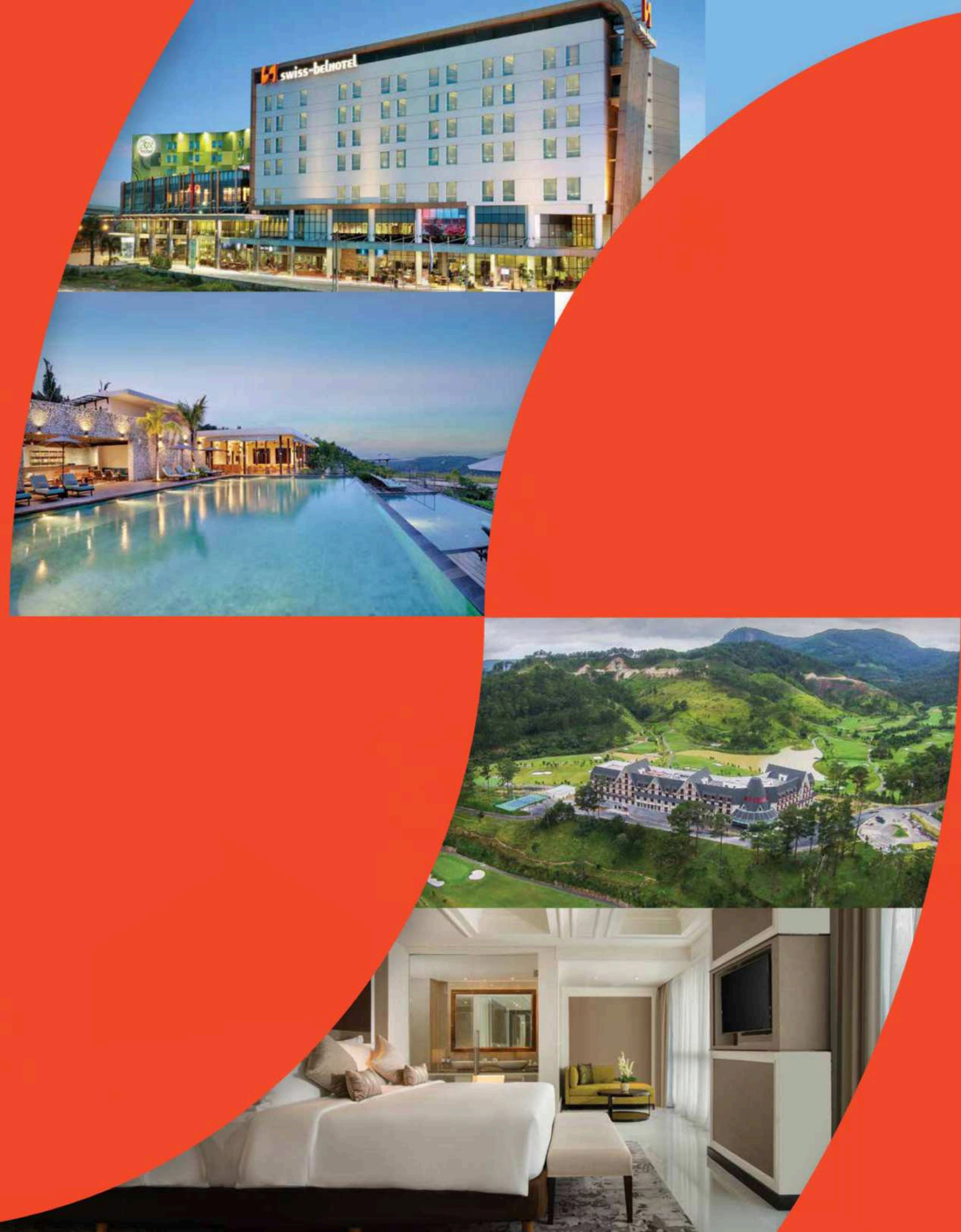




Pictures of  
 1. Swiss-Belcourt Kupang Indonesia  
 2. Swiss-Belcourt Lombok, Indonesia  
 3. Swiss-Belcourt Serpong, Indonesia



# SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP





# SWISS-BELHOTEL INTERNATIONAL

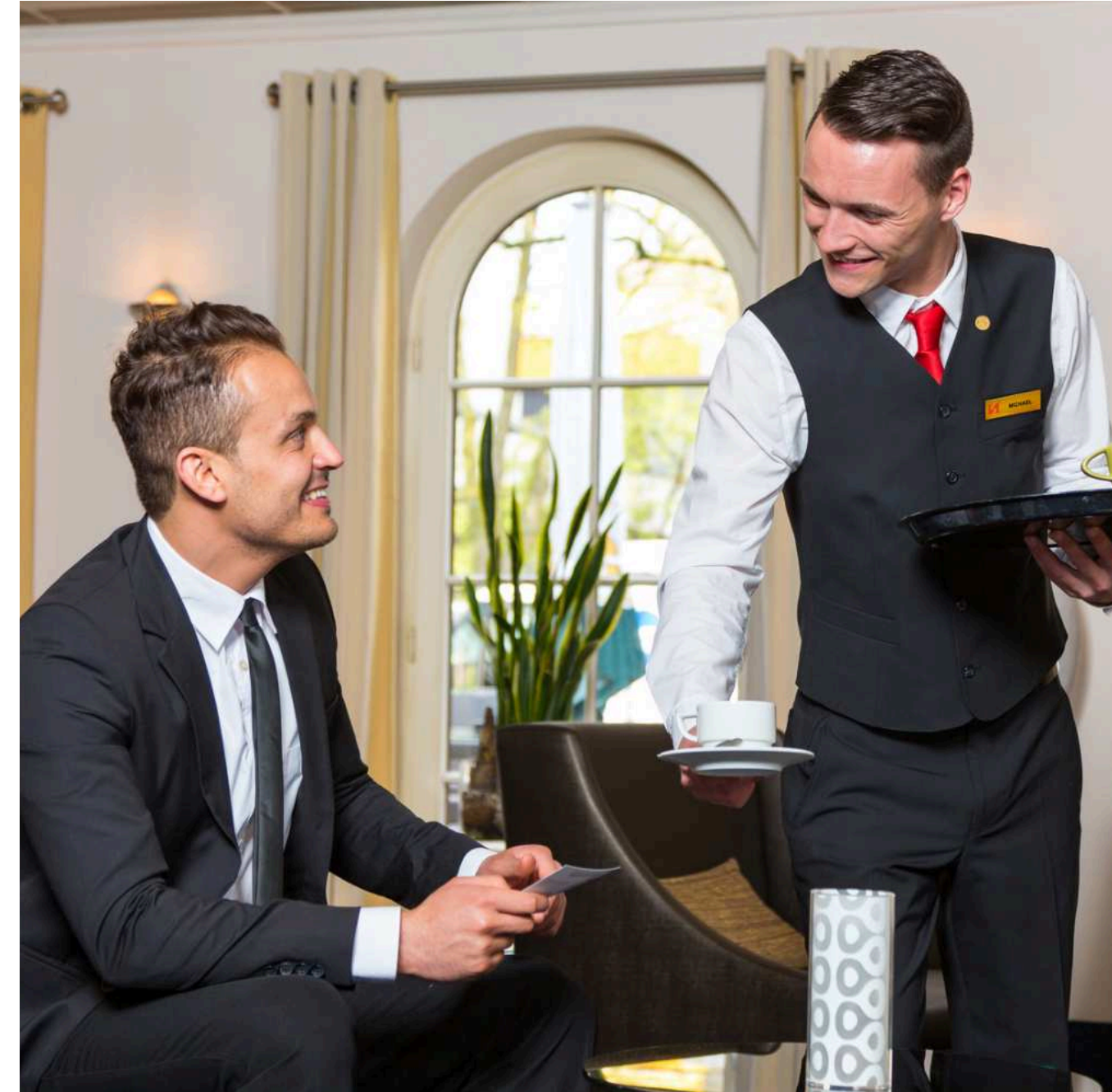
## A Global Group

---

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

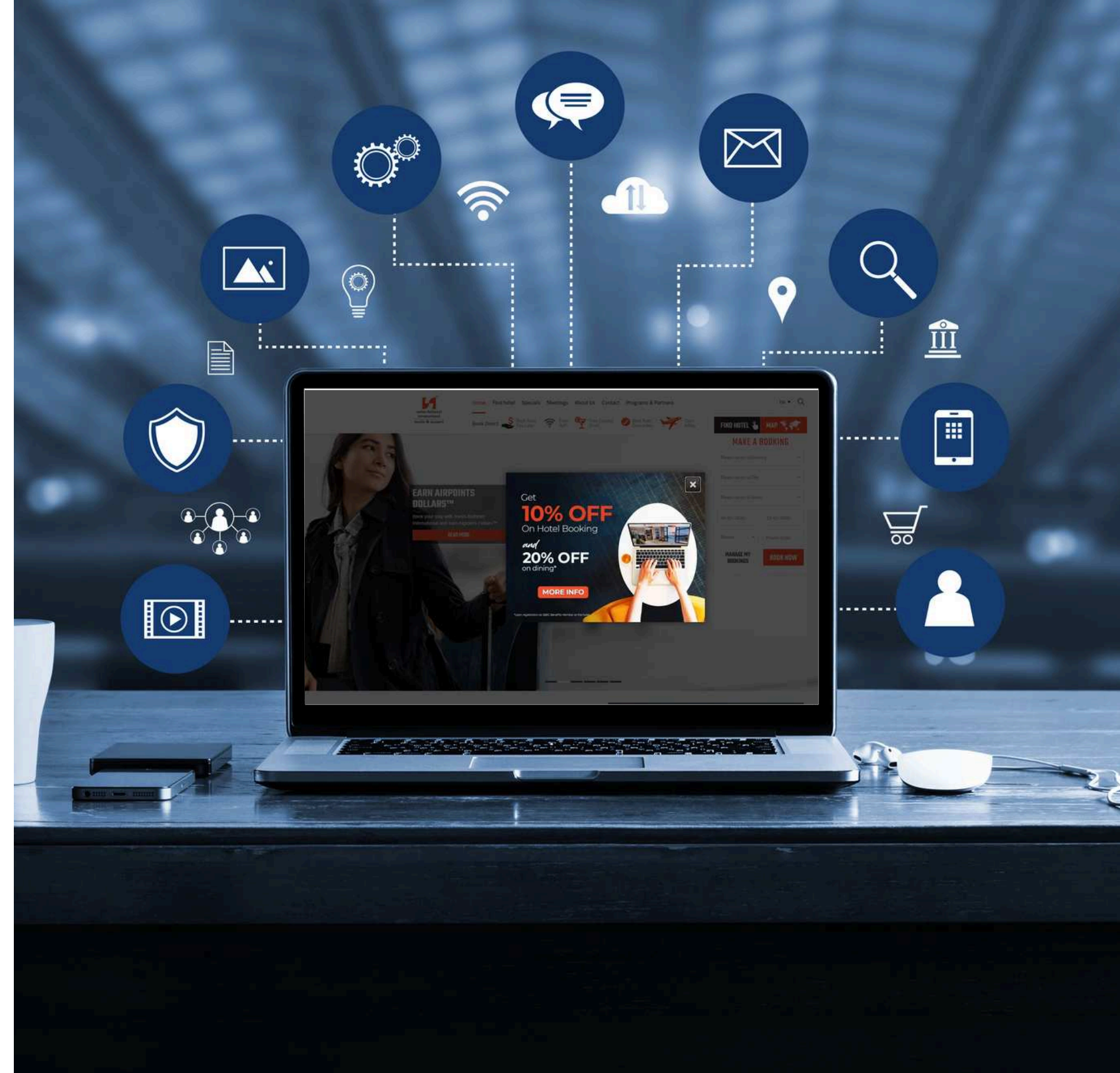


**Zest**  
Star rating:  
3 and 2 star



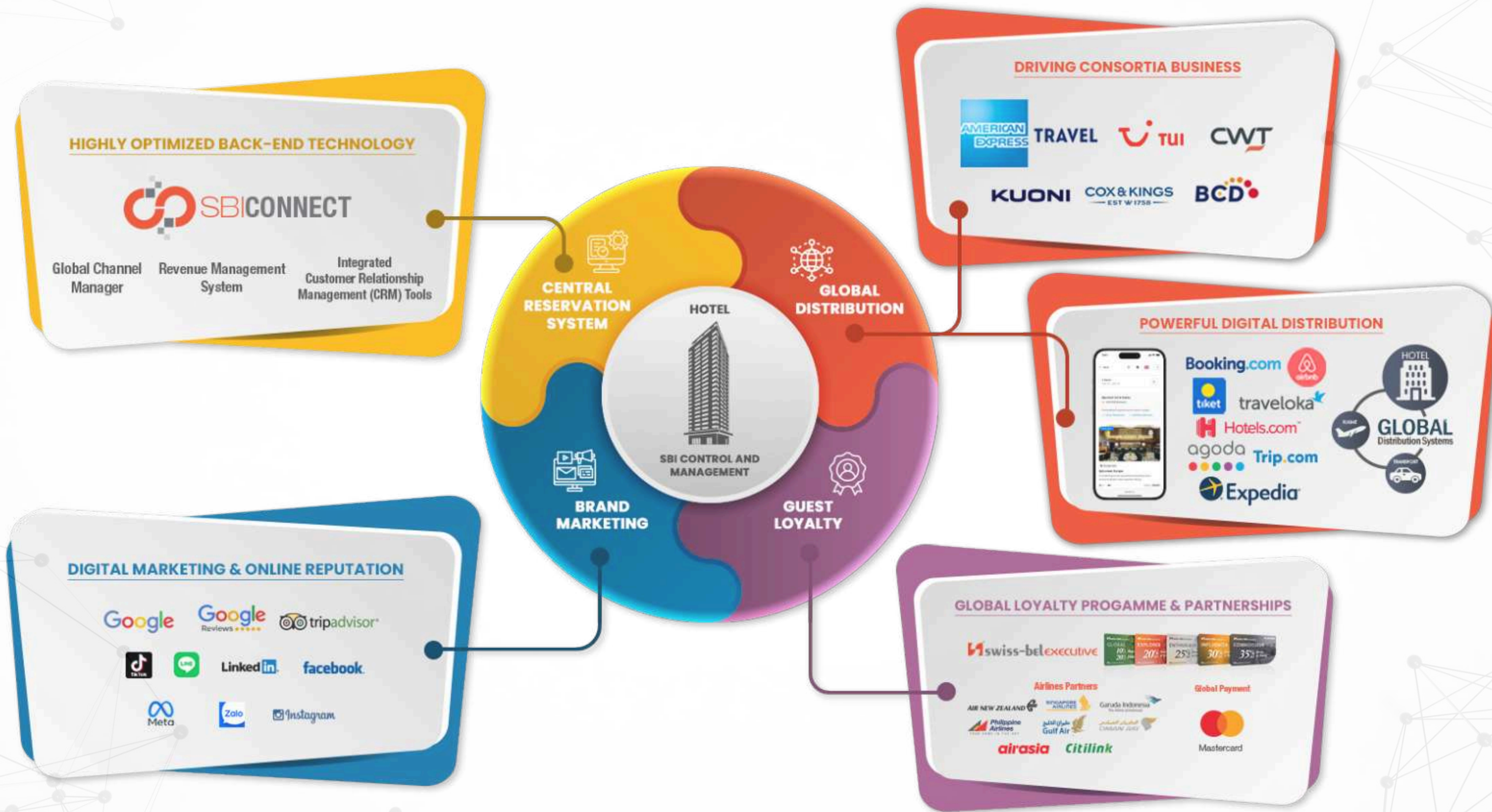


# SALES & MARKETING EXPERTISE





# 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

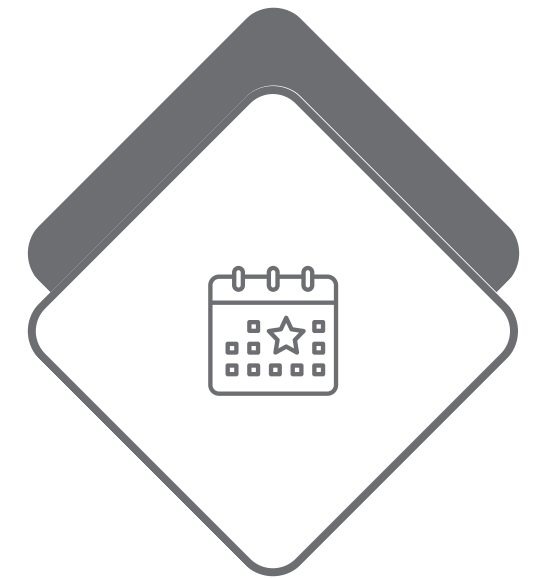
05



## Content Marketing

Keywords Audit  
Blog  
Events Update  
Content Update

06



## Marketing Events

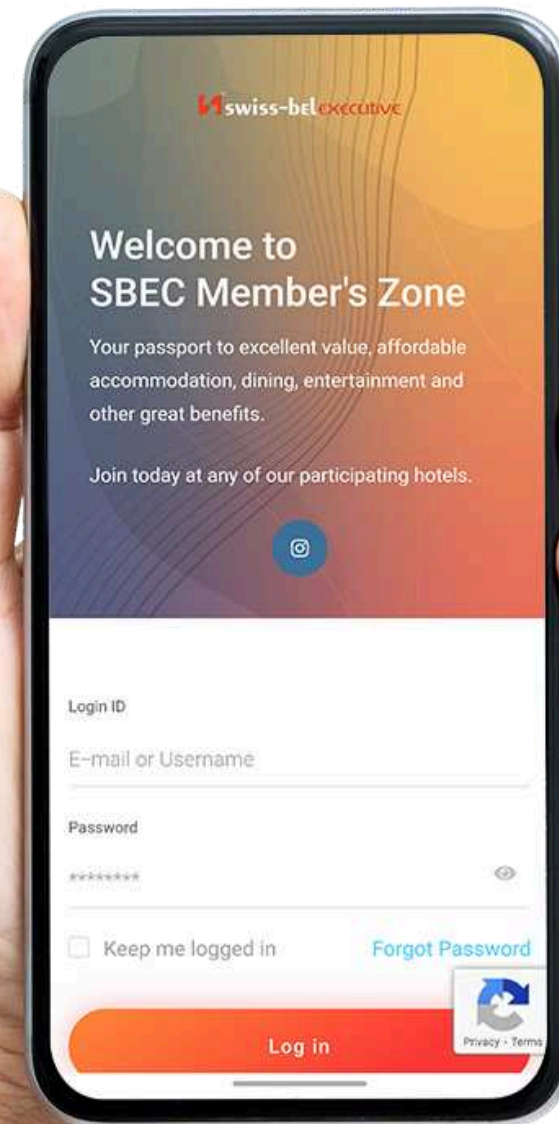
Influencers Gathering  
Corporate Gathering  
Travel Agent Gathering



# OUR GLOBAL LOYALTY PROGRAMME

**swiss-bel**EXECUTIVE

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



Owner's Card



# OUR GLOBAL LOYALTY PARTNER

You earn with our partners

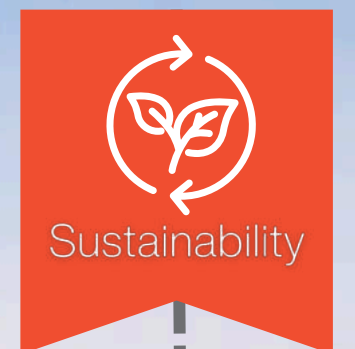
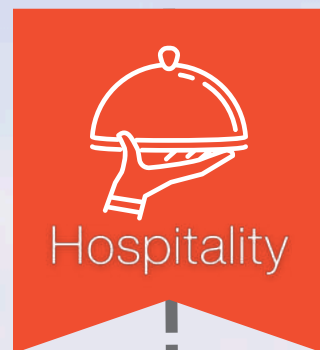
## Partner Loyalty Programme



## Airlines Loyalty Programme











## TRADITIONAL

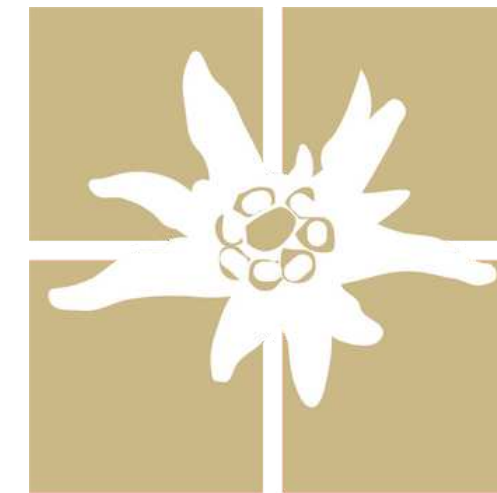
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

### Swiss-Care, In-Room Guest Amenities Range

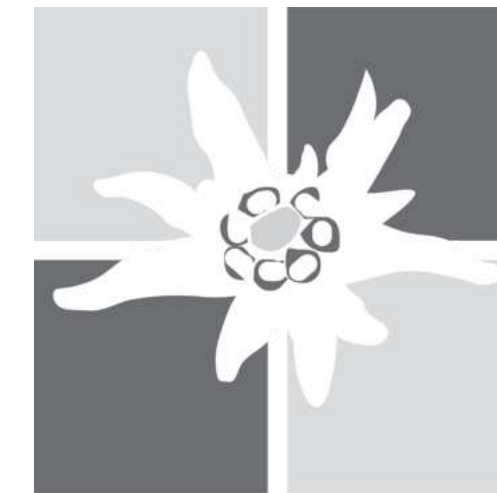
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

### 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

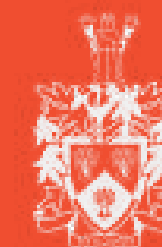
**9000+**

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](http://swiss-belhotel.com)