

 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand Presentation

 **swiss-bellodging**

UPSCALE MIDSCALE HOTEL
4.5 and 4 STAR





Comfortable, stylish, and
locally inspired

Star Rating

4 star

Brand Segmentation

Individually owned units

Brand Inspirations

Local cultural explorer

- Seeking homestays
- Locally curious
- Mindful and sustainable

Brand Logo for *Hotels*

The Swiss-Bellodging 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

Brand *Positioning*



Category

Individually owned units



Star Rating

4 star



Upscale/ Upper Upscale/ Luxury serviced residences and apartments concept inspired by the cozy charm of individual accommodations, offering a unique and personalized travel experience. The accommodations worldwide capture the essence of warm hospitality and create a welcoming and intimate atmosphere where guests can relax, rejuvenate, and connect with local culture.

Brand *Focus*

- Promoting genuine hospitality and cultural experiences, regardless of location.
- Ensuring high-quality accommodations and amenities for a relaxing stay.
- Tailoring experiences to individual guest preferences and interests.
- Embracing environmentally friendly practices and supporting local communities.
- Fostering connections between guests and local residents.



Brand Concept

- Creating a welcoming and inviting atmosphere.
- Prioritizing comfort and functionality.
- Honoring local heritage and customs, adapted to various locations.
- Delivering exceptional service and experiences.
- Respecting the environment and local communities.



Key Brand Standards



- All accommodations should prioritize guest comfort and provide high-quality amenities. Incorporate local design elements and materials to create a unique and authentic experience. Provide ample seating and comfortable furniture for relaxation. Maximize natural light by utilizing large windows or skylights. Create a welcoming and inviting atmosphere with warm lighting and soft furnishings.

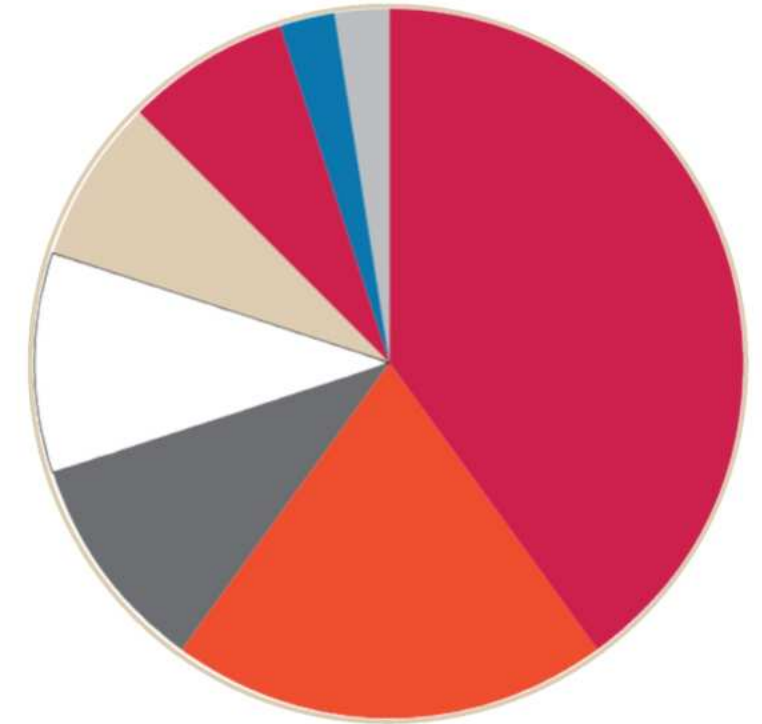


- Provide a high-quality, comfortable bed with premium linens. Offer sufficient storage for personal belongings, such as closets or drawers. Ensure a peaceful and quiet sleeping environment. Maintain a high standard of cleanliness and modern design. Provide essential toiletries, such as shampoo, conditioner, and soap. Ensure a reliable supply of hot water for showers and baths.

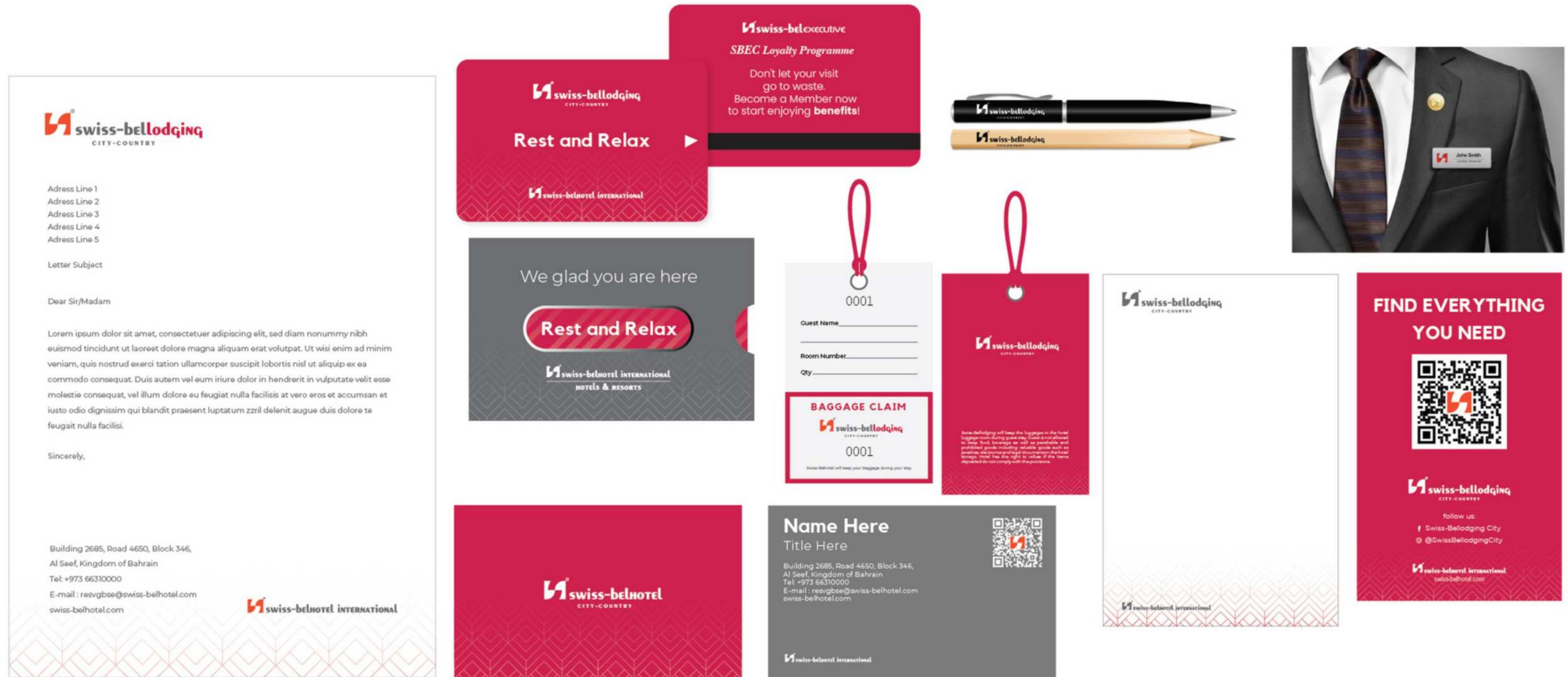


- Provide comfortable outdoor seating for guests to enjoy the views. Ensure privacy for guests, especially if balconies overlook neighboring properties. Provide essential cooking utensils, appliances, and cookware. Equip the kitchen with high-quality appliances, such as a refrigerator, stove, and microwave.

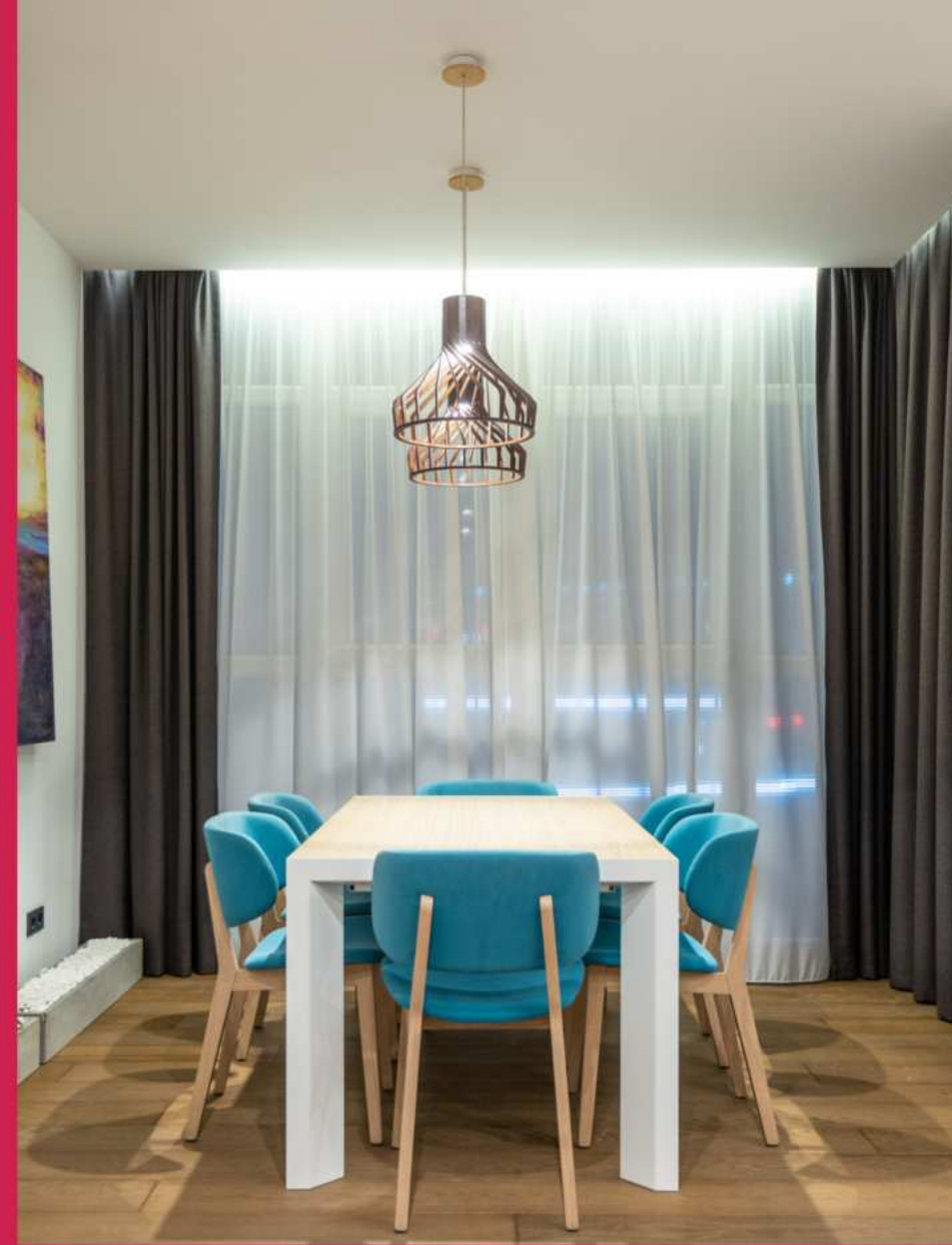
Brand Colour Palette

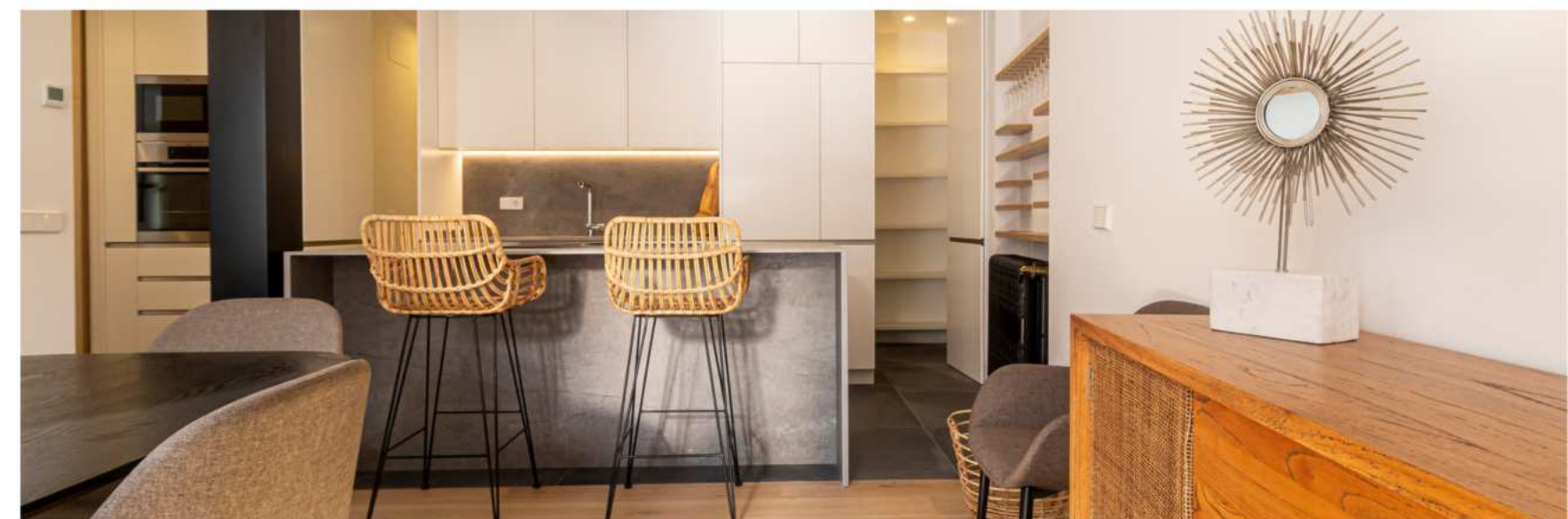
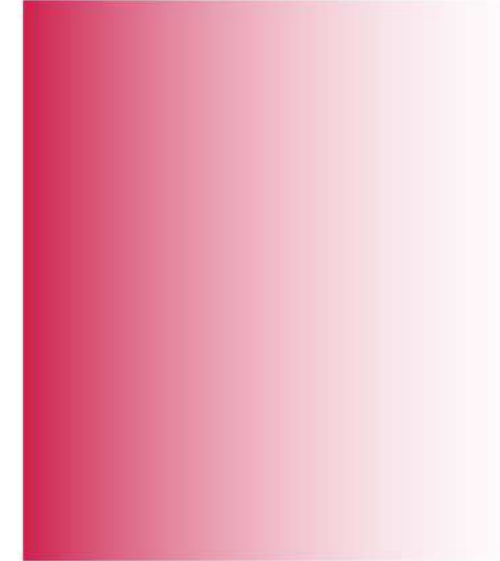


Brand Specific Collateral

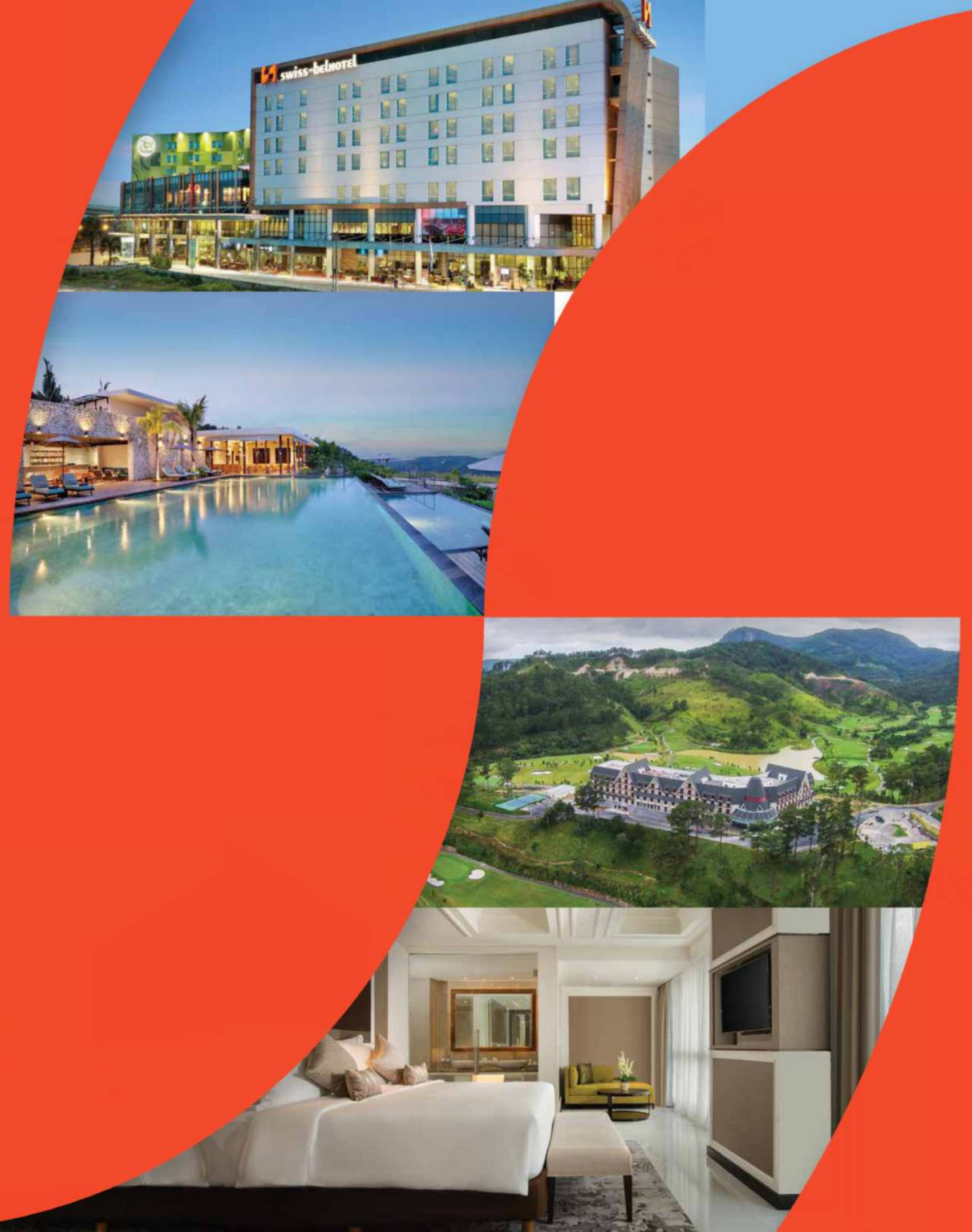


Mood Board





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



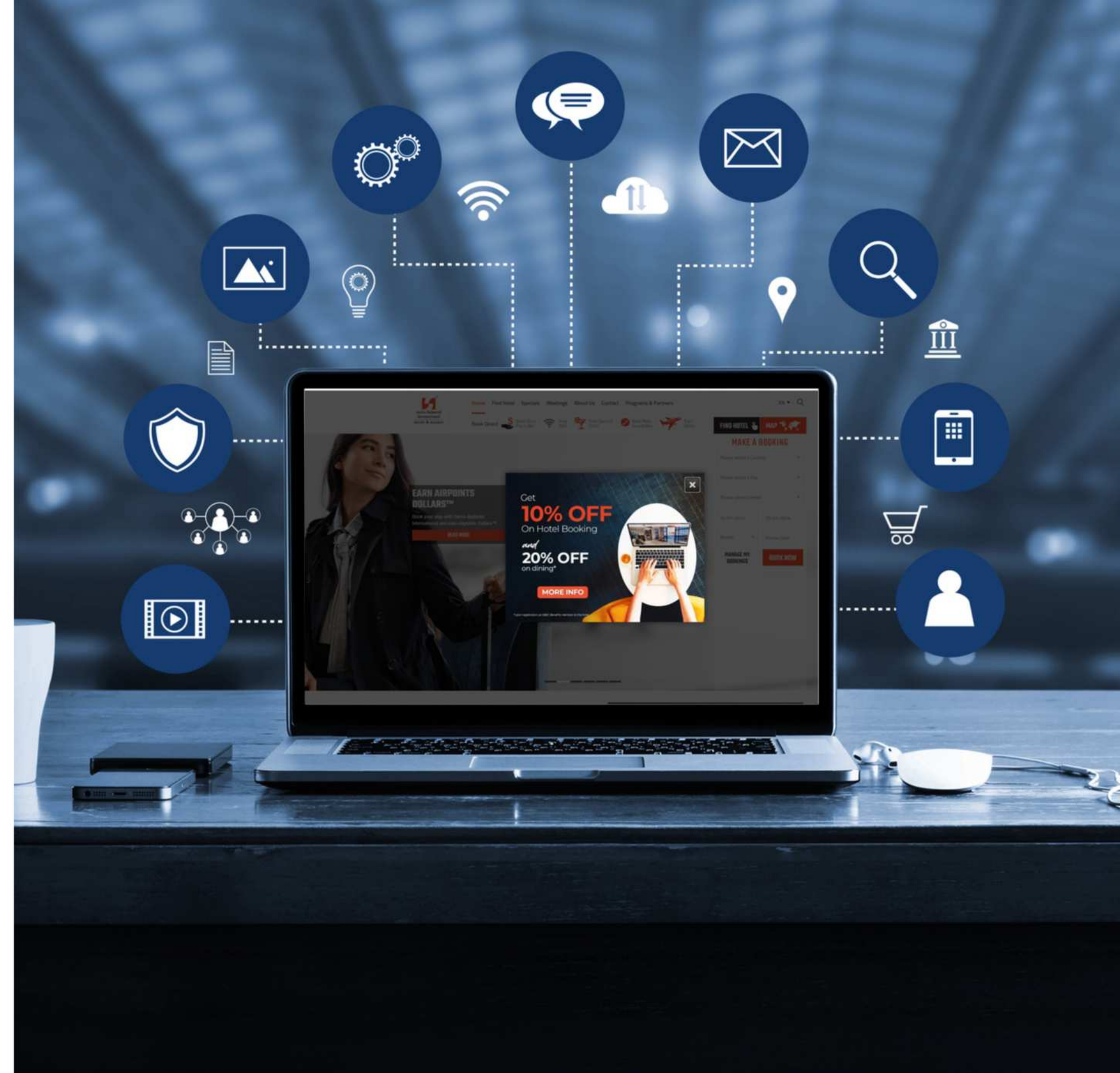
Economy/ Budget
Star rating:
3 and 2 star



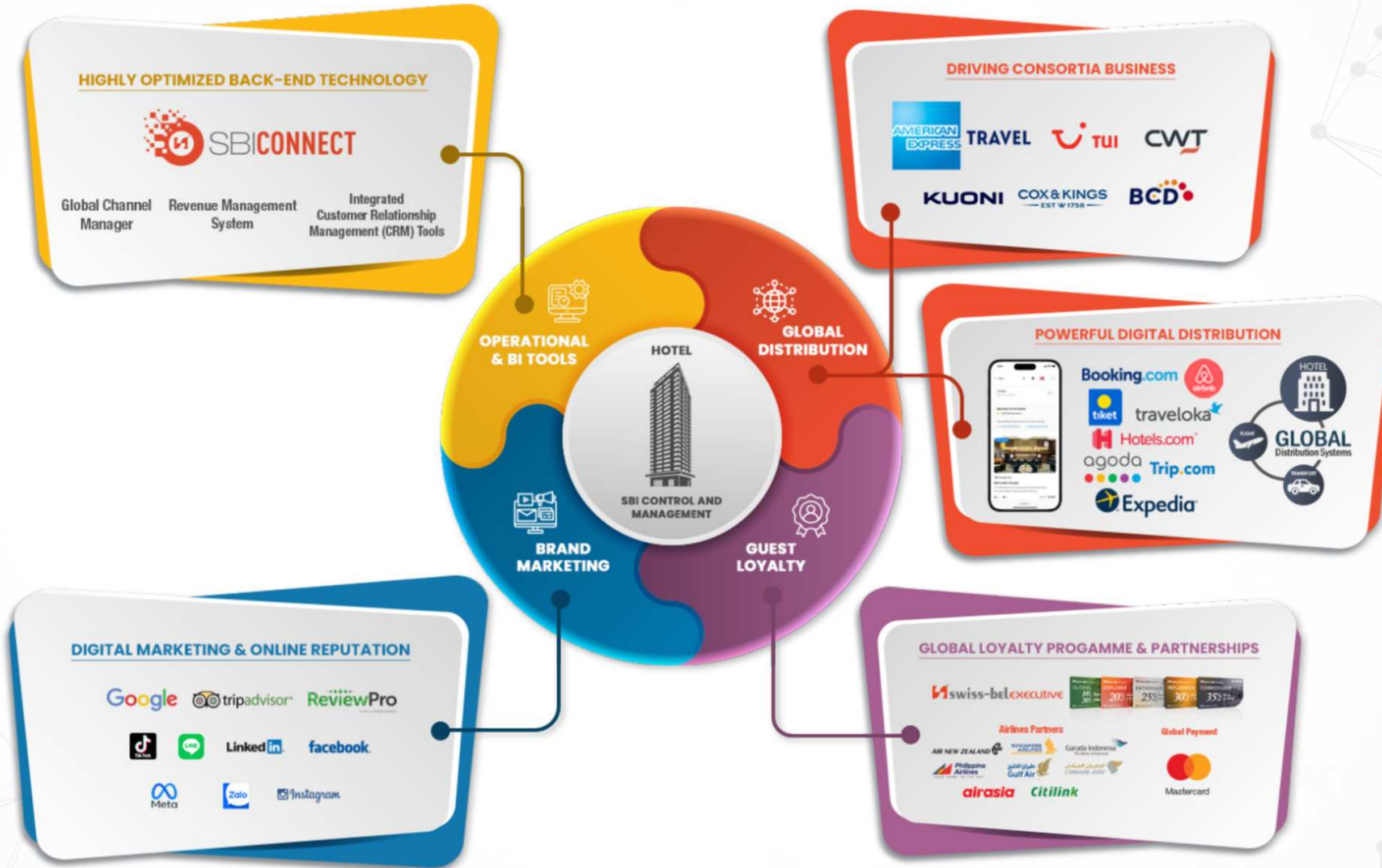
Zest
Star rating:
3 and 2 star



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

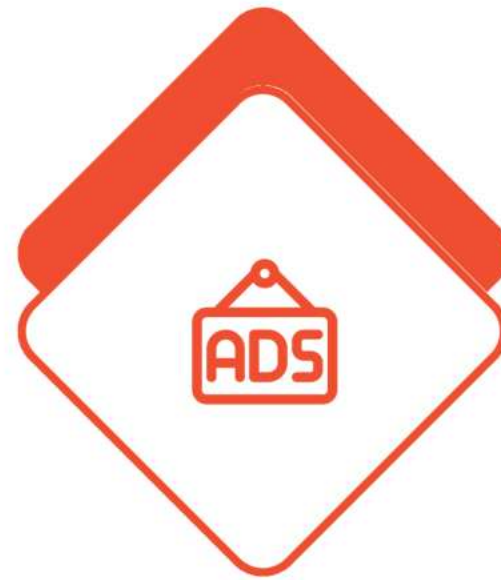
02



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

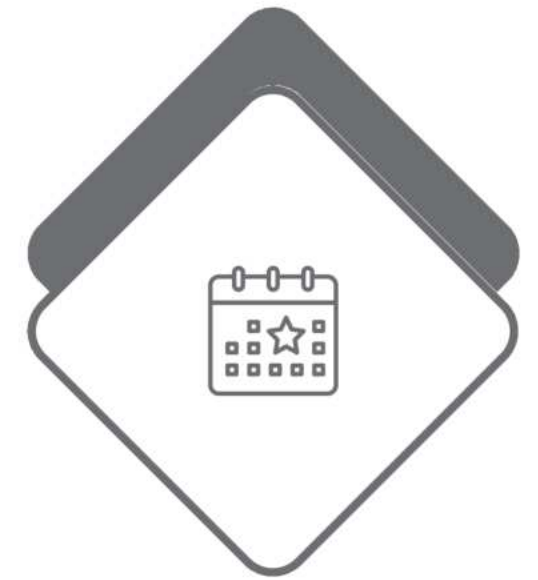
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



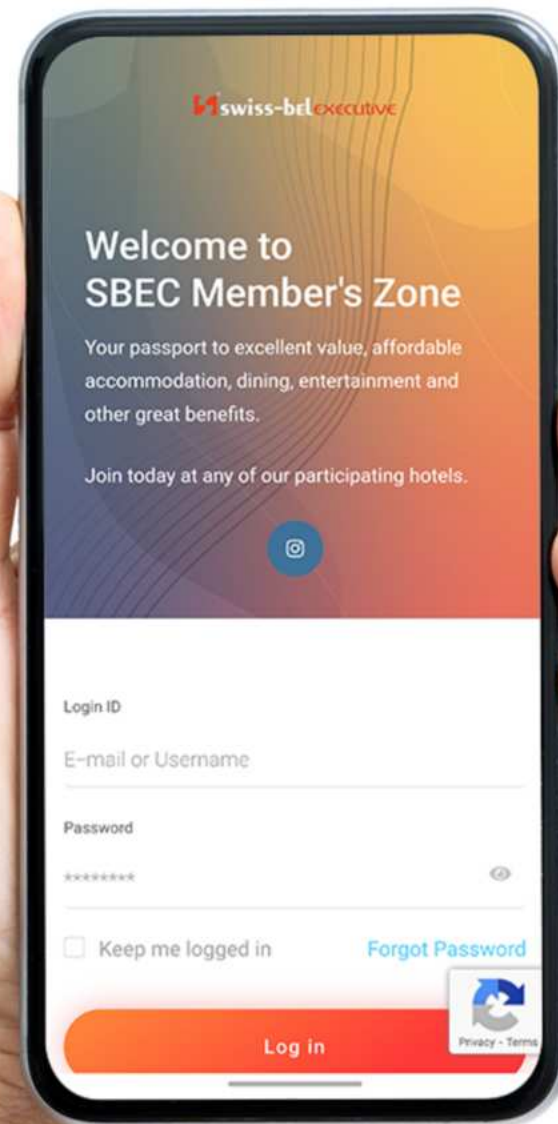
Marketing Events

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

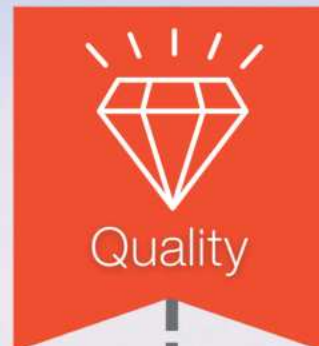
You earn with our partners

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.

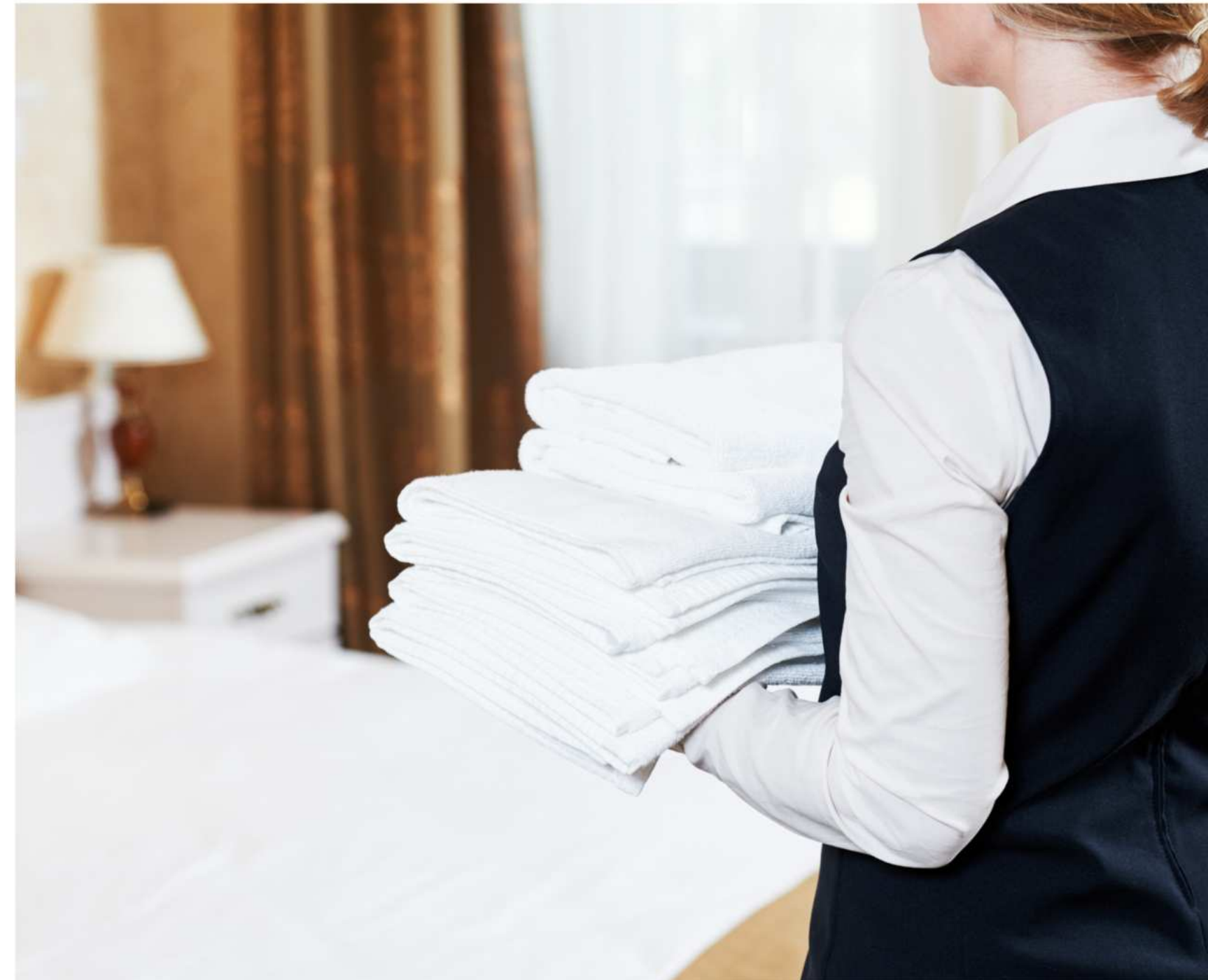




PERFECTION

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.**





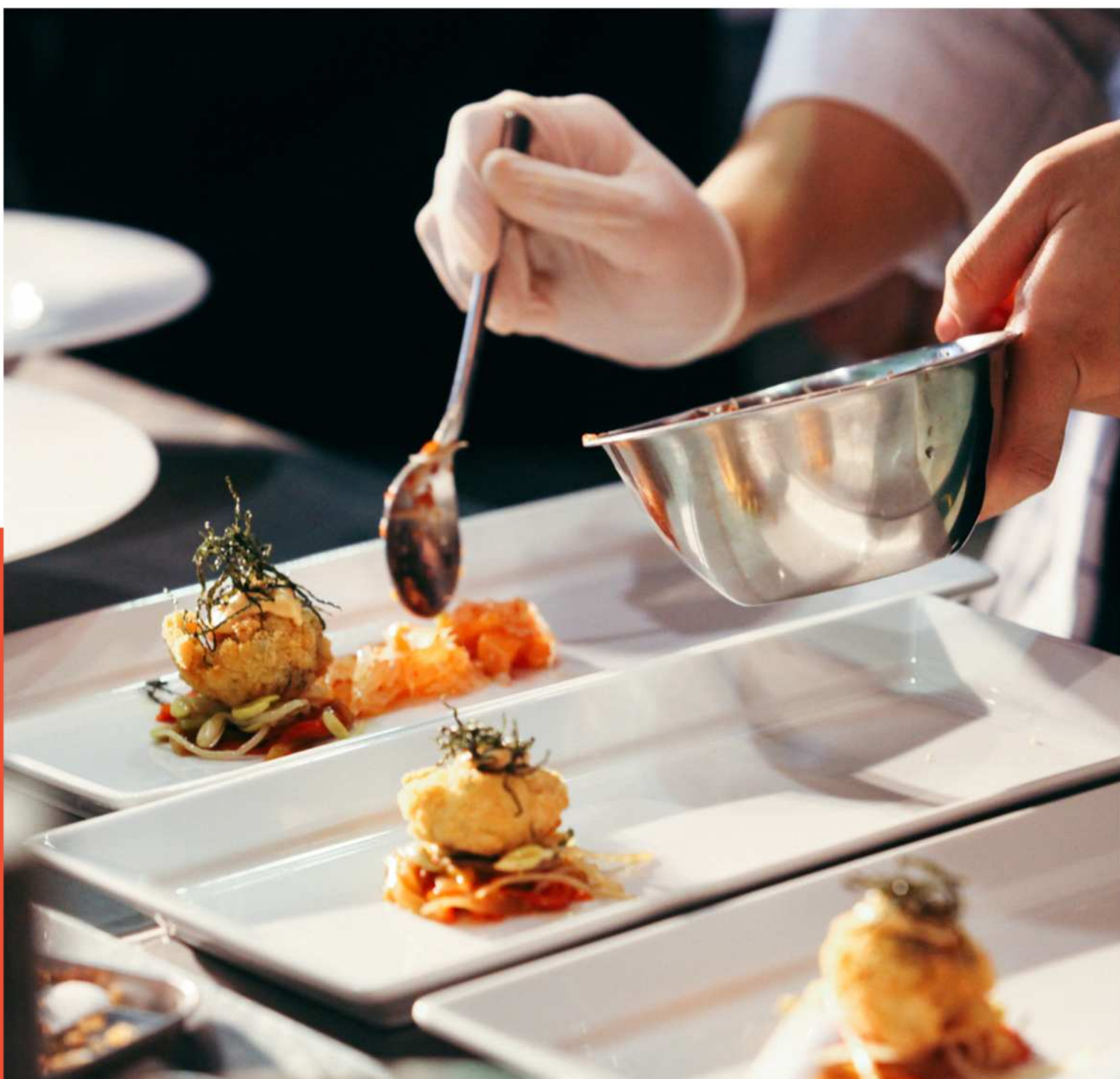
HOSPITALITY

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:



3000+

Individual lessons

300+

Course subjects

9000+

Number of
staff-students

85.5%

Staff
engagement rate

**Certification Affiliation
Registered in England**





SUSTAINABILITY

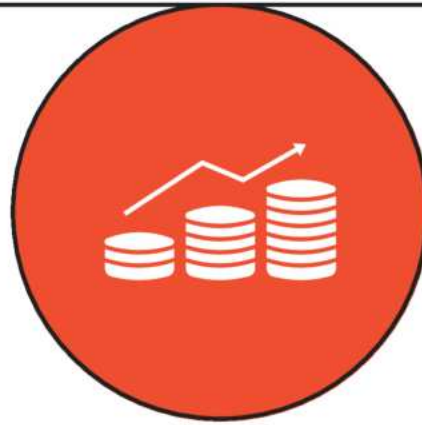
Swiss-Belhotel International ensures that its properties are enhancing techniques which will work towards the co-existence of environment, economy, and society.

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.

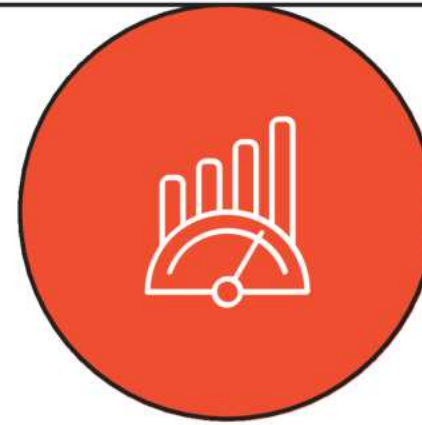


COMPANY PERFORMANCE STATISTICS



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%



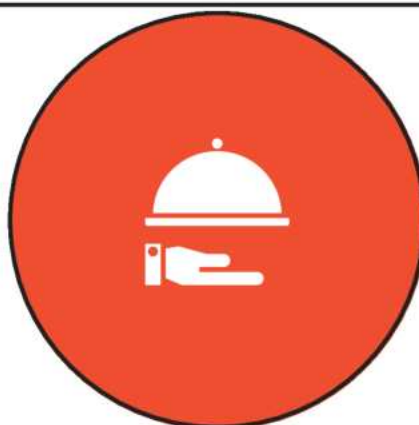
STR Benchmarking

- 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