

 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand *Presentation*

 **swiss-belINN**

ECONOMY/BUDGET HOTEL
3 star Classification



Trendy and Casual

Star Rating

3 star Classification

Brand Segmentation

Economy/Budget

Brand Inspirations

Value Seekers

- Modern travellers
- Easy-going
- Youthful mindset

Brand Logo for *Hotels*

The Swiss-Belinn 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

3 star



Brand *Positioning*

Value for money accommodation, Swiss-Belinn offers business and leisure travellers dependability, modern and attractive facilities, combined with friendly service covering all essential needs in a relaxed and safe environment

Brand *Mission Statement*

To position the hotel as a value for money accommodation provider in a convenient location offering essential facilities combined with friendly, consistent and efficient services in a safe environment



Swiss-Belinn Kemayoran, Jakarta, Indonesia

Brand *Focus*

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



Swiss-Belinn Timika, Papua, Indonesia



Brand *Concept*

- 3-star classification
- Convenient location in primary, secondary and tertiary cities
- Contemporary style architecture
- Contemporary interior design and furnishings
- Limited recreational facilities



Swiss-Belinn Saripetojo, Solo, Indonesia

Branded *Food & Beverage Concept*



Swiss-Belinn Modern Cikande, Jakarta, Indonesia

Swiss-Belinn Saripetojo, Solo, Indonesia

Key Brand Standards



Swiss-Belinn Saripetojo, Solo, Indonesia

Contemporary & functional style, acoustic comfort throughout the hotel, sound and light system ensuring the right ambience at all times, Wi-Fi throughout all public areas (high speed internet access in guestrooms), environmentally adapted, art decoration to be functional, can be repetitive, fully integrated access and facilities for disabled, CCTV surveillance system throughout public areas and back-of-the-house



Swiss-Belinn Timika, Papua, Indonesia

Functional lobby, welcoming arrival experience, modern reception facility, counter style, seating areas with sofas, chairs, low tables, lobby drug store-gift shop- delicatessen/ take away, easily accessible “guests only” elevators, business corner (two desktop computers and one printer), ladies and gents restrooms



Swiss-Belinn Modern Cikande, Jakarta, Indonesia

- Guest rooms' sizes range from 24-28 m2
- Bar Restaurant Lounge (BaReLo) concept, lobby drug store - gift shop - delicatessen/take away (see also under “lobby”), conference & banqueting facilities, including main room, break-out rooms, pre-function area, dispense bar, ladies & gents' restrooms, with appropriate audio-visual, IT and telecommunications technology and daylight provided as much as possible
- Leisure facilities include Fitness Centre and Swimming Pool

Key Brand Standards



Brand Colour Palette

PURPLE
#A76090

GREEN
#00A651

WHITE
#FFFFFF

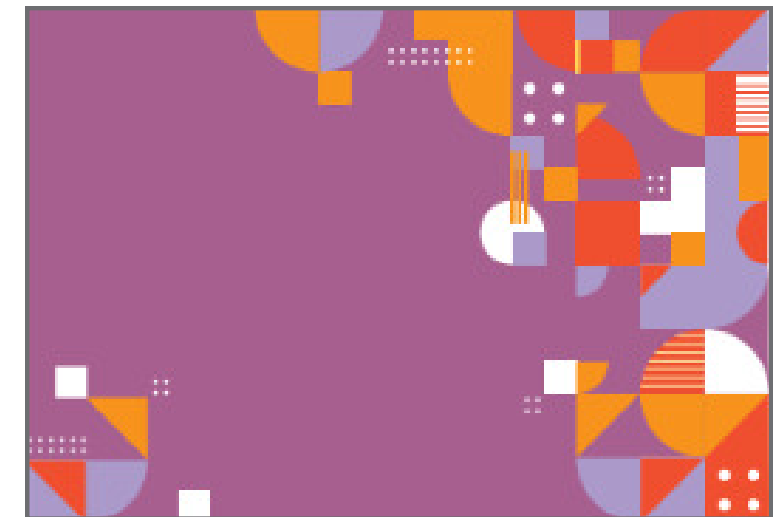
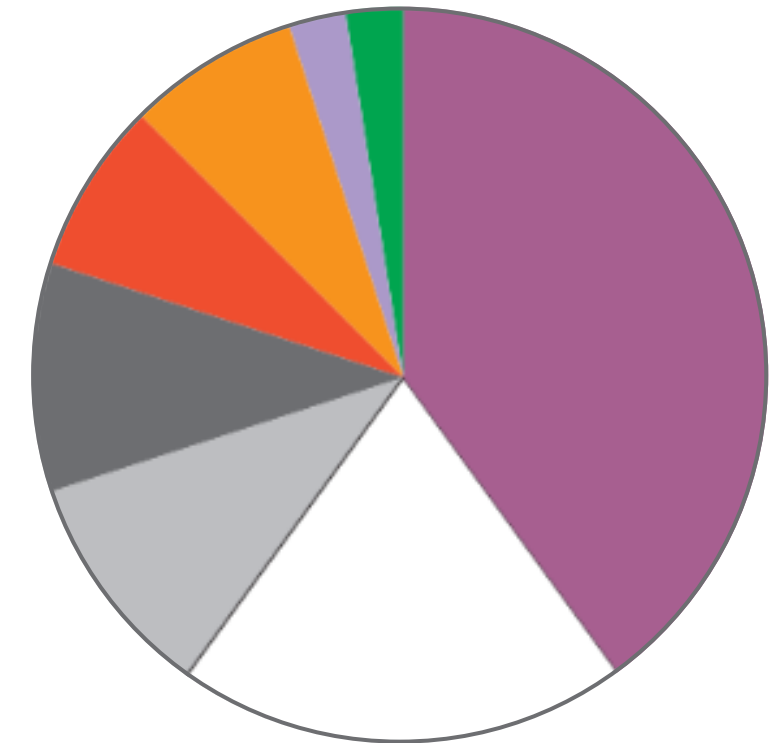
BLUE BELL
#AB9ACA

GREY
#6D6E71

ORANGE
#F7941D

RED
#F04E30

LIGHT
GREY
#BCBEC0



Brand Specific Collateral



Adress Line 1
Adress Line 2
Adress Line 3
Adress Line 4
Adress Line 5

Letter Subject

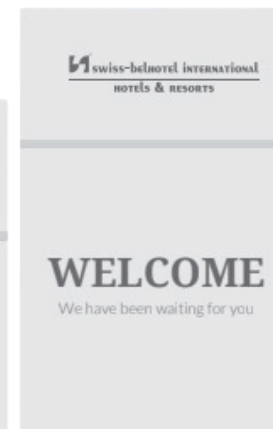
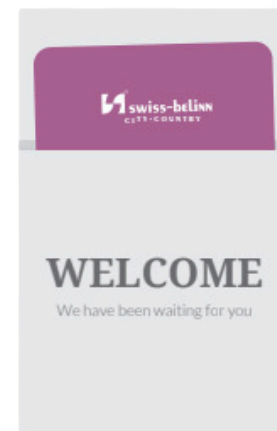
Dear Sir/Madam

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






0001

Guest Name _____

Room Number _____

Qty _____

BAGGAGE CLAIM




0001

Swiss-Belinn will keep your baggage during your stay.



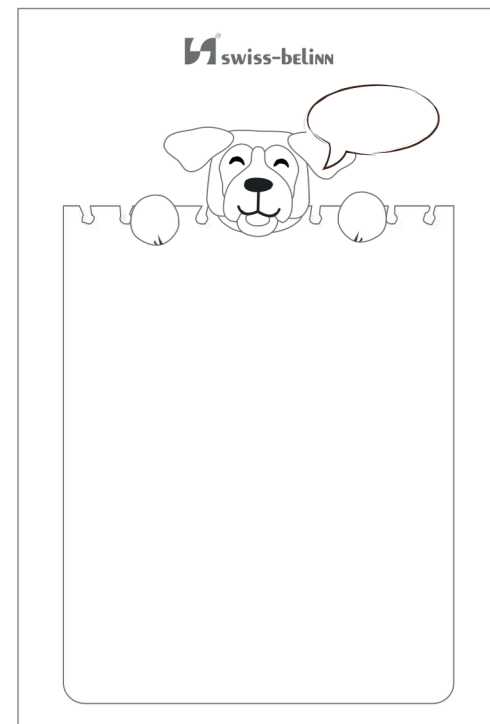
Name Here
Title Here

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



OUR GLOBAL PRESENCE

AUSTRALASIA
 Sydney • Melbourne
 ASIA
 Hong Kong • China • Singapore • Malaysia
 Philippines • Jakarta • Kuala Lumpur
 EUROPE • THE MIDDLE EAST • AFRICA
 Amsterdam • Berlin • London • Paris
 Zurich • Frankfurt • Rome • Athens • Cairo
 Lagos • Johannesburg • Cape Town • Harare




A wide-angle photograph of a modern hotel lounge. On the left, a bar with a dark wood facade and a black and white geometric patterned backrest is visible, with several light green bar stools. The lounge features several seating areas with contemporary grey and beige armchairs and tables. A large, colorful abstract rug with purple, yellow, and brown tones is on the floor. The walls are covered in white geometric panels, and a large, colorful abstract wall sculpture made of circular discs in gold, teal, and blue is mounted on the right wall. The ceiling has a white geometric pattern.

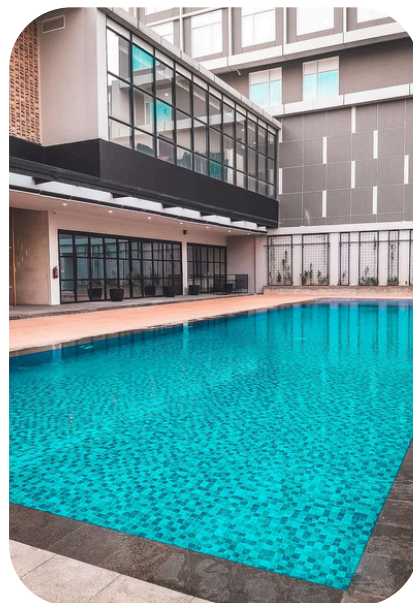
THE HOTEL COLLECTION

OPERATING PROPERTY



 Opened 2020

 Adventurous travelers,
leisure-seekers, and
families.




- 132 rooms
- 9 meeting rooms
- Swiss-Bistro™
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Spa
- Gym
- Outdoor swimming pool
- Guest connectivity corner

INDONESIA

OPERATING PROPERTY



 Opened 2015

 Golf enthusiasts, business travelers, and sophisticated families.



INDONESIA




- 136 rooms
- 9 meeting rooms for up to 1,200 people
- BaReLo
- Spa and gym
- Swimming pool
- Free Wi-Fi
- In-room dining until mid-night
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning service

OPERATING PROPERTY



 Opened 2016

 Golf enthusiasts, business travelers, and sophisticated families.



INDONESIA

- 190 rooms
- BaReLo
- Accessible rooms for people with disability
- 6 meeting rooms and a Ballroom for up to 788 people
- Wi-Fi internet access
- Gym
- Spa and massage
- Swimming pool
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Parking space and valet parking service
- Laundry and dry cleaning service

OPERATING PROPERTY



Opened 2015

Golf enthusiasts, business travelers, and sophisticated families.



INDONESIA




- 136 rooms
- 9 meeting rooms for up to 1,200 people
- BaReLo
- Spa and gym
- Swimming pool
- Free Wi-Fi
- In-room dining until mid-night
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning service

UPCOMING PROPERTY



 Opened 2016

 Golf enthusiasts, business travelers, and sophisticated families.



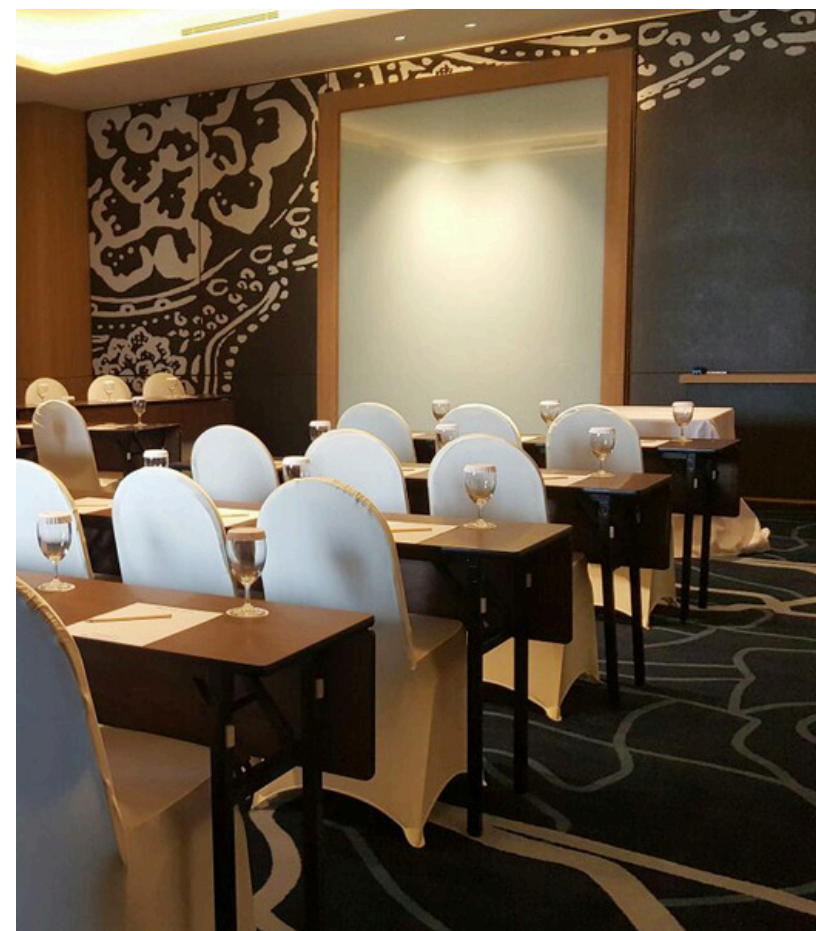
INDONESIA

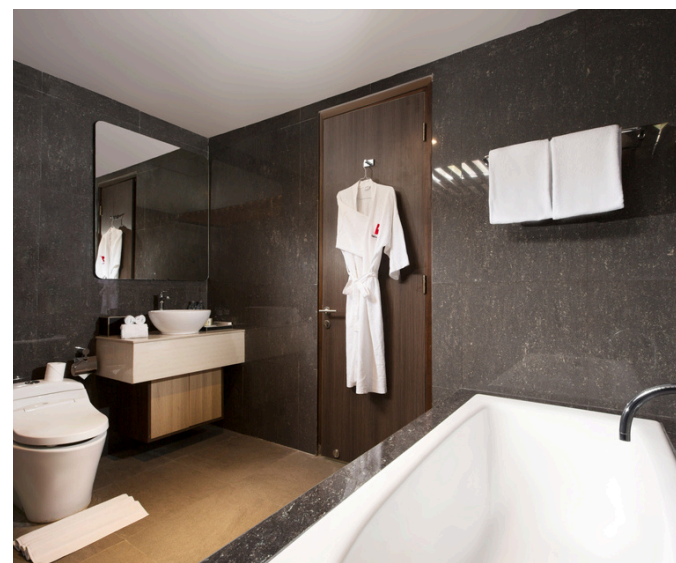
- Contactless door locks
- Hairdryer
- International multi-plug sockets with USB ports
- Work desk
- Coffee and tea maker
- 43-inch LED TV with international cable channels
- IDD telephone
- Bathroom with shower, bathtub only in Suite
- Complimentary Wi-Fi
- Outdoor swimming pool
- Complimentary Wi-Fi throughout the hotel
- 5 Meeting rooms and 3 Ballrooms
- Massage
- Gym
- Restaurant
- Parking space

Property Image Gallery

Pictures of

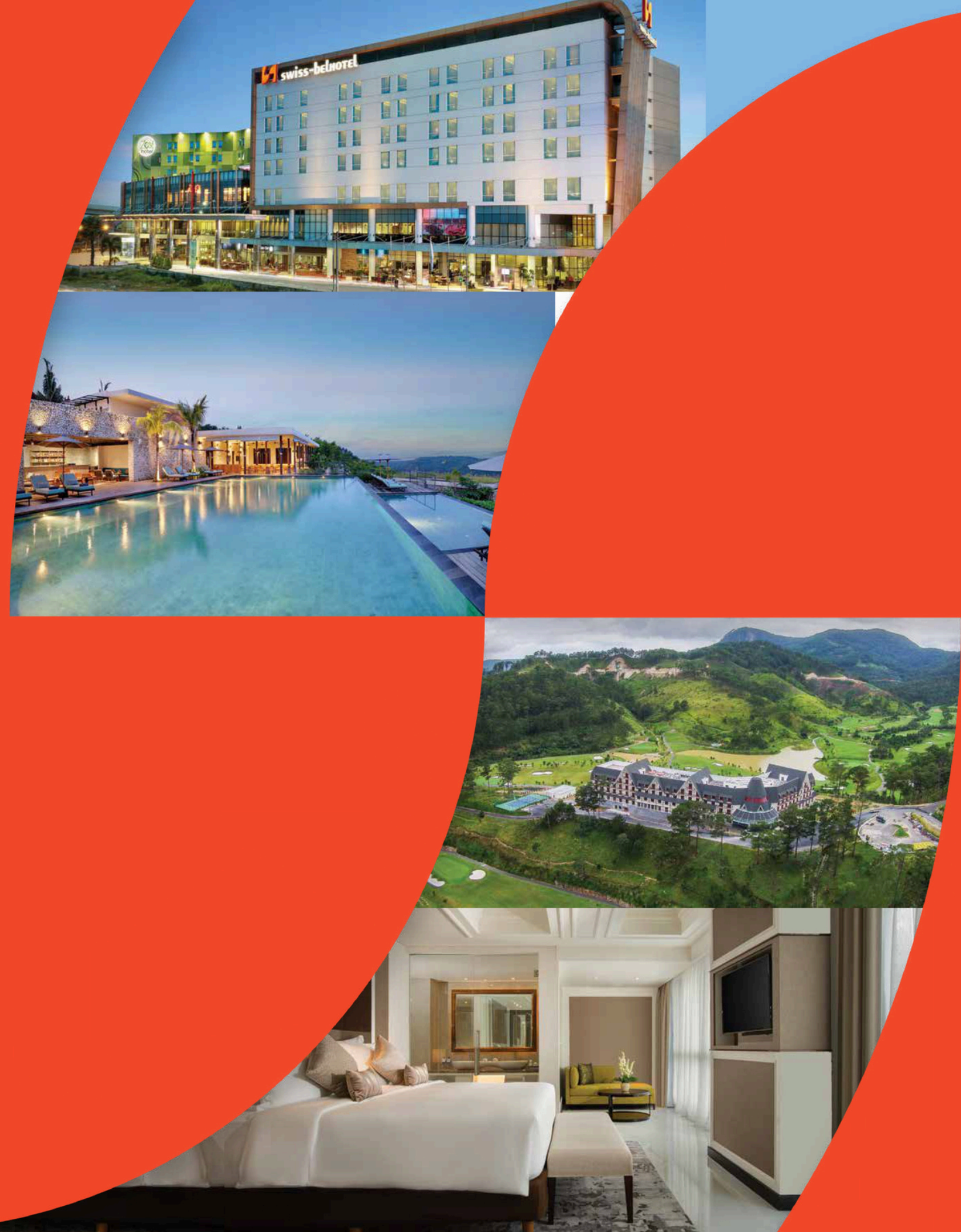
1. Swiss-Belinn Saripetojo, Solo, Indonesia
2. Swiss-Belinn Timika, Papua, Indonesia
3. Swiss-Belinn Simatupang, Jakarta, Indonesia





Pictures of
 1. Swiss-Belinn Modern Cikande, Jakarta, Indonesia
 2. Swiss-Belinn Luwuk, Indonesia
 3. Swiss-Belinn Airport Surabaya, 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



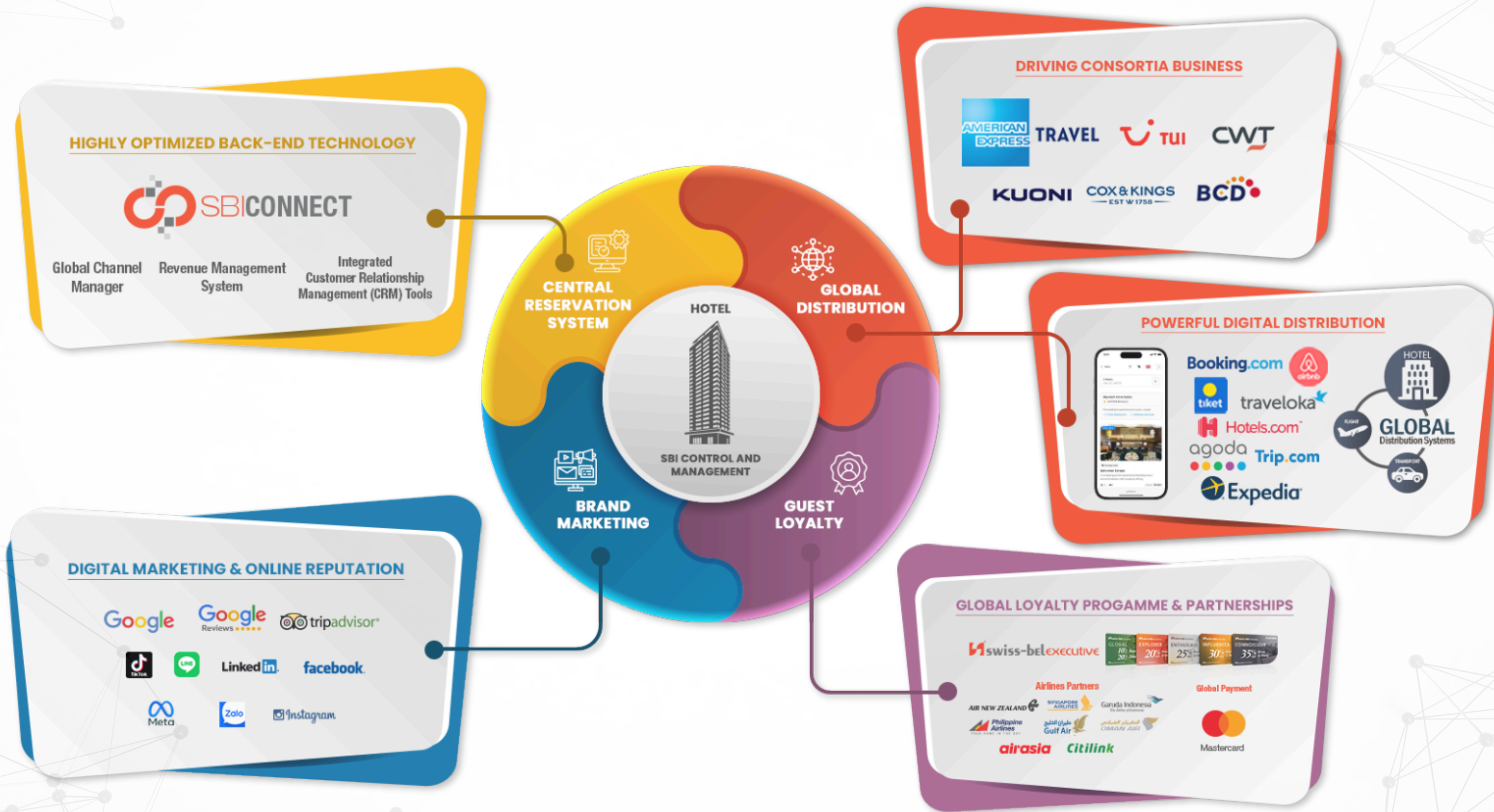
Zest
Star rating:
3 and 2 star



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

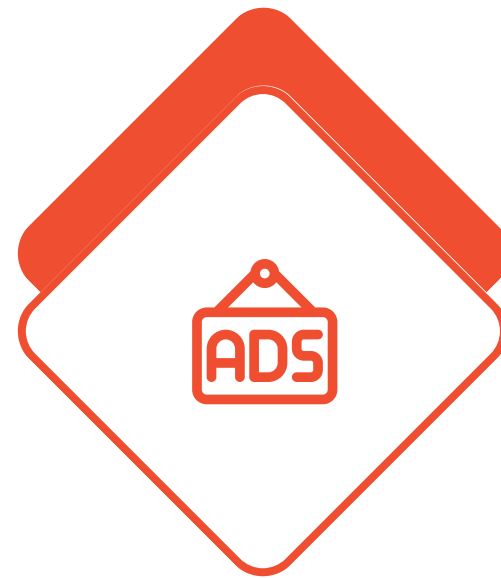
02



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

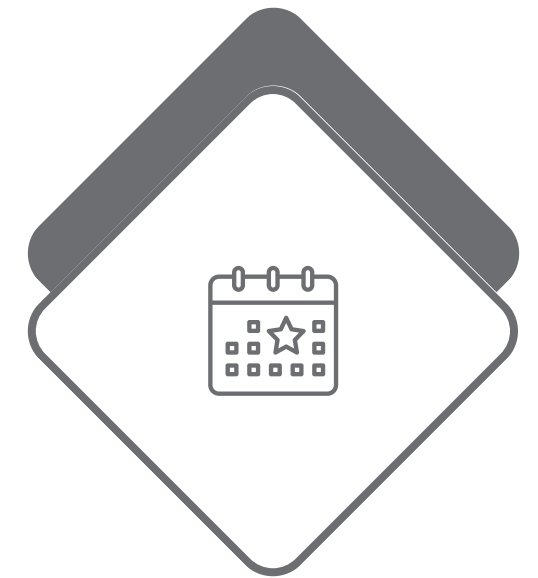
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



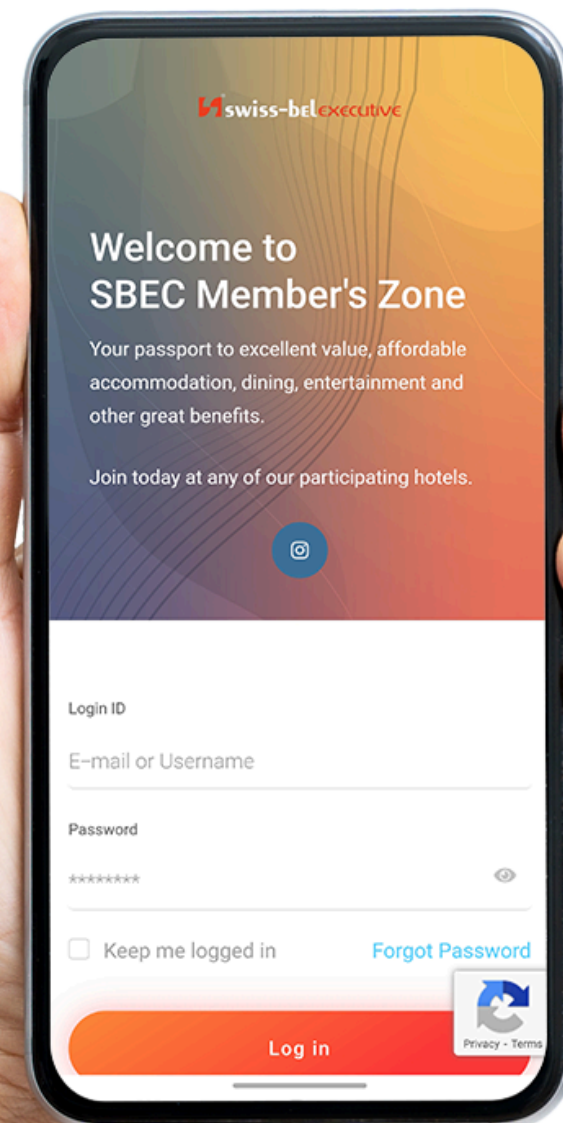
Marketing Events

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

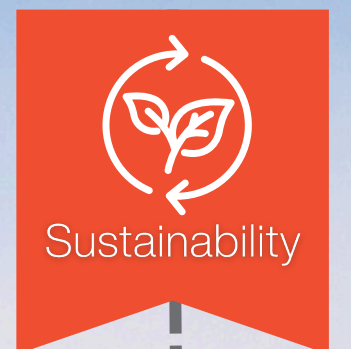
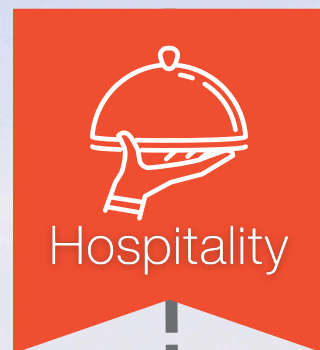
You earn with our partners

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

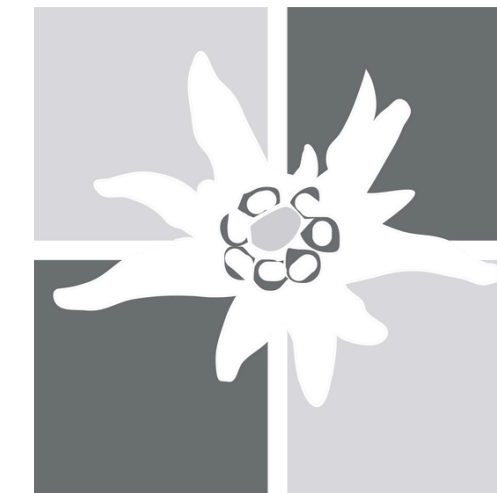
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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%



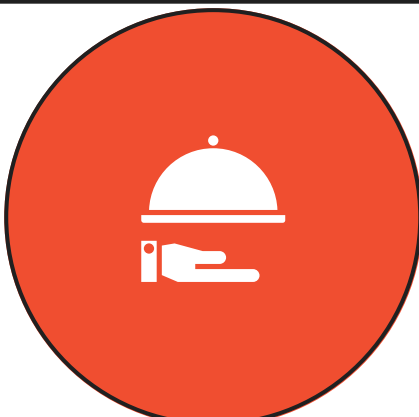
STR Benchmarking

- 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