

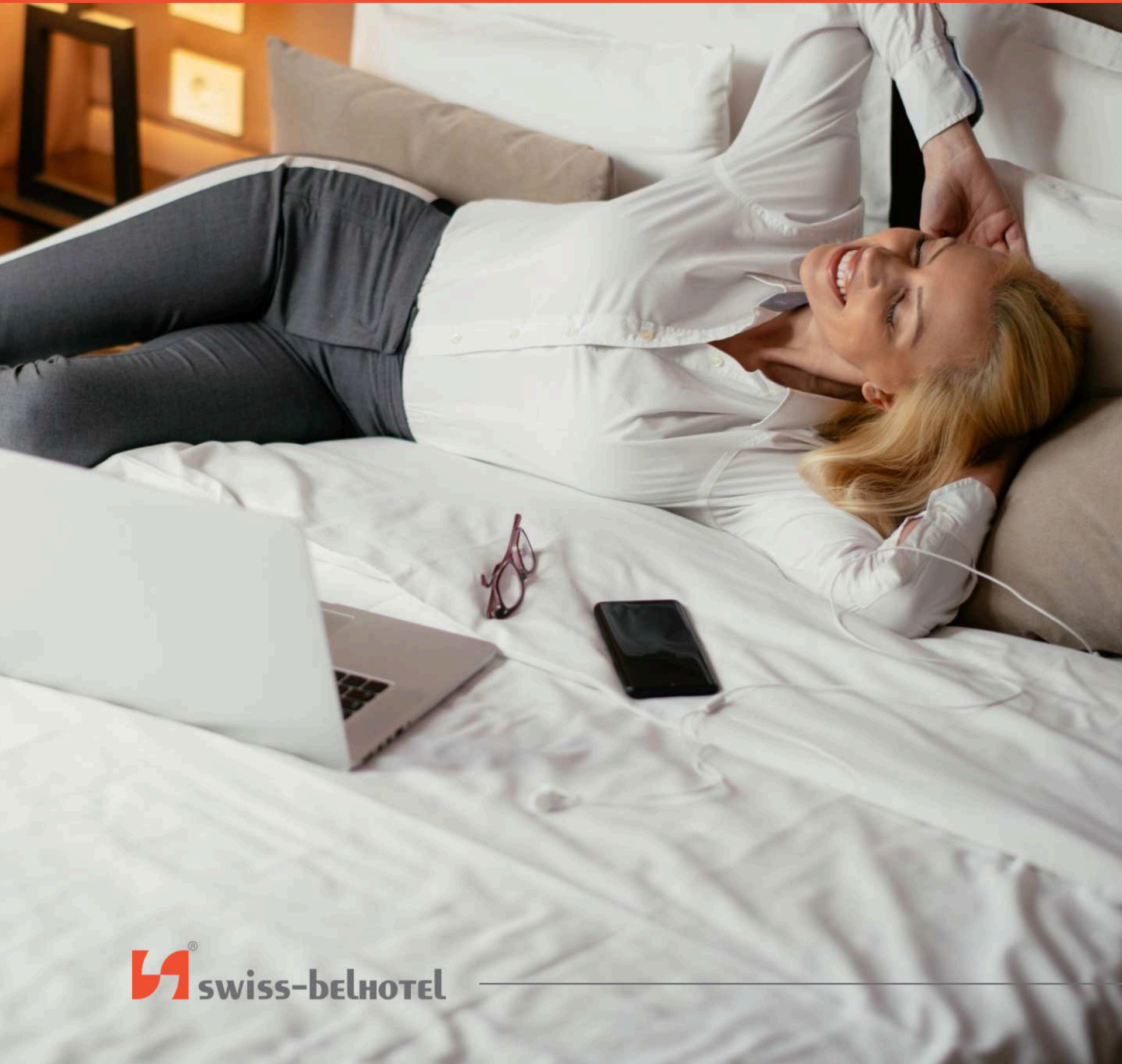


Brand *Presentation*



UPSCALE MIDSCALE HOTEL
5 and 4 STAR





Unrivalled comfort and convenience

Star Rating

5 and 4 star

Brand Segmentation

Upscale-Midscale

Brand Inspirations

Seasoned connected traveller

- Urban Explorer
- Business professionals
- Well travelled

Brand Logo for *Hotels*

The Swiss-Belhotel 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

Upscale Midscale



Star Rating

5 and 4 star

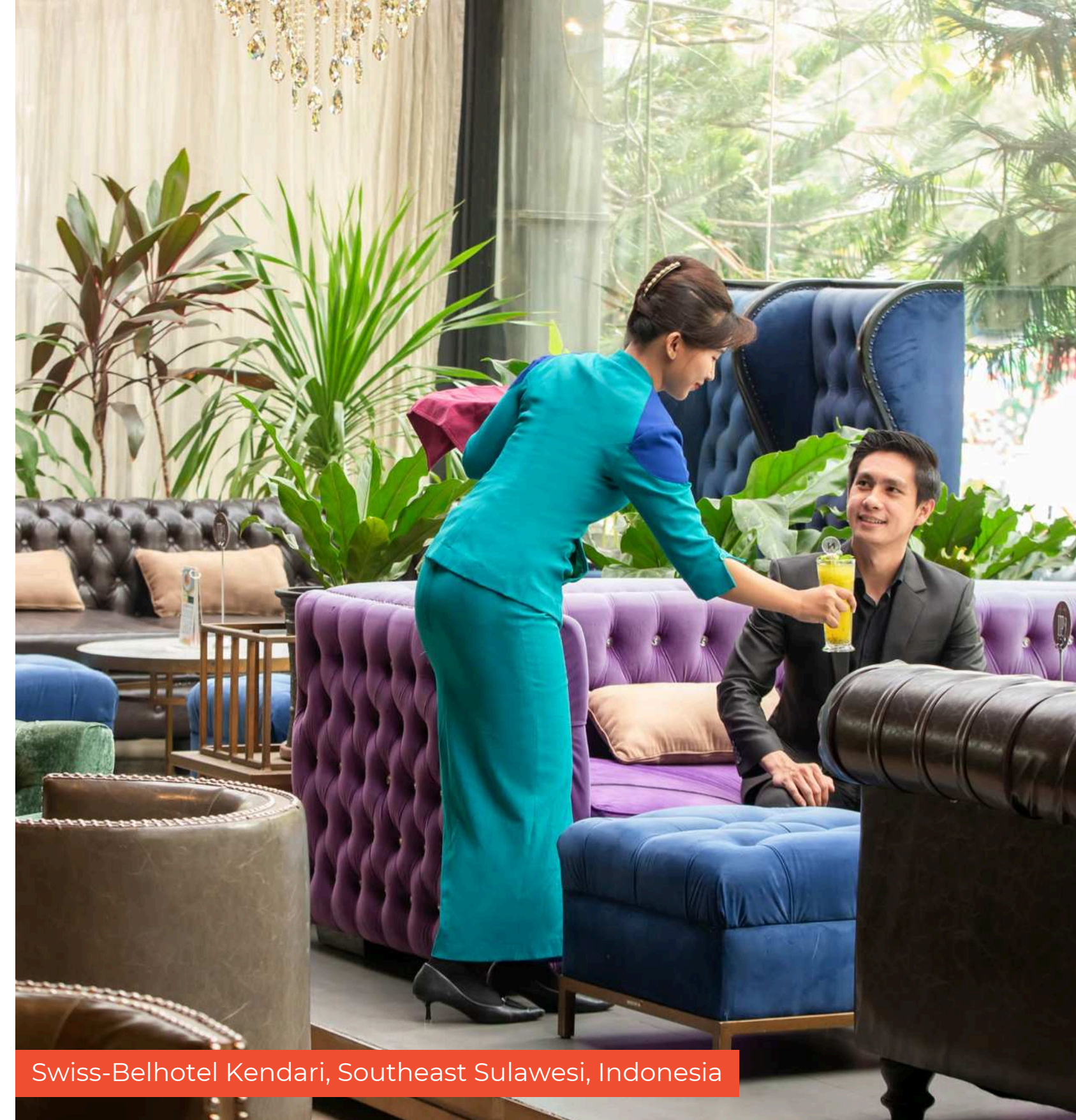


Brand *Positioning*

Swiss-Belhotel is a full service hotel designed for travellers looking for comprehensive and well appointed international standard facilities enhanced with efficient and attentive service and the comfort and security.

Brand *Mission Statement*

To position the hotel as one of the leading hotels in its competitive set, through comprehensive well-appointed international standard facilities enhanced with efficient, attentive service as well as comfort and security of a second home



Swiss-Belhotel Kendari, Southeast Sulawesi, Indonesia

Brand *Focus*

- ✿ Targeting discerning business and leisure travellers
- ✿ Representing the international standard for midscale hotels
- ✿ Offering international standard facilities combined with efficient and attentive service
- ✿ Ensuring an overall “we are looking after you”, friendly approach



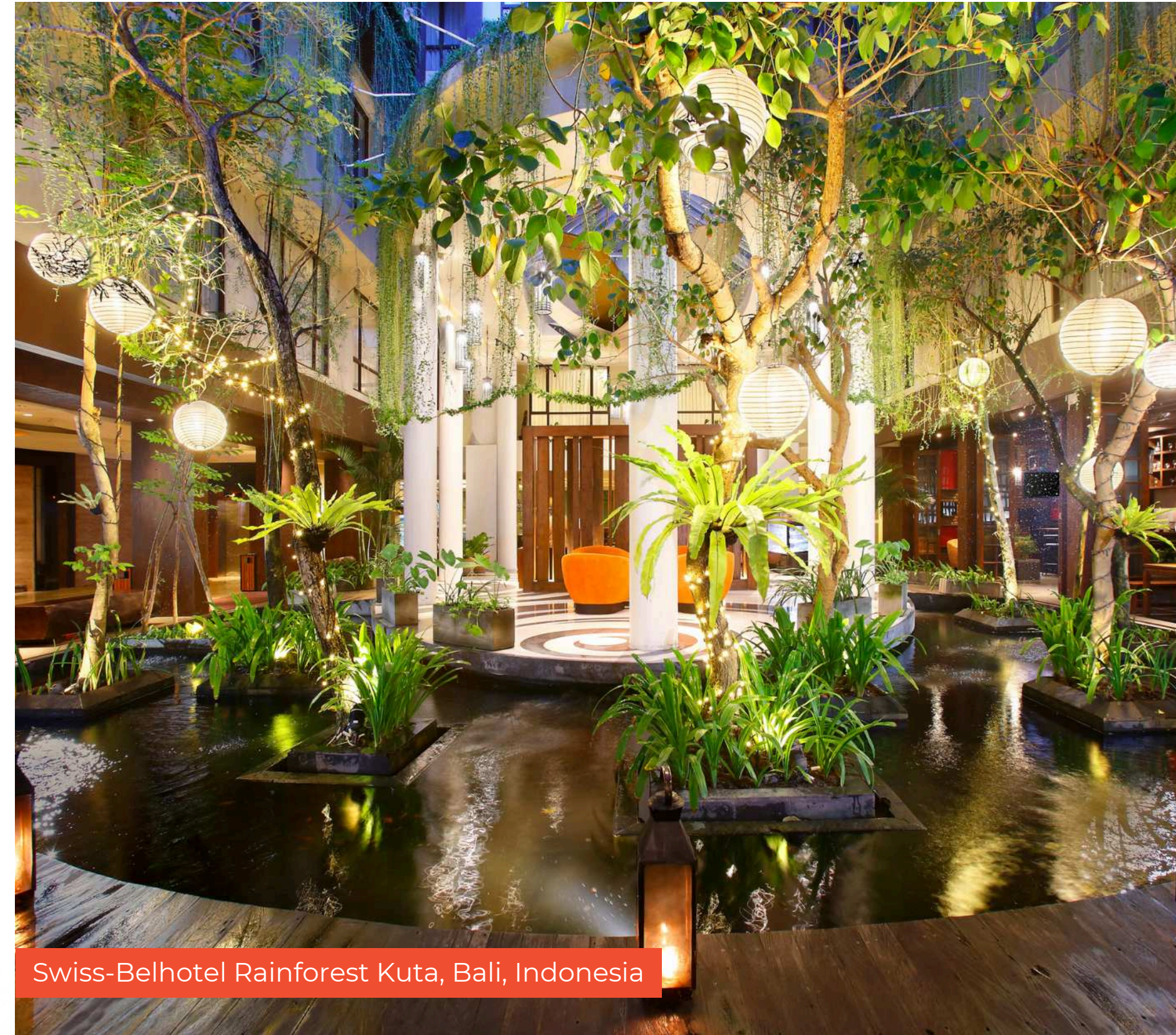
Swiss-Belhotel Solo, Java, Indonesia



Swiss-Belhotel Kendari, Southeast Sulawesi, Indonesia

Brand Concept

- Strategic and convenient location in primary, secondary and tertiary cities as well as resort destinations
- Architectural design combining modern and local aesthetics
- Contemporary interior design and furnishings
- Latest technology
- Well appointed recreational facilities
- Environmentally adapted
- Comfort and security



Swiss-Belhotel Rainforest Kuta, Bali, Indonesia

Branded *Food & Beverage Concept*



Swiss-Belhotel Seef, Bahrain



Swiss-Belhotel Solo, Java, Indonesia

Key Brand Standards



Swiss-Belhotel Pondok Indah, Jakarta, Indonesia

Contemporary modern style, acoustic comfort throughout the hotel, computerised sound and light system ensuring the right ambience at all times, Wi-Fi throughout all areas, high speed internet access in guestrooms, environmentally adapted, art decoration to be functional, though not repetitive, fully integrated access & facilities for the disabled, CCTV surveillance system throughout public areas and back of the house



Swiss-Belhotel Seef, Manama, Bahrain

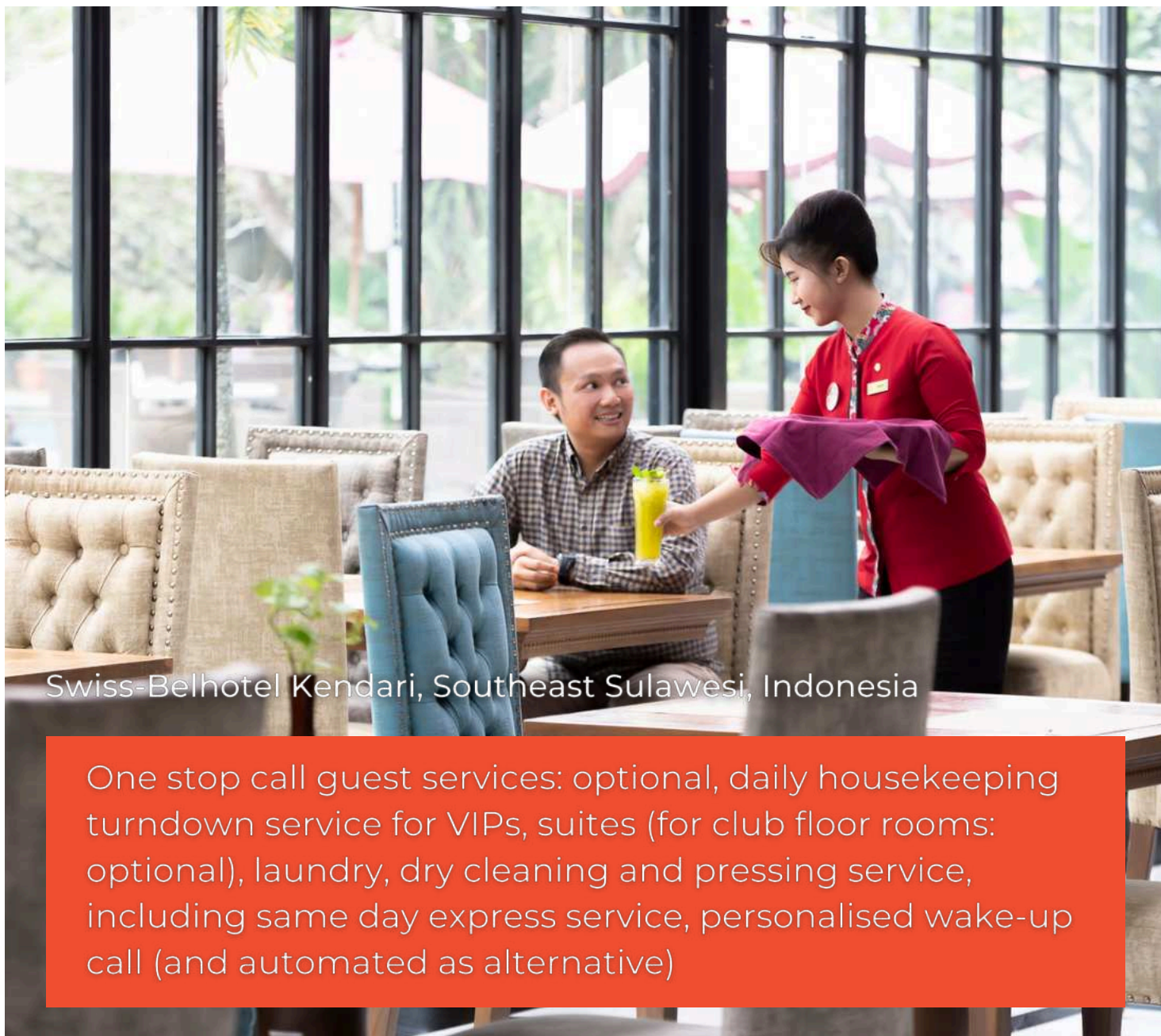
Food & Beverage Outlet, spacious lobby, welcoming arrival experience, contemporary reception facility (pod counter style), concierge desk and activities desk (applicable to resorts only), lounge seating areas with sofas, chairs, low tables, scattered in clusters, lobby gift shop, easily accessible and key-card operated “guests only” elevators, business centre, ladies & gents restrooms including one baby “changing” facility



Swiss-Belhotel Kuantan, Pahang, Malaysia

- Guest rooms' sizes range from 28 - 32 m2
- Minimum one restaurant - All day dining Swiss-Café™ Restaurant
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool.

Key Brand Standards



Swiss-Belhotel Kendari, Southeast Sulawesi, Indonesia

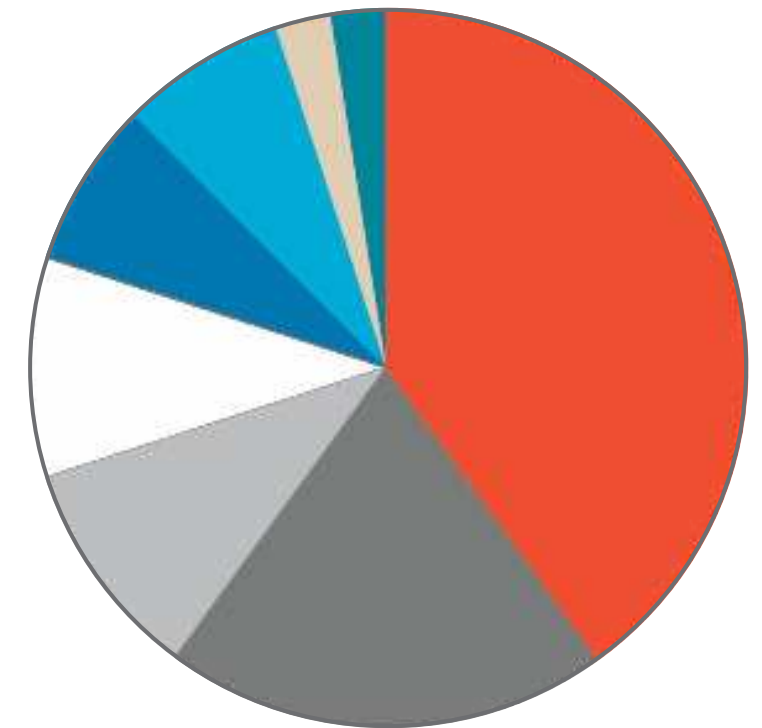
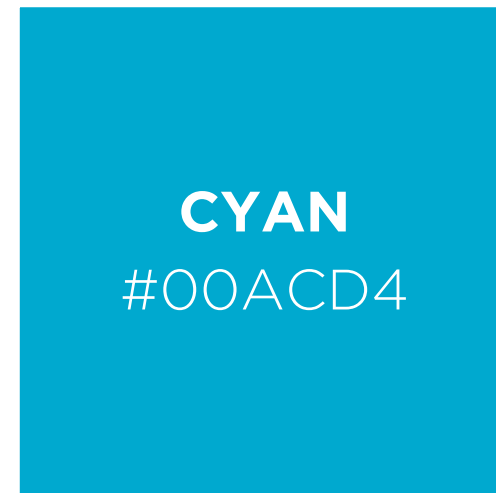
One stop call guest services: optional, daily housekeeping turndown service for VIPs, suites (for club floor rooms: optional), laundry, dry cleaning and pressing service, including same day express service, personalised wake-up call (and automated as alternative)



Swiss-Belhotel Pondok Indah, Jakarta, Indonesia

Doorman & valet parking service from 6am to 12 midnight, concierge/luggage service 24 hours, separate from reception, reception 24 hours, guest relations during business hours, club lounge check-in for VIPs and guests staying in club rooms and suites: optional (in absence of club lounge, in-room check-in for VIPs and guests staying in suites), business centre 24 hours, also providing secretarial services during business hours

Brand Colour Palette



Brand Specific Collateral



Address Line 1
Address Line 2
Address Line 3
Address Line 4
Address Line 5

Letter Subject

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

Sincerely,

Building 2685, Road 4650, Block 346,
Al Seef, Kingdom of Bahrain
Tel: +973 66310000
E-mail : resvgbse@swiss-belhotel.com
swiss-belhotel.com





Dear Mr. Lorem Ipsum

Welcome to Swiss-Belhotel City Country.

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Lorem ipsum

General Manager

Building 2685, Road 4650, Block 346,
Al Seef, Kingdom of Bahrain
Tel: +973 66310000
E-mail : resvgbse@swiss-belhotel.com
swiss-belhotel.com



0001

Guest Name _____

Room Number _____

Qty _____

BAGGAGE CLAIM



0001

Swiss-Belhotel will keep your baggage during your stay.



Swiss-Belhotel will keep the baggage in the hotel baggage room during your stay. Guest is not allowed to keep their baggage in room to participate and purchase goods including alcoholic drinks such as perfume, electronic and other documents in the hotel baggage room. See the rights of release of the items mentioned on the receipt with the baggage.



swiss-belhotel
CITY-COUNTRY





A wide-angle photograph of a sophisticated hotel lounge. The room features plush green tufted sofas and armchairs arranged around small round tables. In the background, a well-stocked bar with various bottles is visible. The ceiling is high with exposed ductwork and numerous warm-toned pendant lights. Large potted plants are placed throughout the space, adding a touch of nature. The overall atmosphere is elegant and modern.

THE HOTEL COLLECTION

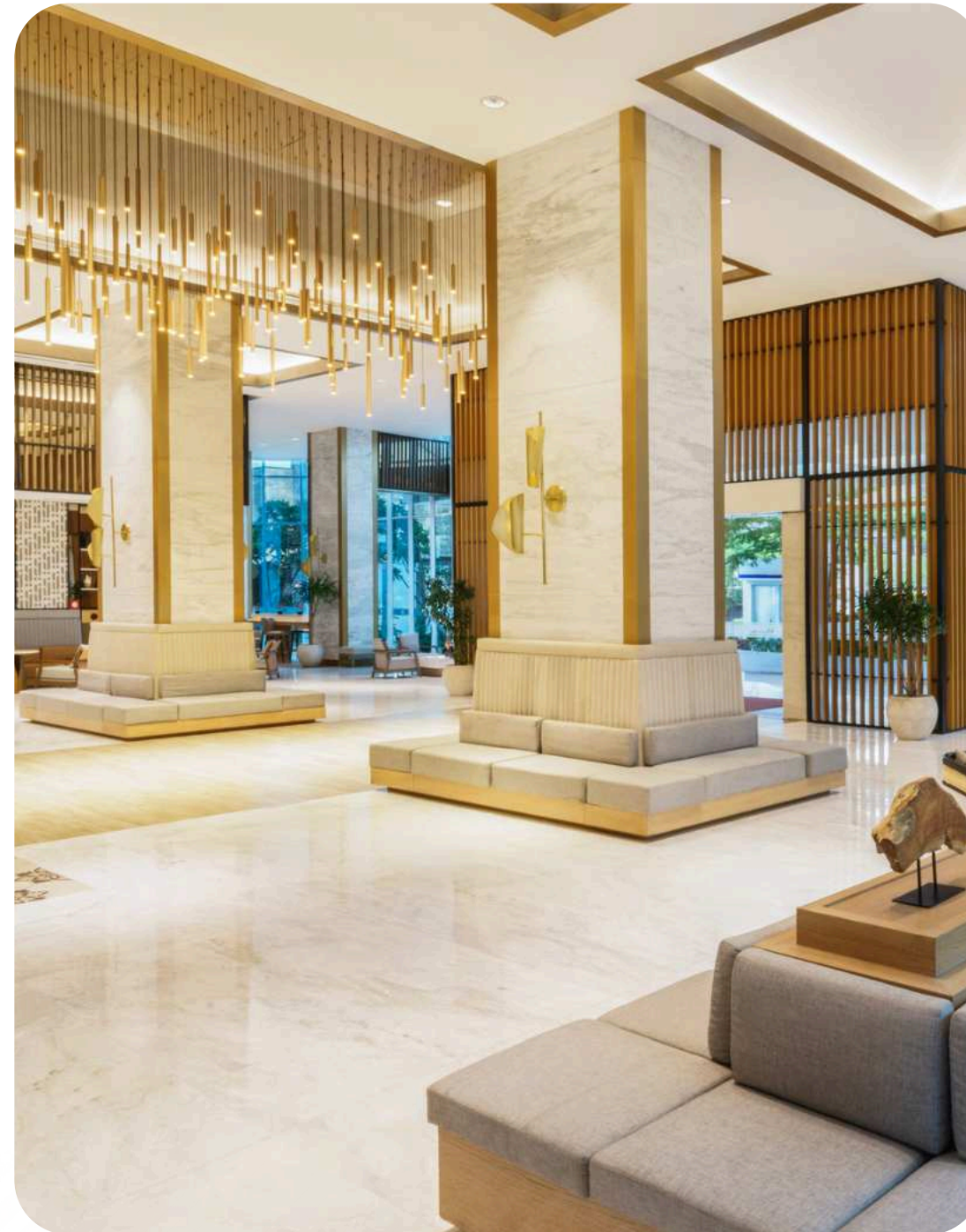
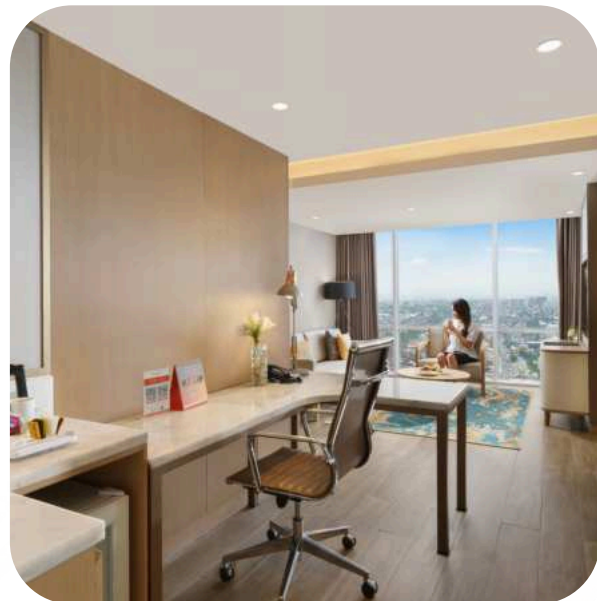
OPERATING PROPERTY



Opened 2020



Business travelers,
Leisure-seekers, and
Families.



INDONESIA

- Nestled in the heart of the city, surrounded by popular retail areas and attractions
- 252 guest rooms and suites
- Working desks and LED TVs with satellite channels
- 10 flexible meeting rooms and ballrooms, supported by state-of-the-art audio-visual technology.
- Swiss-Kitchen™ restaurant and a Lobby Lounge
- Swimming pool and kid's pool
- Spa and fitness centre with high-tech equipment
- Connectivity Lounge

OPERATING PROPERTY



Opened 2015



Business, Meetings or
Leisure Travelers



INDONESIA

- Strategically located in the heart of the city with business, entertainment, restaurants and shopping within walking distance
- 136 spacious elegant rooms
- Swiss-Café™ Restaurant & BnB Lounge
- 5 meeting rooms and 1 ballroom for up to 1,500 people
- Swimming pool for adults and children
- Mini Gym & Elite Club (spa, sauna, and massage)
- Shuttle Service to and from Airport

OPERATING PROPERTY



Opened 2010



Holidaymakers, Business Travelers, and Sophisticated Families.



INDONESIA

- Ideally located 30 minutes from Haluoleo airport and only minutes away from the city centre
- 109 comfortable rooms with unobstructed view of the sea
- Swiss-Kitchen™ Restaurant
- Fireplace live music and smoking lounge
- Pool bar
- 9 banquet rooms and a ballroom that can accommodate from 10 to 1000 guests
- Swimming pool
- Spa and fitness centre

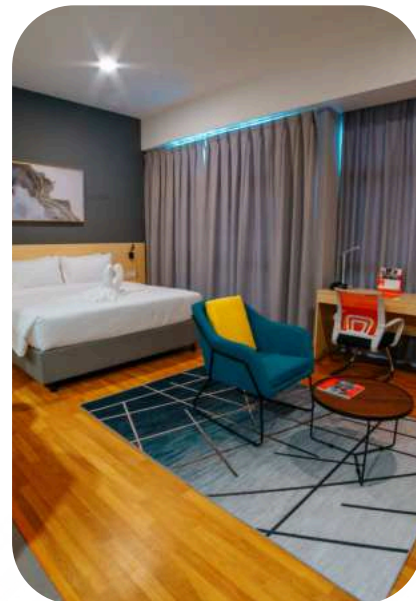
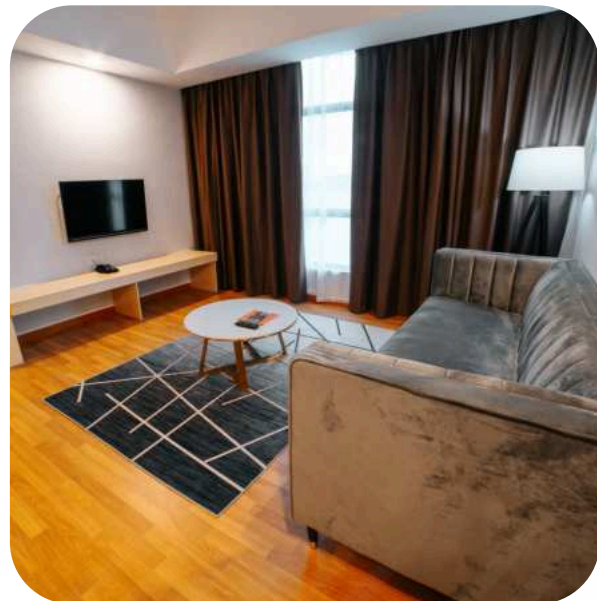
OPERATING PROPERTY



Opened 2020



Business & leisure guests alike
and Leisure-seeking Families.



MALAYSIA

- Located in the traditional fishing village of Tanjung Lumpur and part of the Kuantan Waterfront Resort City (KWRC)
- 366 suites with ensuite bathrooms and living rooms
- Swiss-Cafe™ Restaurant
- 822 sqm ballroom & 10 impressively smart, professional and inviting meeting rooms ranging from 50-190 sqm
- Fitness centre, sauna and steam room
- Swimming pool
- Water lounge
- Children playground

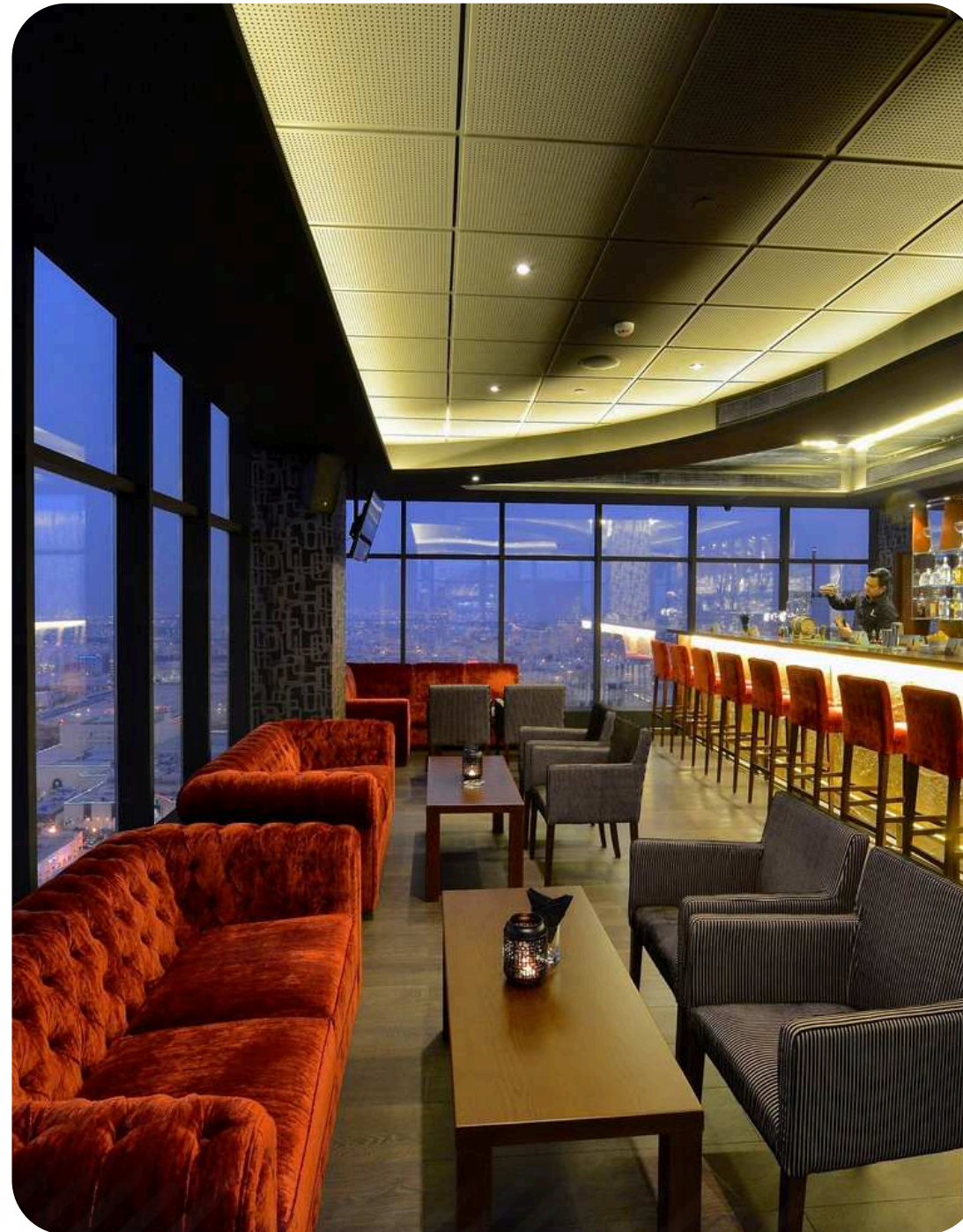
OPERATING PROPERTY



Opened 2014



Business & leisure travelers,
Leisure-seeking Families,
Tourist Destinations



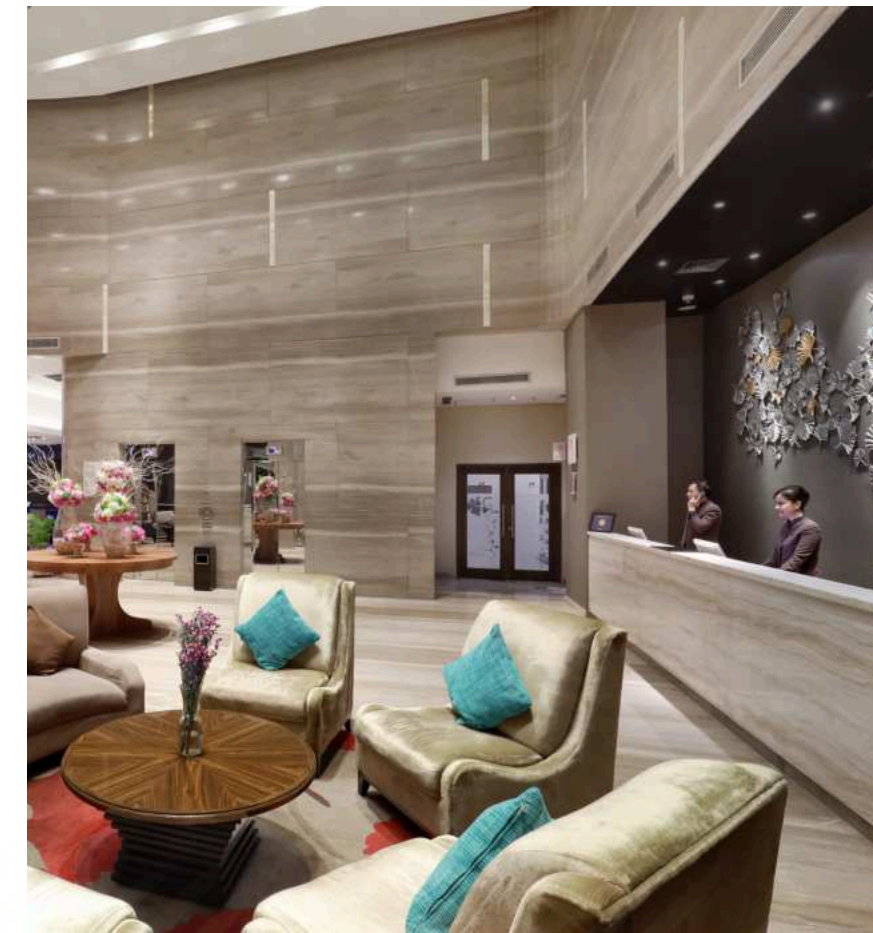
BAHRAIN

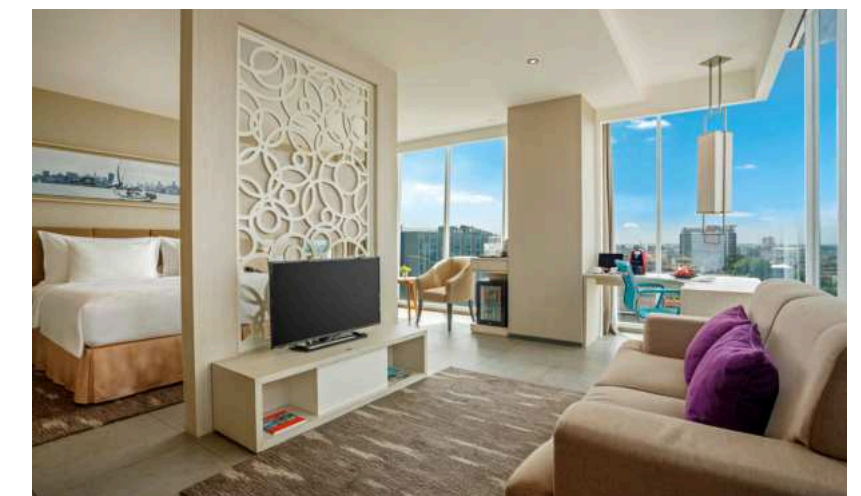
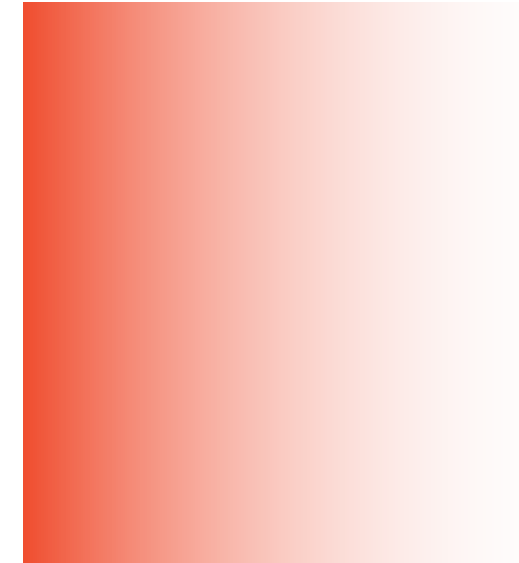
- Situated in the country's bustling business hub - Seef district, Swiss-Belhotel Seef is conveniently located only a 20 minute drive from the airport
- 144 spacious rooms and suites that feature floor to ceiling windows,
- Swiss-Café™ & Urban Sky Lounge
- a selection of ideal conference rooms and events venues with state-of-the-art facilities
- Business centre
- Fitness with panoramic sea view
- Outdoor swimming pool & Jacuzzi
- Hairdressing salon & spa
- Gift shop & foreign currency exchange

Property Image Gallery

Pictures of

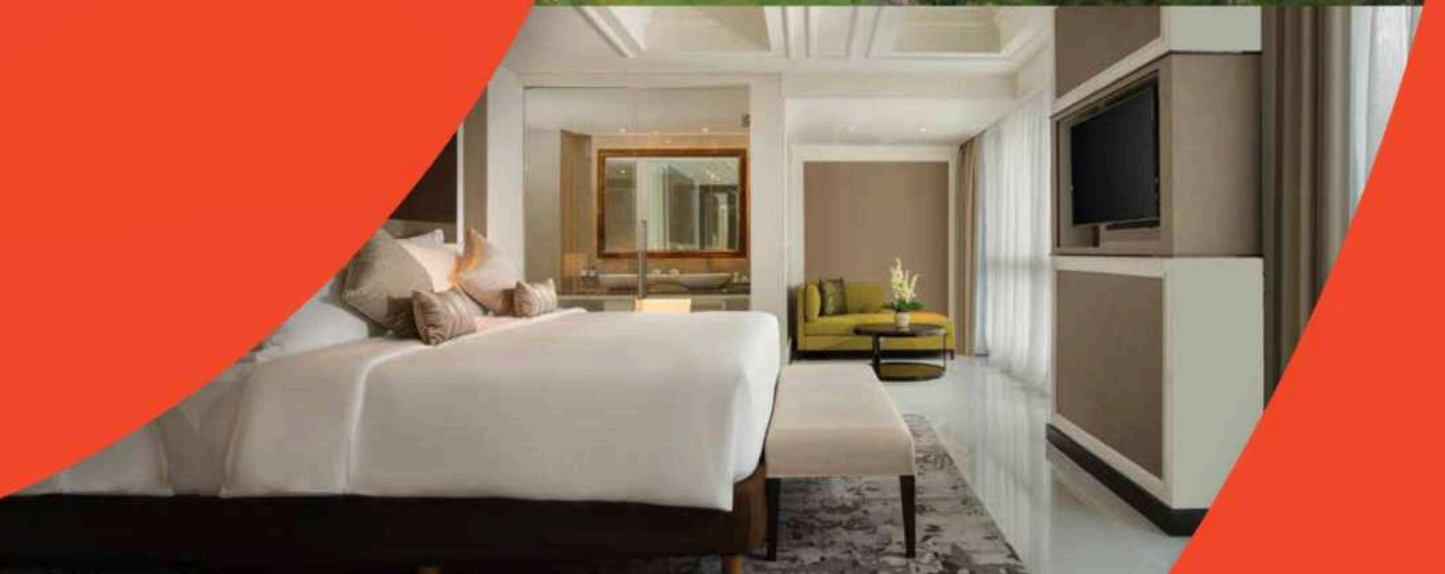
1. Swiss-Belhotel Kendari, Southeast Sulawesi, Indonesia
2. Swiss-Belhotel Solo, Java, Indonesia
3. Swiss-Belhotel Airport, Jakarta, Indonesia





Pictures of
 1. Swiss-Belhotel Tuban, Bali, Indonesia
 2. Swiss-Belhotel Jambi, Sumatra, Indonesia
 3. Swiss-Belhotel Kuantan, Pahang, Malaysia

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



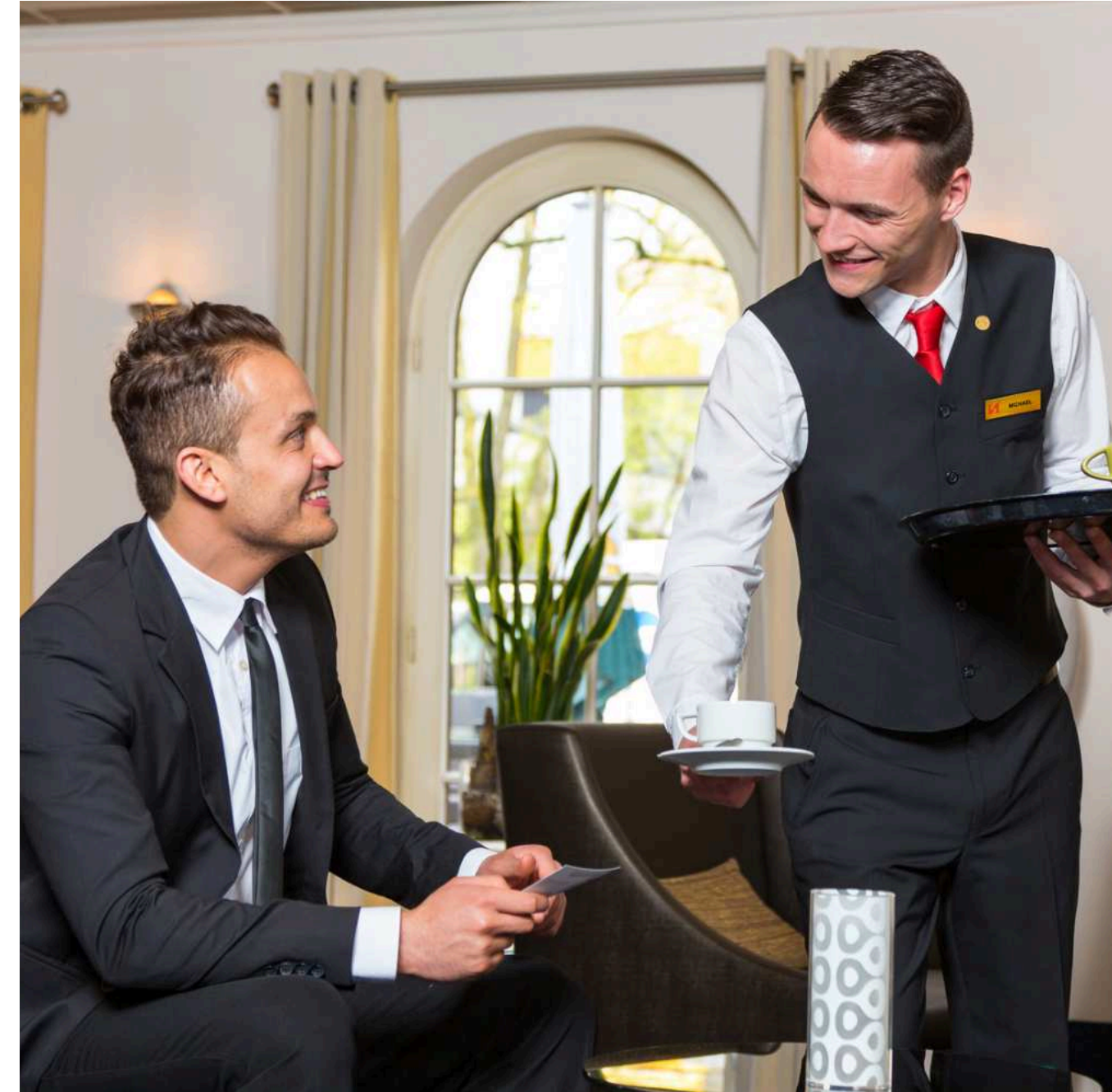
SWISS-BELHOTEL INTERNATIONAL

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



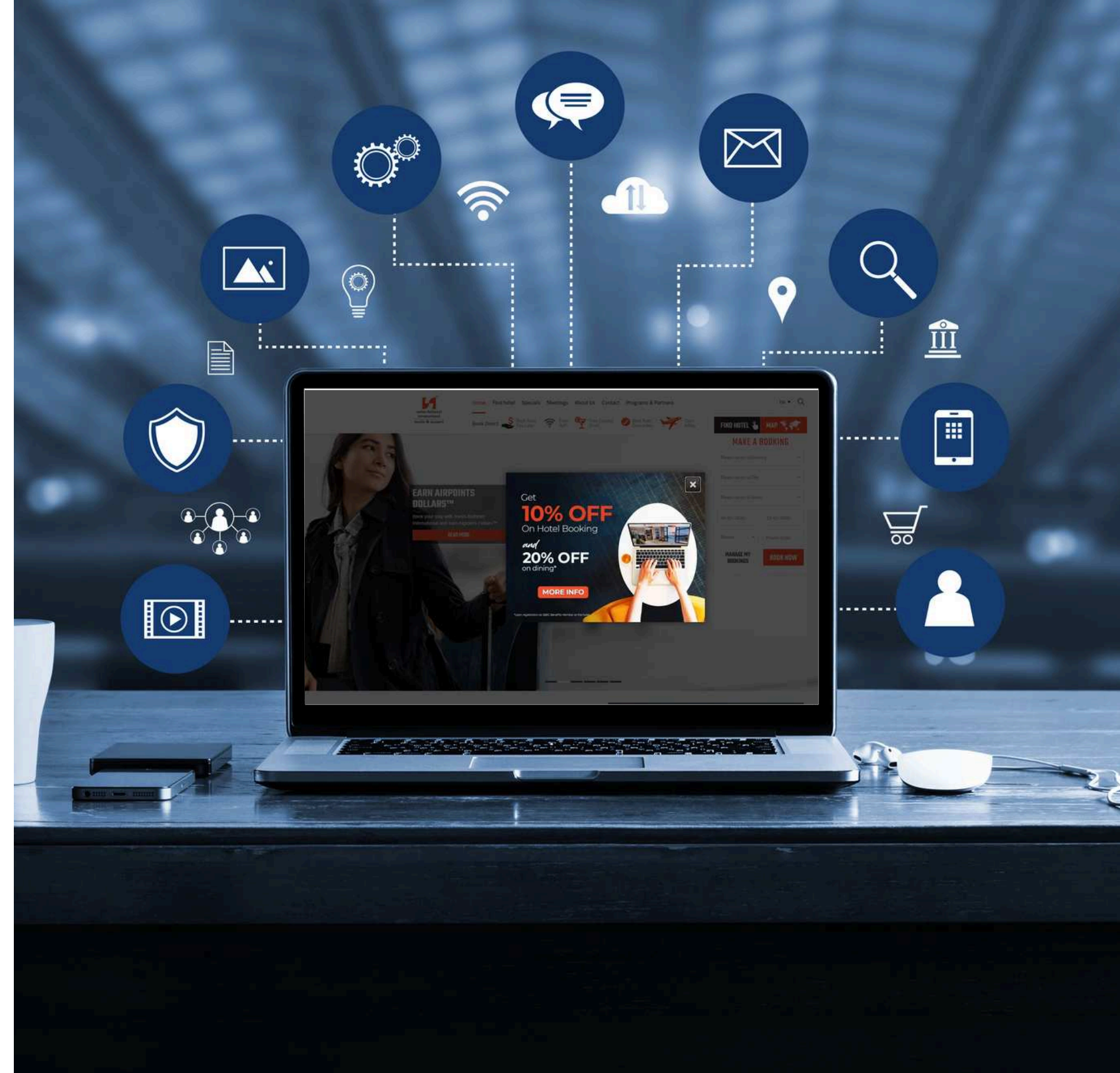
Economy/ Budget
Star rating:
3 and 2 star



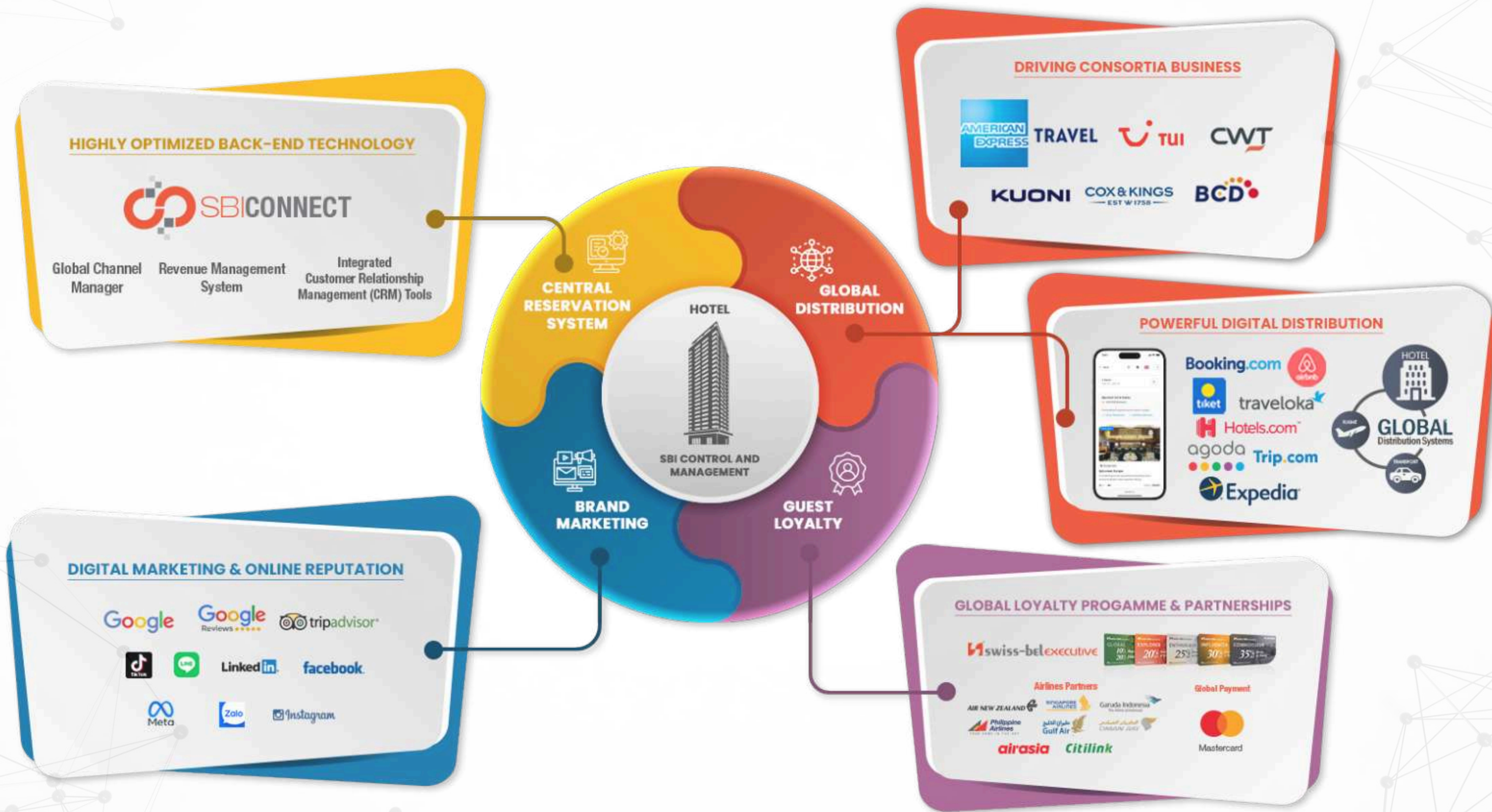
Zest
Star rating:
3 and 2 star



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

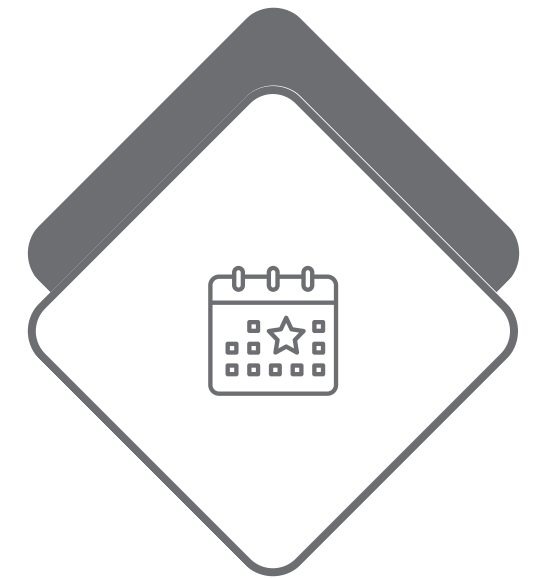
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



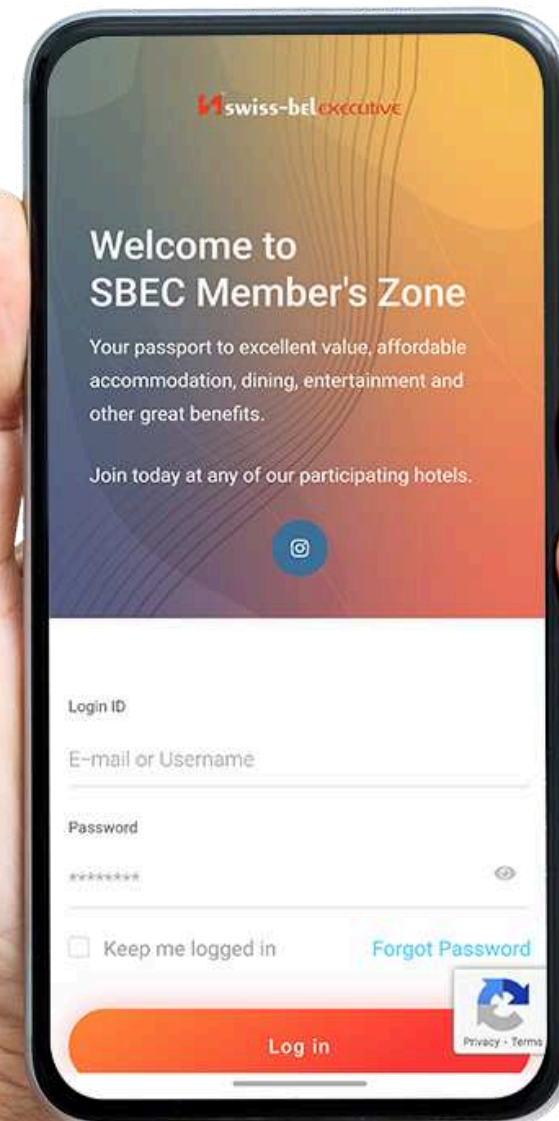
Marketing Events

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

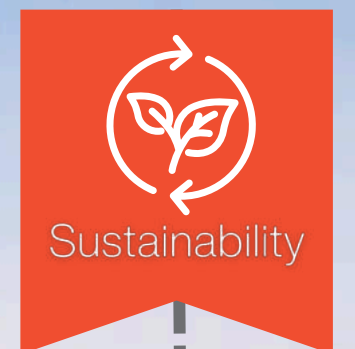
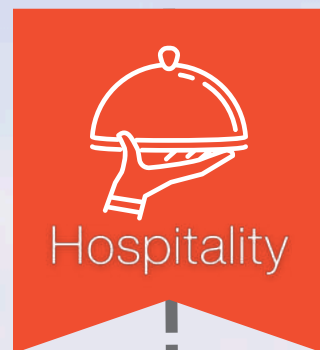
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

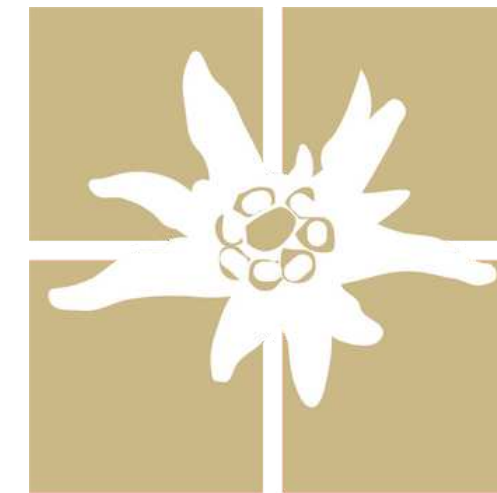
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

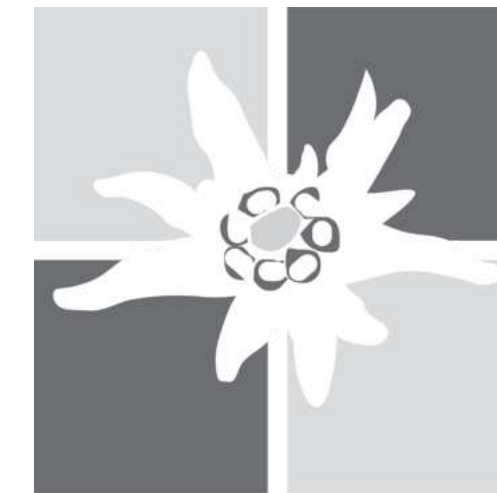
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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

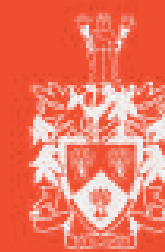
9000+

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