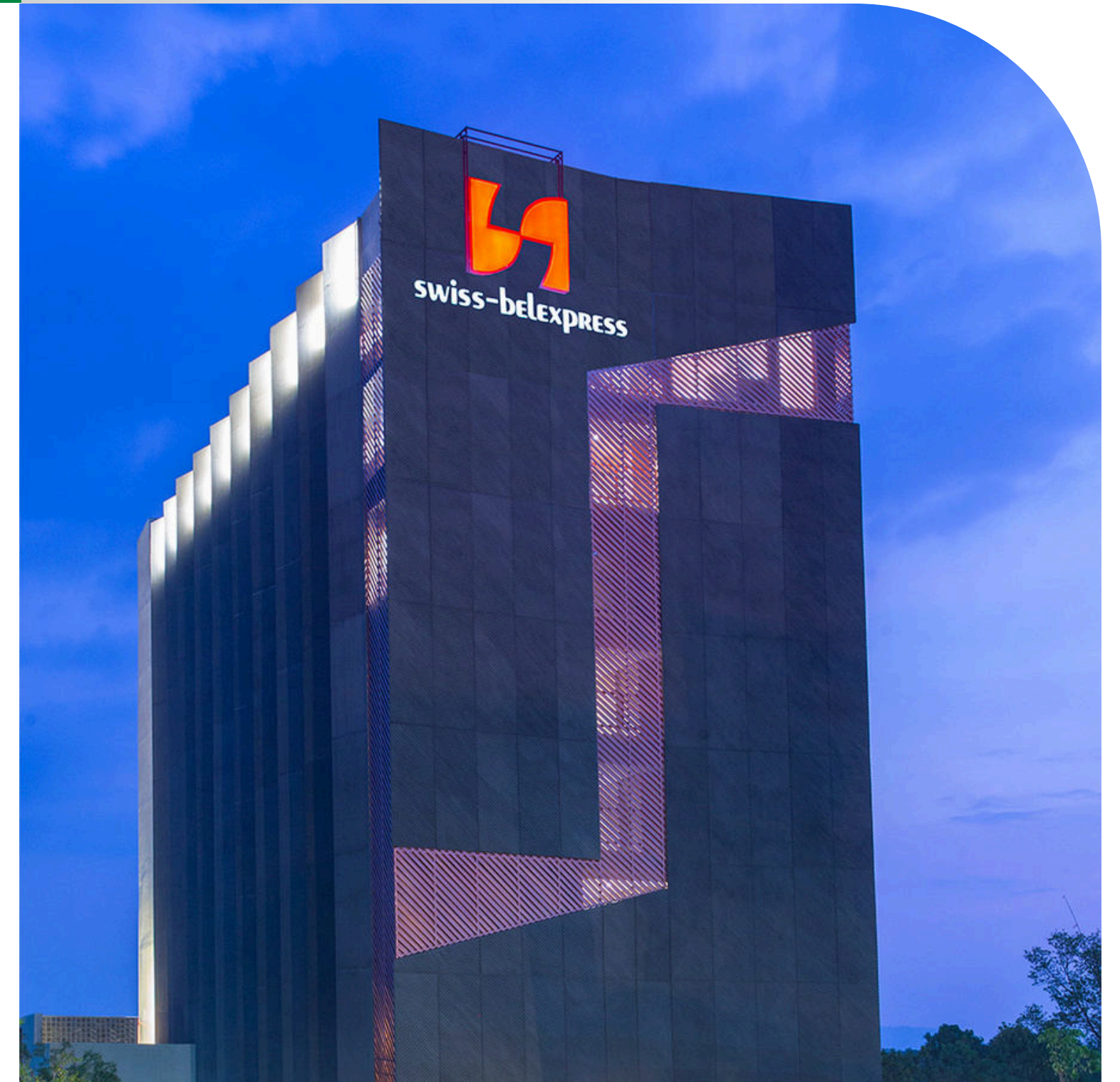


 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand *Presentation*

 **swiss-beEXPRESS**

ECONOMY/BUDGET HOTEL
2 star Classification





Practical and affordable living

Star Rating

2 star Classification

Brand Segmentation

Economy/Budget

Brand Inspirations

Budget conscious travellers

- Cleanliness conscious
- Transient
- Travel hoppers

Brand Logo for *Hotels*

The Swiss-Belexpress 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 star



Brand *Positioning*

Swiss-Belexpress offers competitive rates for business and leisure travellers. All hotels have limited service and feature complimentary breakfast and comfortable room.

Brand *Mission Statement*

- International quality 2-star hotel in a convenient location
- To provide essential facilities for business and leisure travellers
- To position the hotel as an excellent choice for business and leisure travellers
- To be recognised as providing homely guestrooms with good bathroom facilities
- Provide international standard services



Brand *Focus*

- Delivering its brand promise
- Focused on providing excellent value to business and leisure travellers
- Warm and friendly ambiance
- Essential services targeting both business and leisure travellers
- Functionality with prime level of comfort
- Personalised and efficient service
- Providing the high-quality standards expected of an international 2-star hotel
- Offering comfort and convenience
- Consistent, efficient and friendly
- All in one lounge, restaurant and bar



Swiss-Belexpress Kuta, Bali, Indonesia



Brand Concept

- A modern and minimalist, no frills hotel in a convenient location
- An excellent choice for business and leisure travellers
- Homely guestrooms with good bathroom facilities
- Provide international standard services
- Environmentally sensitive



Swiss-Belexpress Yogyakarta, Indonesia

Branded *Food & Beverage Concept*



Swiss-Belexpress Kuta, Bali, Indonesia



Swiss-Belexpress Yogyakarta, Indonesia

Key Brand Standards



Swiss-Belexpress Kuta, Bali, Indonesia

- Modern, clean and functional guestrooms
- Warm and friendly
- CCTV surveillance system throughout public areas and back of the house
- Environmentally adapted
- Wi-Fi throughout all public areas and room (high speed internet access)
- All in one lounge, restaurant and bar with excellent menu
- Bed and Breakfast concept
- Café serving Breakfast only



Swiss-Belexpress Cilegon, Banten, Indonesia

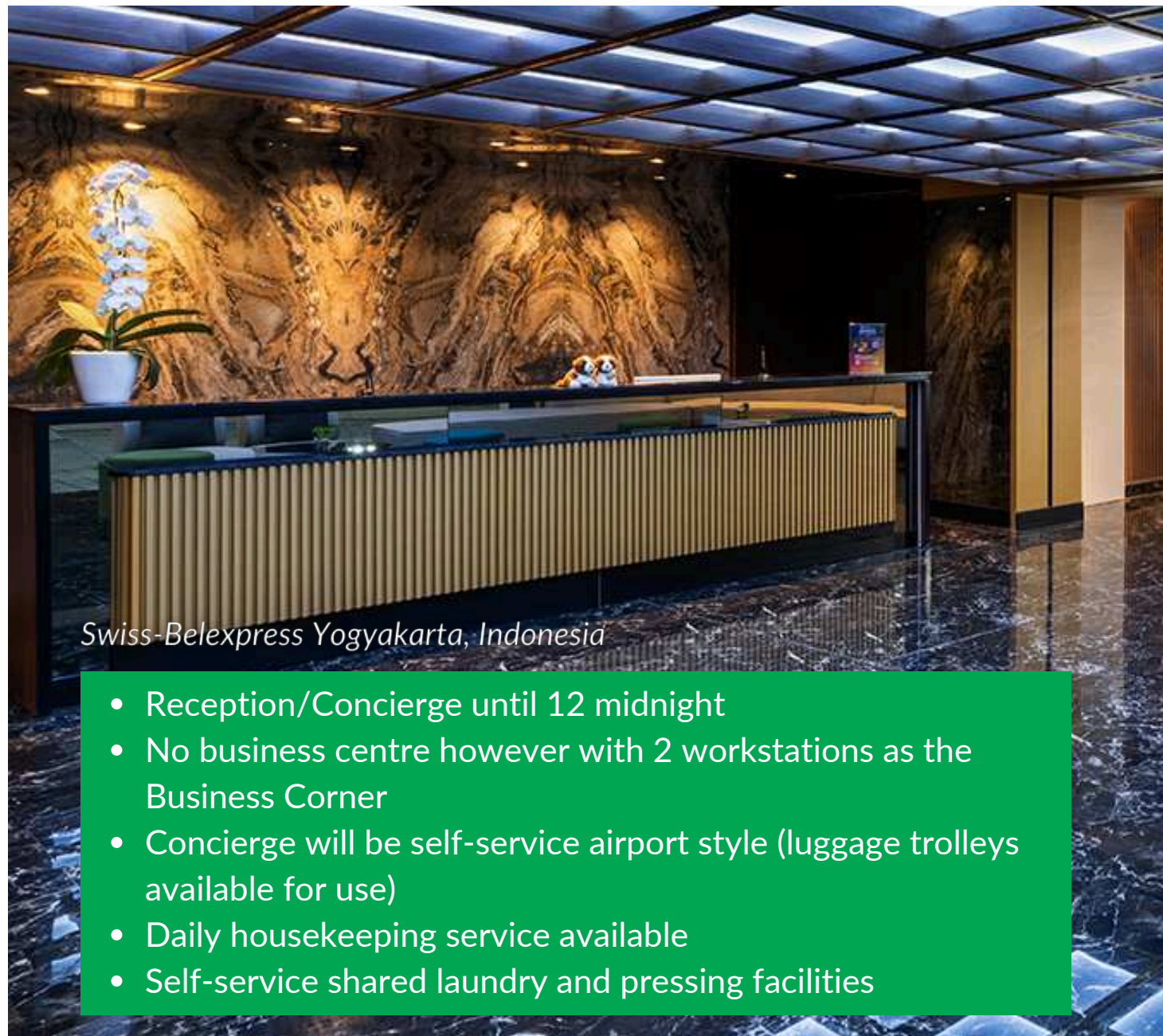
- Simple and functional
- Self service storage lockers
- Business corner (1-2 standing stations)
- Limited seating area
- Vending machine with hot and cold snacks and other amenities



Swiss-Belexpress Yogyakarta, Indonesia

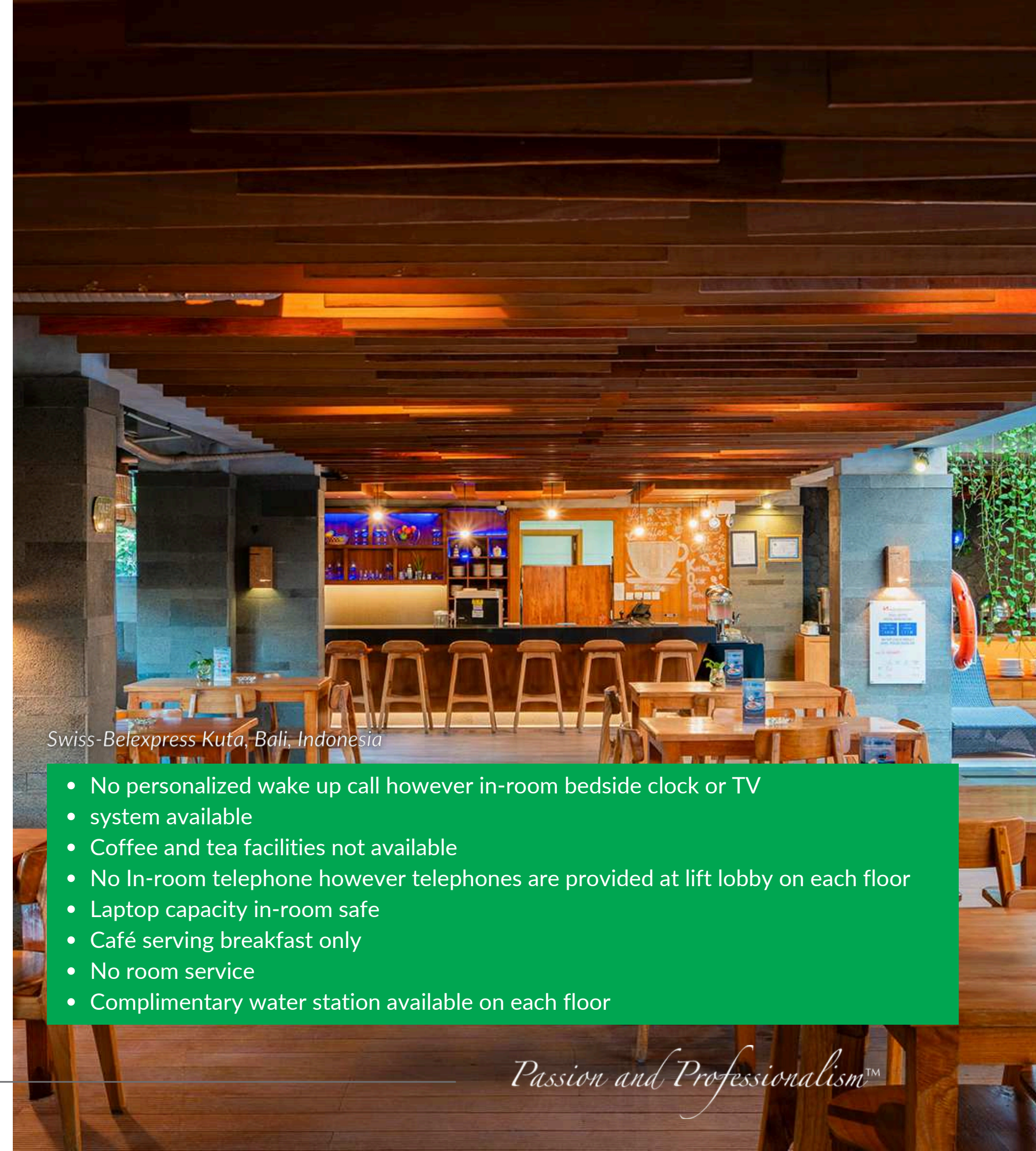
- Guestroom maximum size 15-17m
- Guestrooms are with Hollywood twin so can be converted to a single bed or twin depending on the guest requirement
- Cheap, comfortable, and convenient place to rest and sleep
- Modern, minimalist style
- Efficient space usage
- 2 key areas; bedroom and bathroom
- Three-point bathroom: Shower, Vanity, Toilet
- No mini bar
- Individually controlled air condition

Key Brand Standards



Swiss-Belexpress Yogyakarta, Indonesia

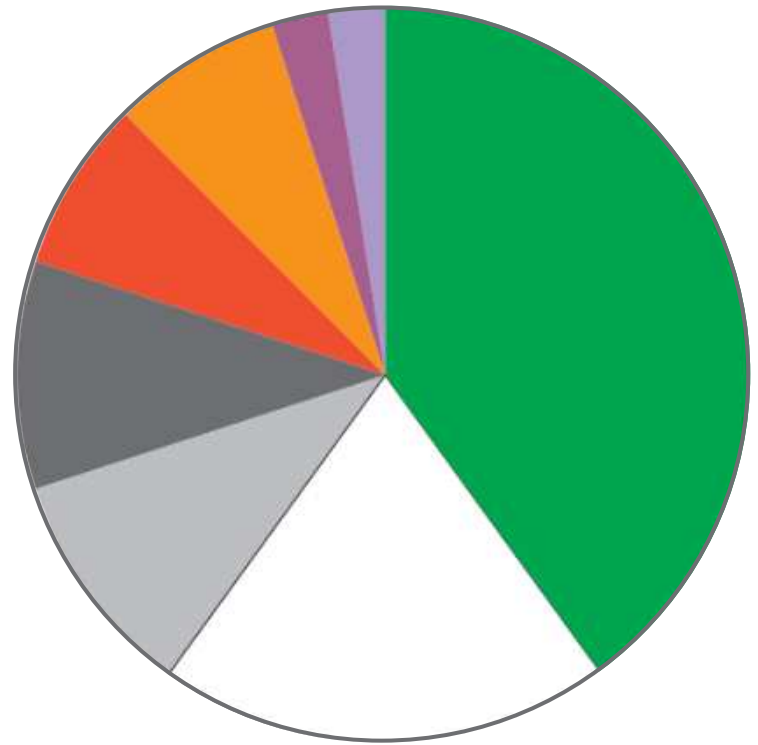
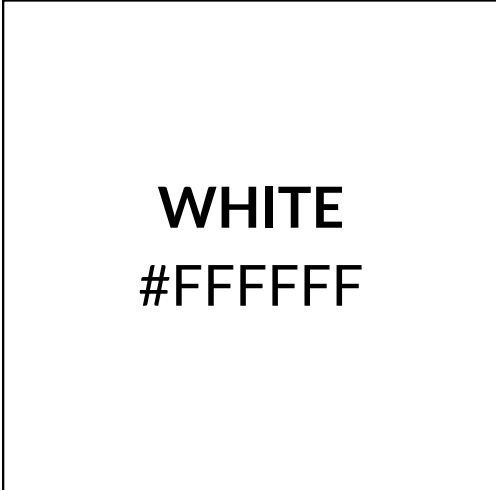
- Reception/Concierge until 12 midnight
- No business centre however with 2 workstations as the Business Corner
- Concierge will be self-service airport style (luggage trolleys available for use)
- Daily housekeeping service available
- Self-service shared laundry and pressing facilities



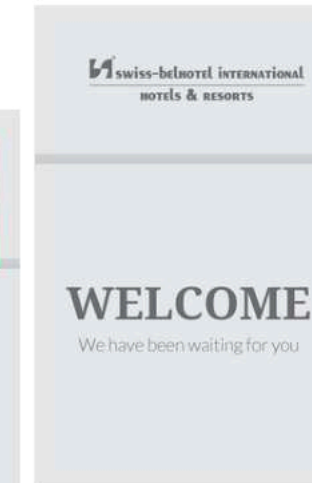
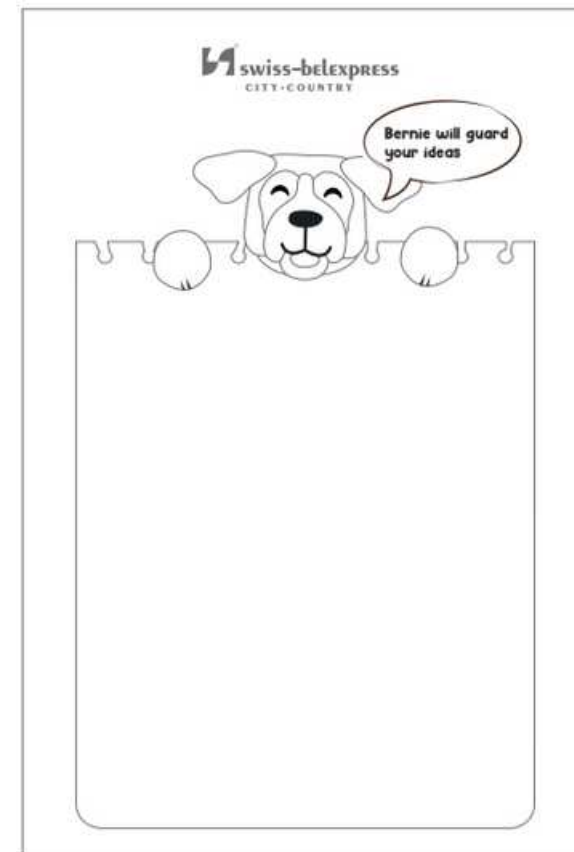
Swiss-Belexpress Kuta, Bali, Indonesia

- No personalized wake up call however in-room bedside clock or TV system available
- Coffee and tea facilities not available
- No In-room telephone however telephones are provided at lift lobby on each floor
- Laptop capacity in-room safe
- Café serving breakfast only
- No room service
- Complimentary water station available on each floor

Brand Colour Palette



swiss-belexpress
CITY-COUNTRY



THE HOTEL COLLECTION

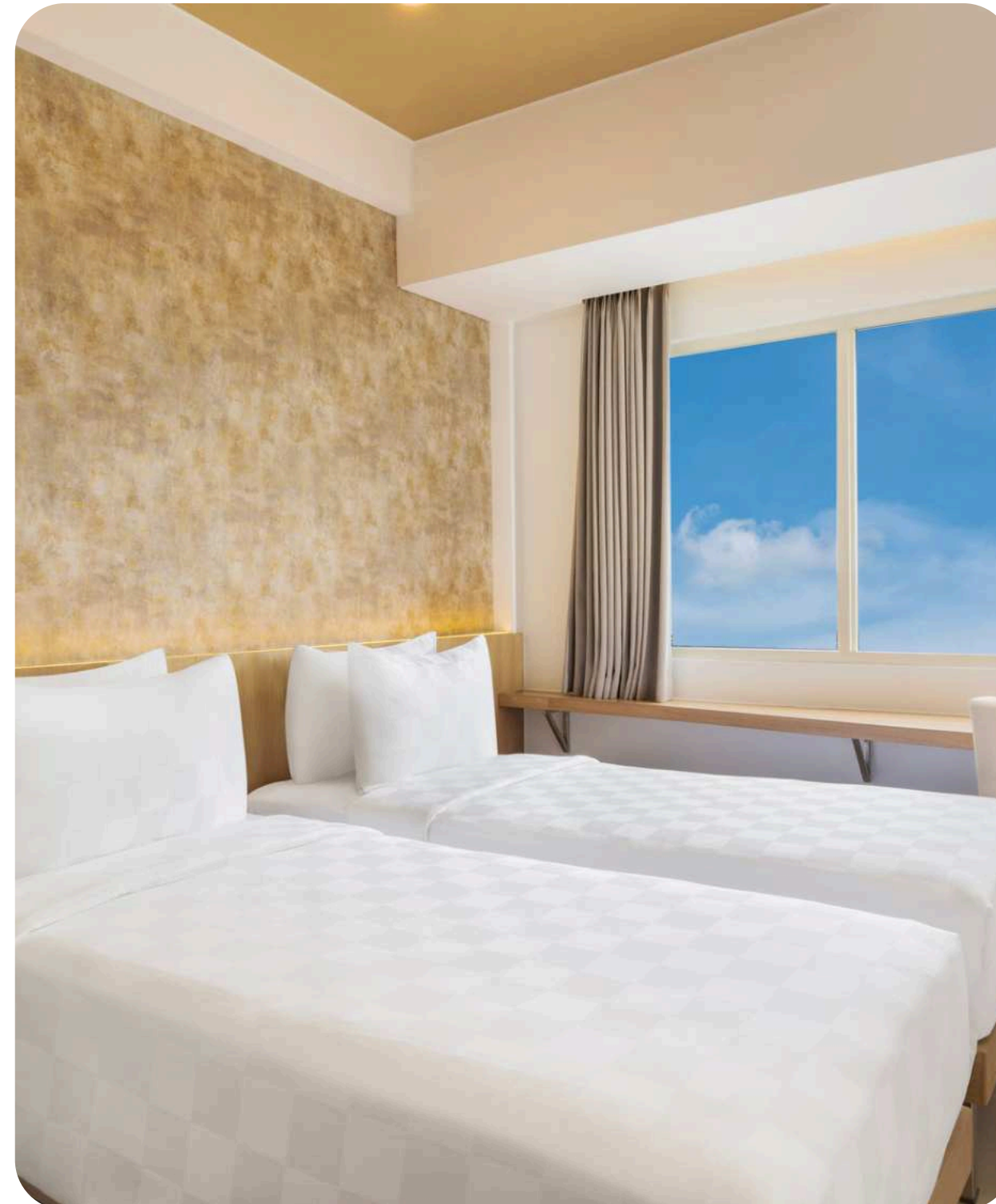
OPERATING PROPERTY



Opened 2024



Business and leisure guest
who look for the city's lively
atmosphere



INDONESIA




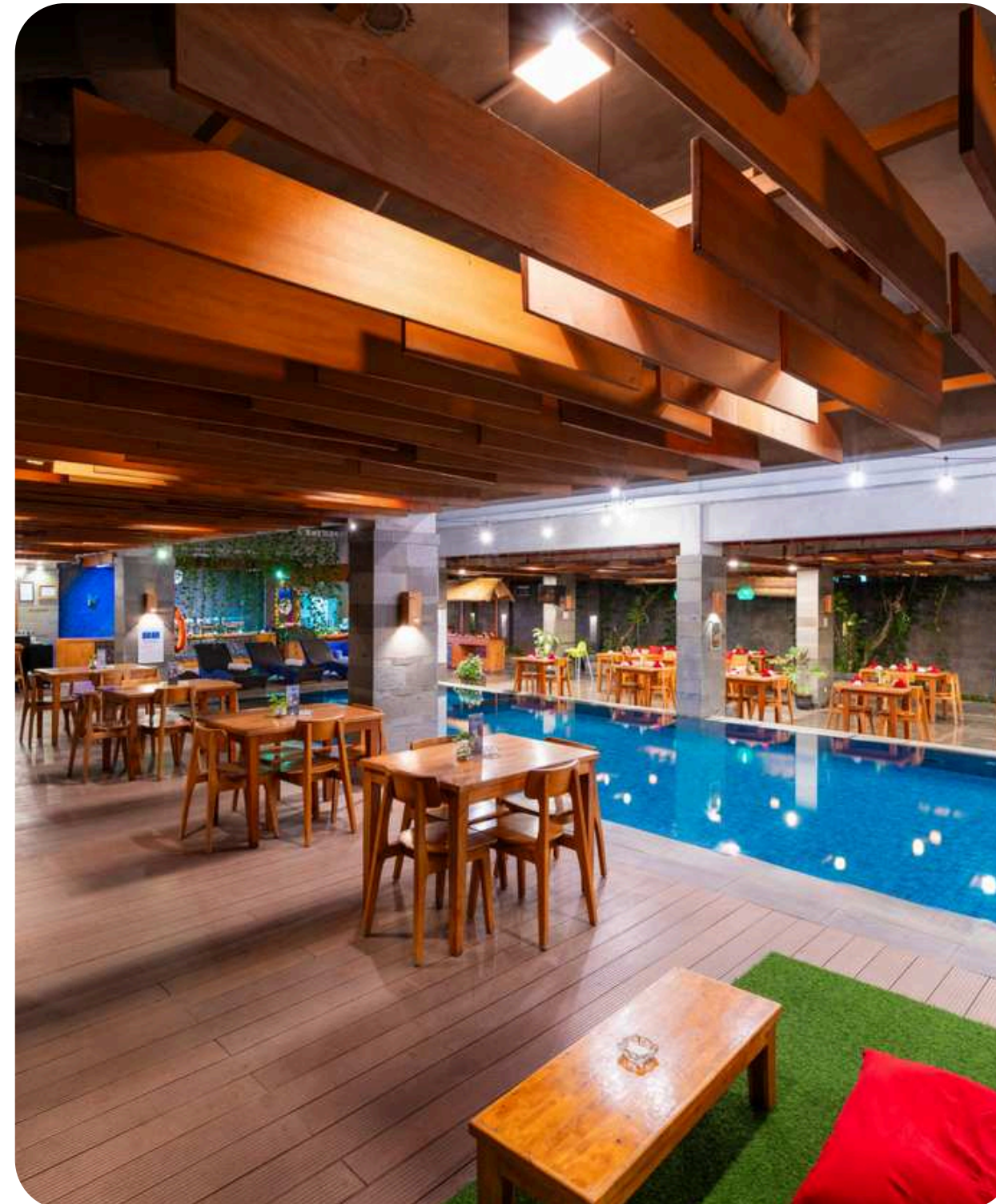
- 134 rooms
- Express Café
- 24-hour in-room dining
- Swimming pool
- Meeting rooms
- Gym
- Spa and massage
- Laundry and Dry cleaning services
- Parking space
- Wi-Fi Internet access

OPERATING PROPERTY



 Opened 2016

 International and local tourists,
backpacker, large group



INDONESIA



- 110 rooms
- Express Café
- Swimming pool
- Parking space at the basement
- Self-service airport style (luggage trolleys available)
- Free Wi-Fi
- Room dining from 7am until 11pm
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning service

OPERATING PROPERTY



 Opened 2020

 Business traveller and families

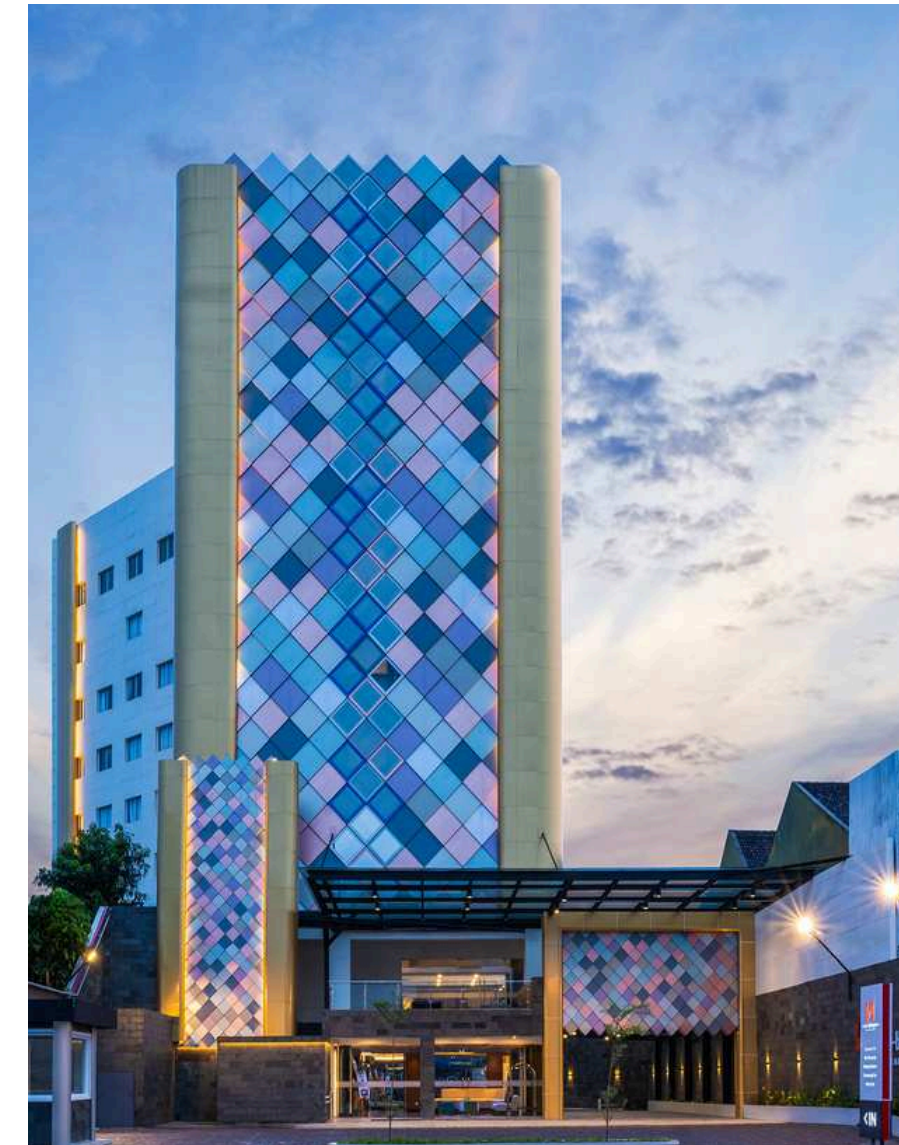


- 105 guestrooms
- 4 Meeting rooms for up to 84 people
- e-café
- Swimming pool
- Gym and massage
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning
- Free Wi-Fi
- Parking

Property Image Gallery

Pictures of

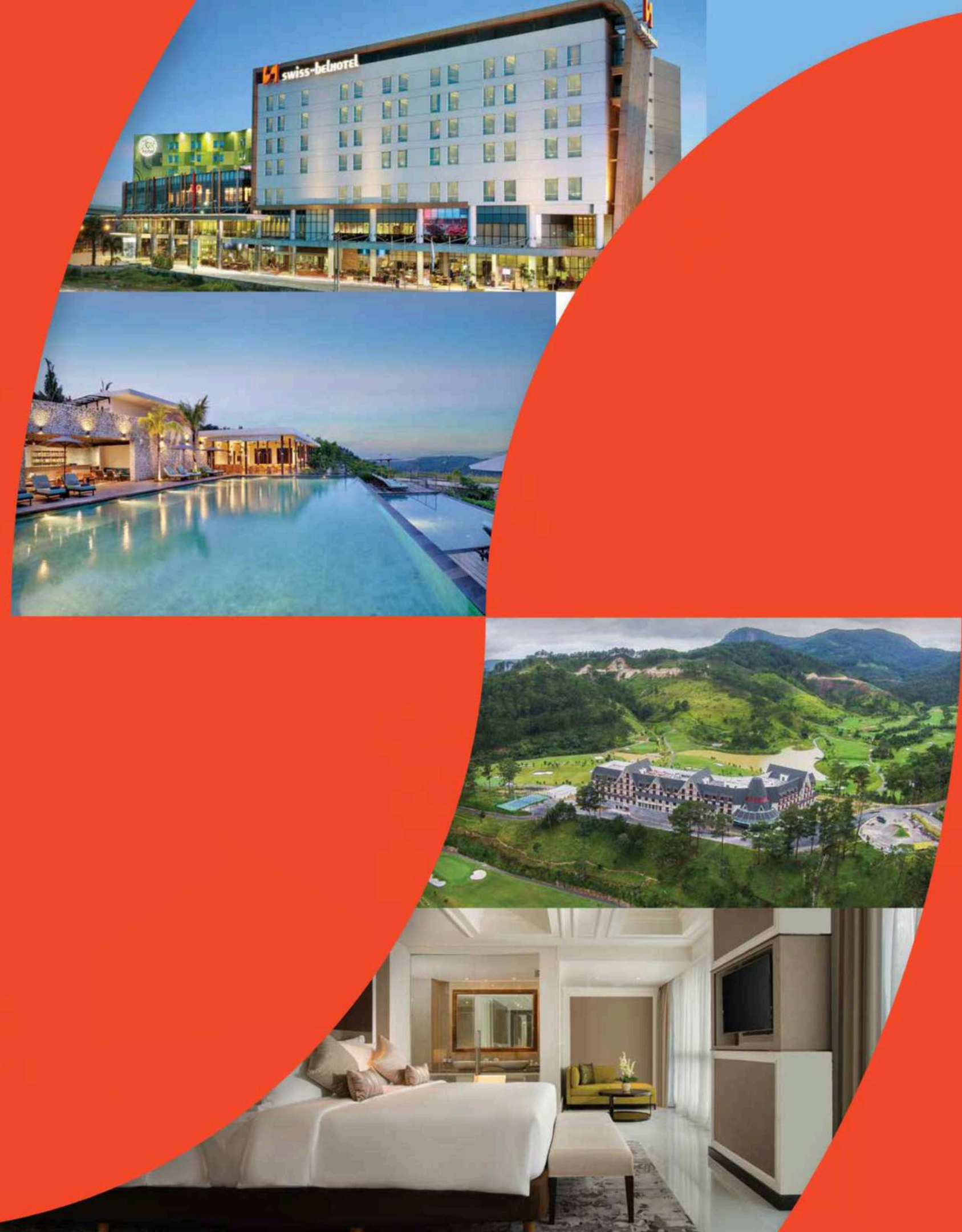
1. Swiss-Belexpress Yogyakarta, Indonesia
2. Swiss-Belexpress Kuta, Bali, Indonesia
3. Swiss-Belexpress Cilegon, Banten, Indonesia





Pictures of
 1. Swiss-Belexpress Yogyakarta, Indonesia
 2. Swiss-Belexpress Kuta, Bali, Indonesia
 3. Swiss-Belexpress Cilegon, Banten, Indonesia

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



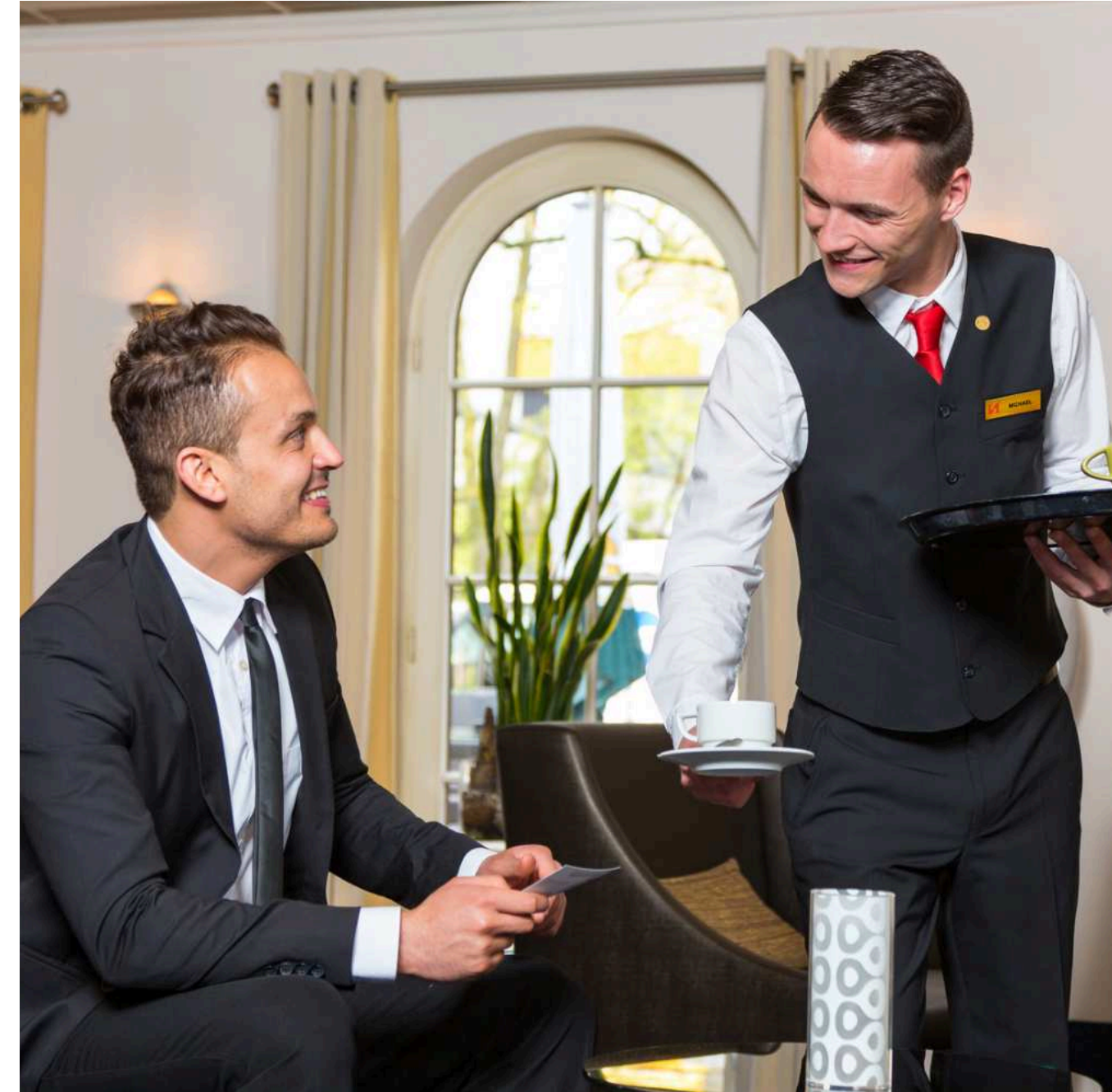
SWISS-BELHOTEL INTERNATIONAL

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



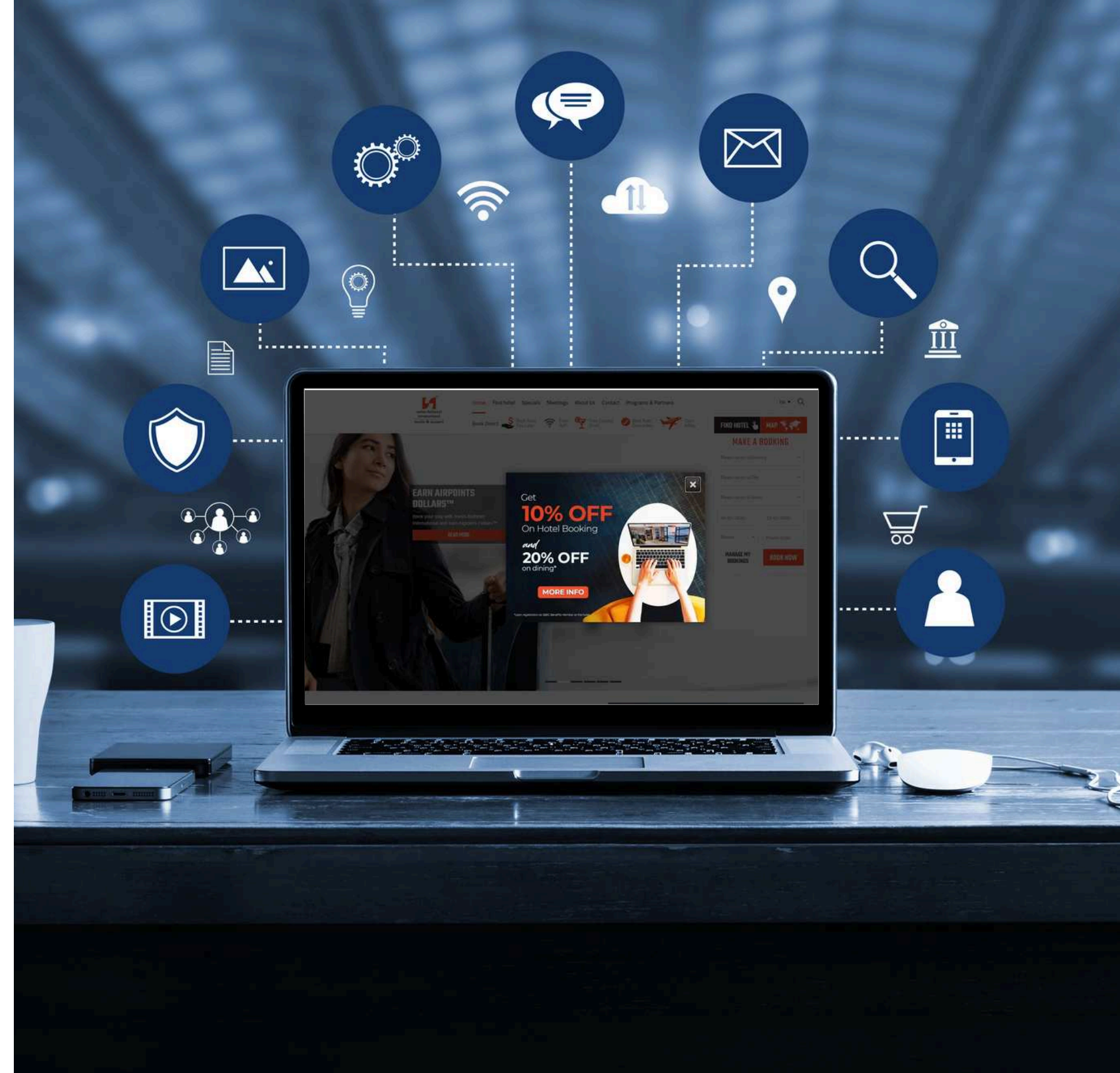
Economy/ Budget
Star rating:
3 and 2 star



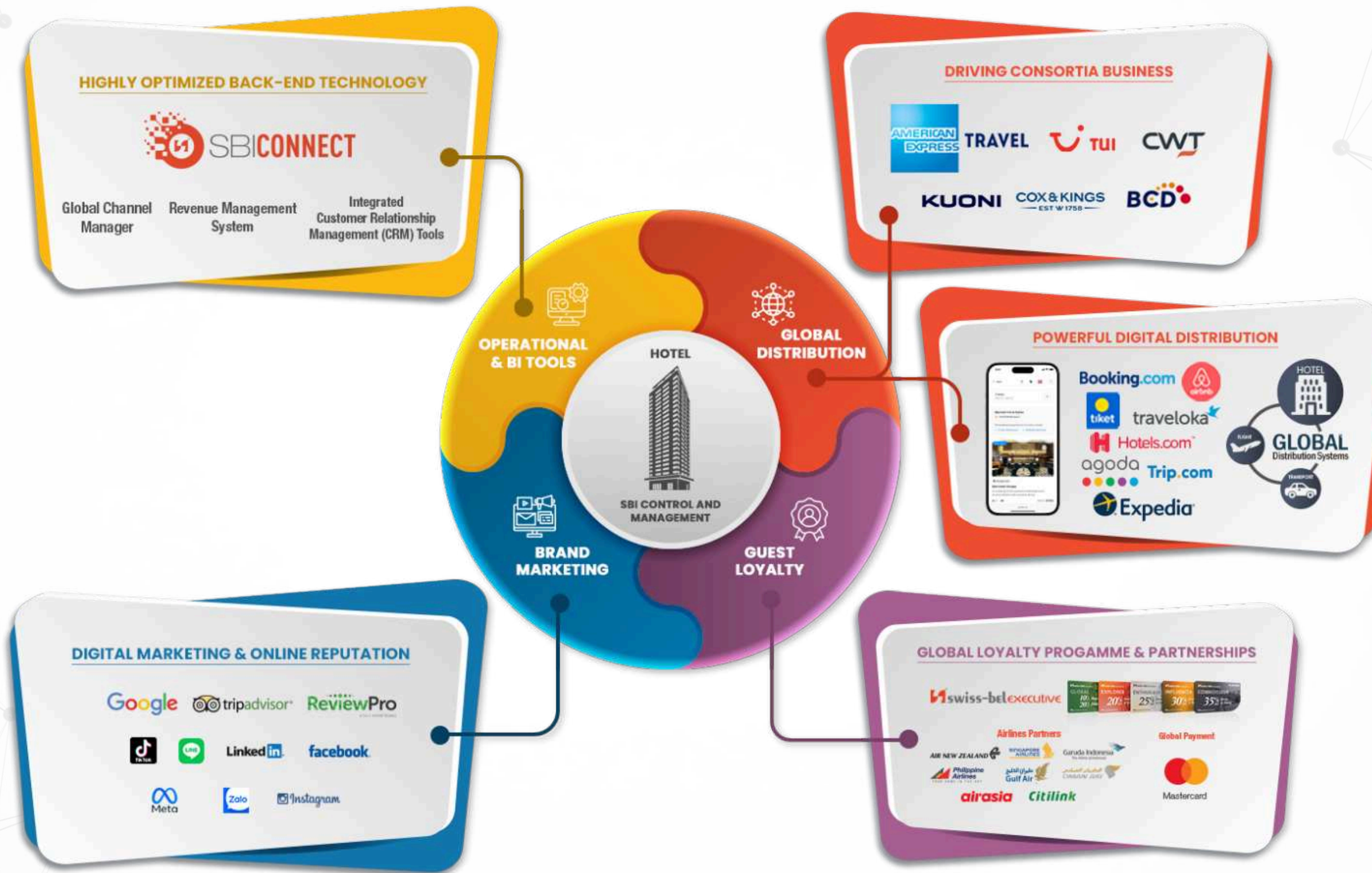
Zest
Star rating:
3 and 2 star



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

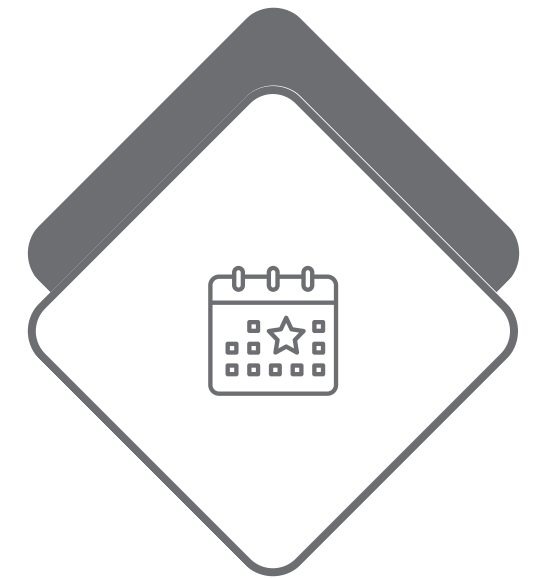
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



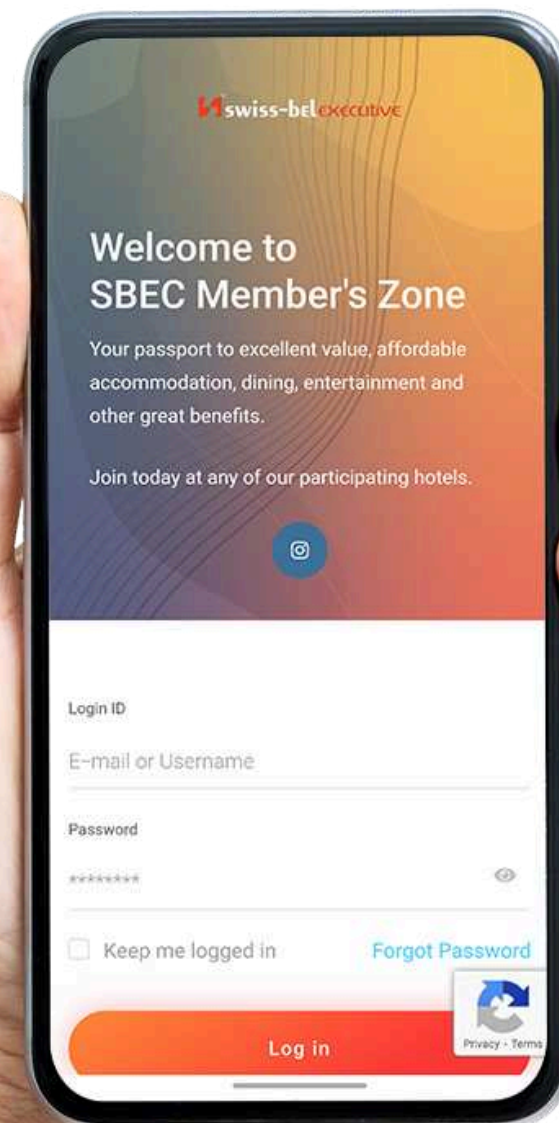
Marketing Events

Influencers Gathering
Corporate Gathering
Travel Agent Gathering

OUR GLOBAL LOYALTY PROGRAMME

swiss-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

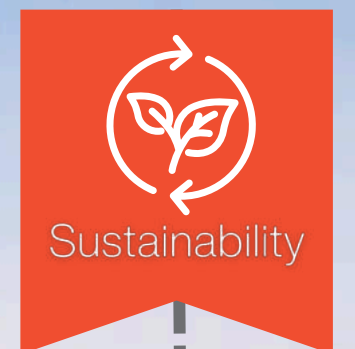
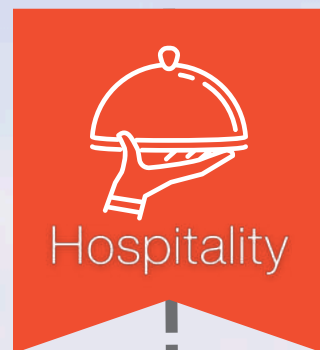
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

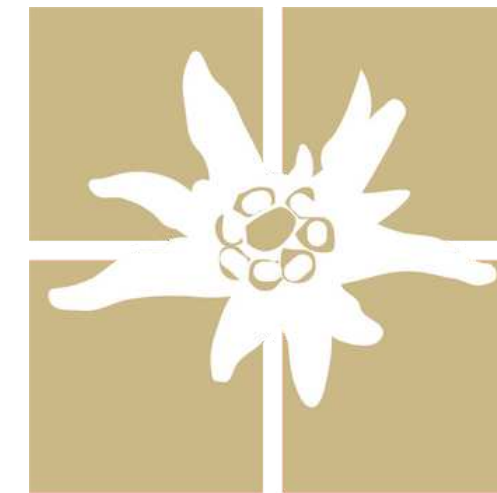
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

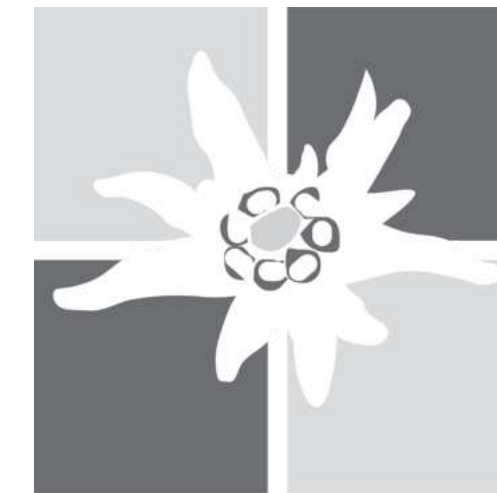
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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

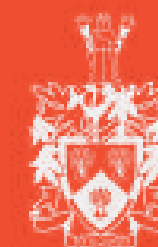
9000+

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