

Swiss-Belexpress opens in Palu, Central Sulawesi, Indonesia

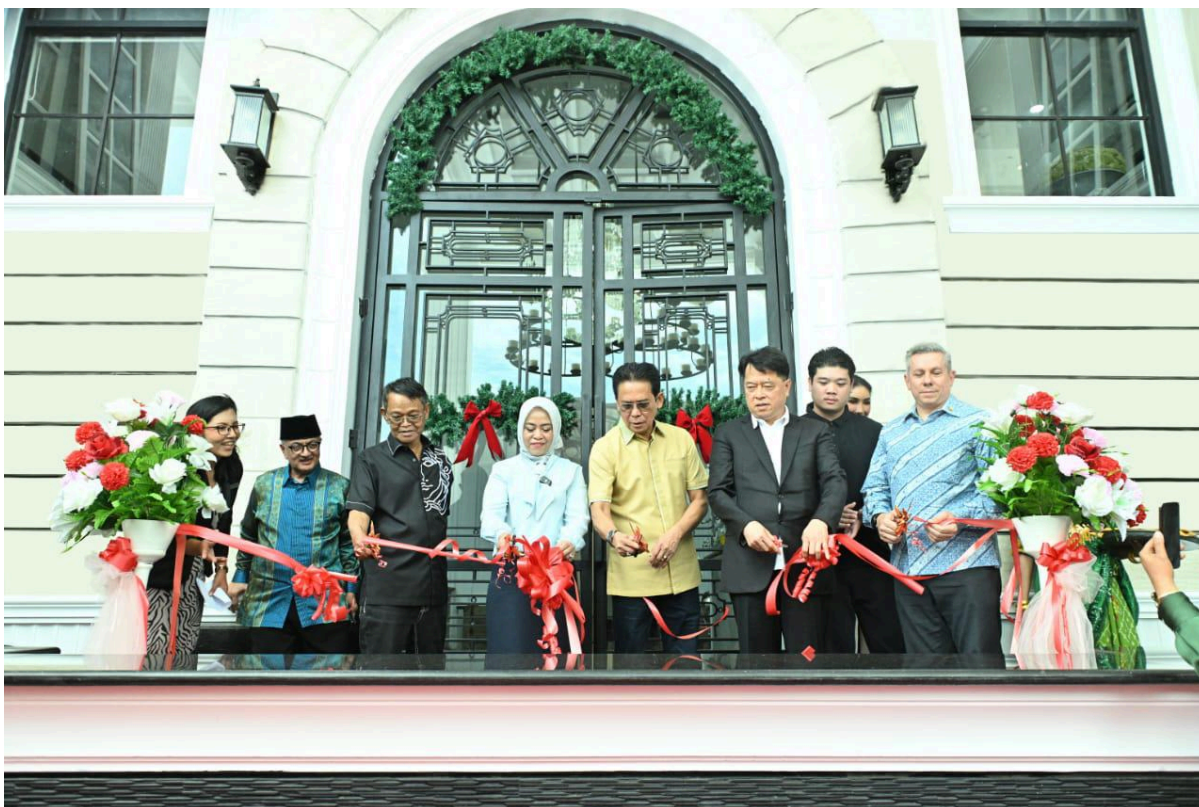


Photo caption: (left to right): Swiss-Belexpress Palu Hotel Manager – Nelsy Priantini; Chairman of the Central Sulawesi Interfaith Harmony Forum (FKUB) – Prof. Dr. KH. Zainal Abidin, [M.Ag](#); Former Governor of Central Sulawesi – Mr. H. Rusdi Mastura; Regional Secretary of Central Sulawesi Province – Mrs. Dra. Novalina, M.M; Deputy Chairman of the Corruption Eradication Commission (KPK) of the Republic of Indonesia – Mr. DR. Johanis Tanak, S.H., M.H; Owner of Swiss-Belhotel Palu – Mr. Hendrik Gary Lyanto; Swiss-Belhotel International Regional Director of Operations and Development – Fabrice Mini.

Jakarta - Swiss-Belhotel International recently opened its latest economy-budget property, Swiss-Belexpress Palu, in Central Sulawesi on November 29th, 2025. The ceremony featured a ribbon-cutting by the Governor of Central Sulawesi, DR. H. Anwar Hafid, M.Si, represented by the Regional Secretary of Central Sulawesi Province, alongside the hotel's owner, *Mr Hendrik Gary Lyanto, Swiss-Belhotel International Regional Director of Operations and Development – Fabrice Mini*, and local government dignitaries.

This opening represents Swiss-Belhotel International's ongoing commitment to Indonesia by offering travellers reliable value for money accommodation combined with simplicity, comfort, and local hospitality, especially in the Sulawesi region.

Swiss-Belhotel International Chairman and President, Mr Gavin M. Faull, stated, "The opening of Swiss-Belexpress Palu is aligned with the brand's strategy of extending high-quality budget economy accommodation into emerging Indonesian regions such as Sulawesi, and we are proud to contribute to their hospitality infrastructure with our 9 operating hotels on this island, including two hotels in the capital city of Central Sulawesi province."

Designed with a contemporary aesthetic style, the hotel embodies a budget city-hotel concept that prioritises comfort, efficiency, and value for today's urban travellers. Its functional layouts and refreshing interiors create a relaxing retreat after a day of business meetings or city exploration. Those looking to explore the city or business activities will find the hotel a perfect accommodation, only a 20-minute drive to local attractions, such as Gong Perdamaian Palu and various scenic beaches, and a 10-minute drive from Mutiara SIS Al-Jufri Airport.

Senior Vice President of Operations & Development for Indonesia, Mr Ilkin Ilyaszade, added, "We believe that cities like Palu and other cities in Sulawesi are increasingly attractive to business or leisure travellers. It is aligned with our broader vision in providing quality accommodations to support regional business and tourism growth across Indonesia regions, where we operate our hotels."

Swiss-Belexpress Palu incorporates a range of facilities and services to accommodate budget-conscious travellers with decent accommodation, including spacious rooms and suites, an all-day dining restaurant, 24-hour in-room dining service, and two meeting rooms to host small-scale and intimate events up to 70 guests, to make it an ideal choice for business travellers, government officials, and leisure guests seeking a practical and convenient place to stay in.

SBEC Loyalty Programme: Enjoy 10%-35% OFF on Rooms, Dining and other services at 150+ hotels globally by becoming an SBEC loyalty member. [Sign up for FREE](#). For information about the latest promotions from Swiss-Belexpress Palu, please visit the official Instagram @swiss-belexpresspalu, the official website at [swiss-belhotel.com](https://www.swiss-belhotel.com) or via WhatsApp at (+62) 811-9699-5056 and email at palu-sepa@swiss-belhotel.com.



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About Swiss-Belhotel International

Swiss-Belhotel International operates in 20 countries, managing 150+* 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.