



Brand Presentation



UPSCALE-MIDSCALE RESORT
5 and 4 STAR





Relaxing getaway with a modern twist

Star Rating

5 and 4 star

Brand Segmentation

Upscale-Midscale

Brand Inspirations

Explorer

- Break-free from everyday life.
- Weekend escapists.
- Thrill-seekers.

Brand Logo for *Hotels*

The Swiss-Belresort 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-Belresort is a full service resort designed for travellers looking for comprehensive and well appointed international standard facilities enhanced with efficient and attentive service and the comfort and security of a second home

Brand *Mission Statement*

To position the resort as one of the leading resorts 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-Belresort Belitung, Riau Islands, 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-Belresort Belitung, Riau Islands, Indonesia



Swiss-Belresort Dago Heritage, Bandung, Indonesia

Brand Concept

- 🌊 Convenient location in primary, secondary and tertiary cities
- 🌊 Architectural design combining modern and local aesthetics
- 🌊 Contemporary interior design and furnishings
- 🌊 Latest technology
- 🌊 Well appointed recreational facilities
- 🌊 Environmentally adapted
- 🌊 The comfort and security of a home



Branded *Food & Beverage Concept*



Swiss-Belresort Pecatu, Bali, Indonesia



Swiss-Belresort Belitung, Riau Islands, Indonesia

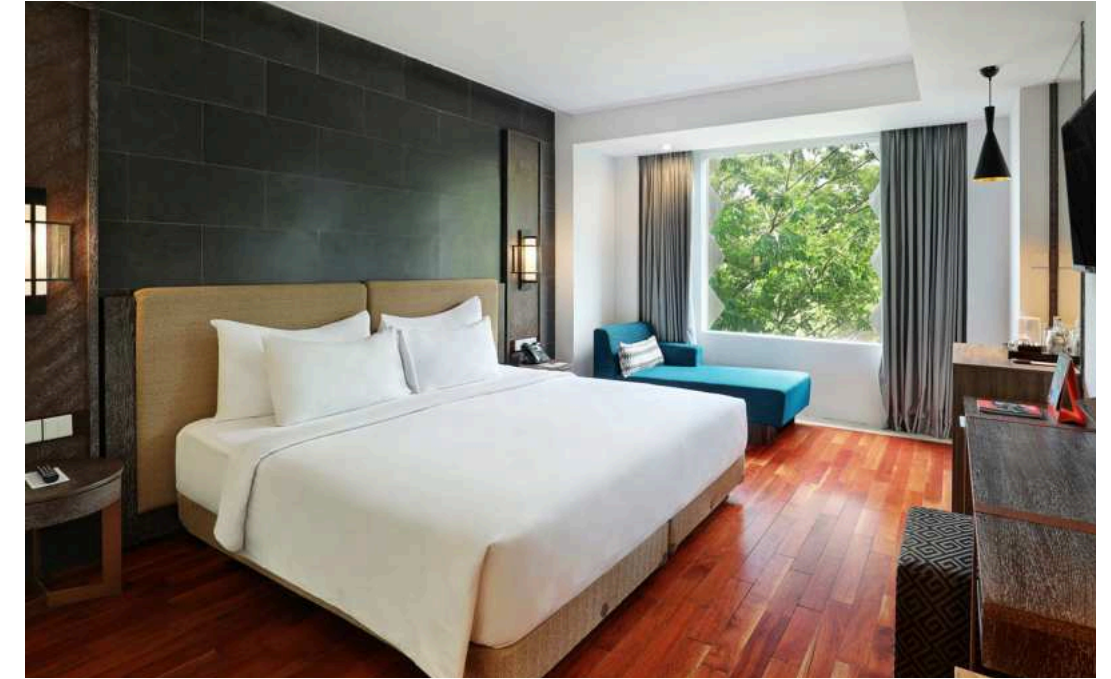
Key Brand Standards



Contemporary modern style/ classical (ethnic), 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, a full range of resort facilities to cater to the leisure and conference customers

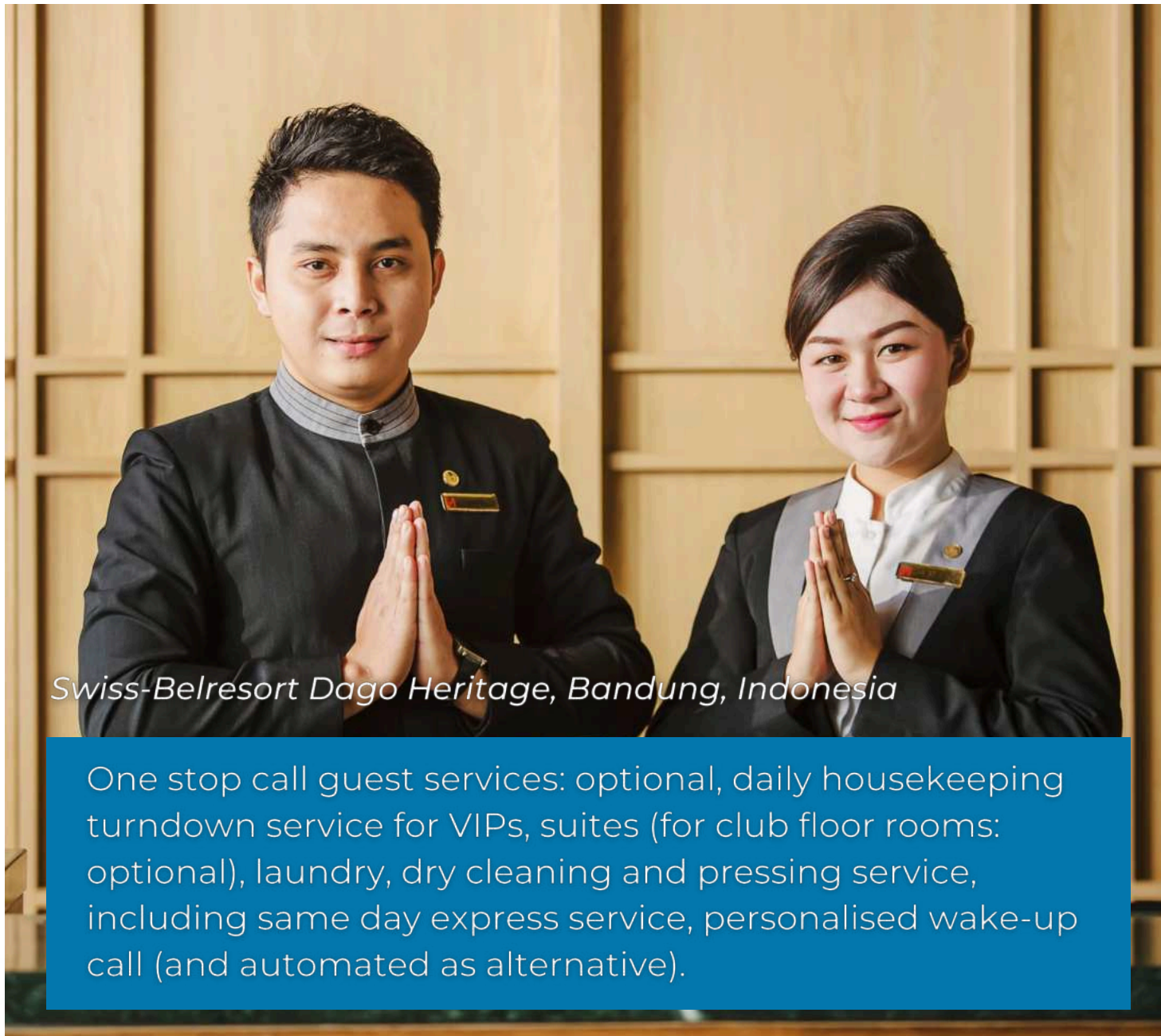


Food & beverage outlet, spacious lobby, welcoming arrival experience, contemporary reception facility (pod counter style), concierge desk and activities desk, lounge seating areas with sofas, chairs, low tables, scattered in clusters, lobby drug store/ gift shop, business centre, ladies & gents restrooms including one baby “changing” facility.



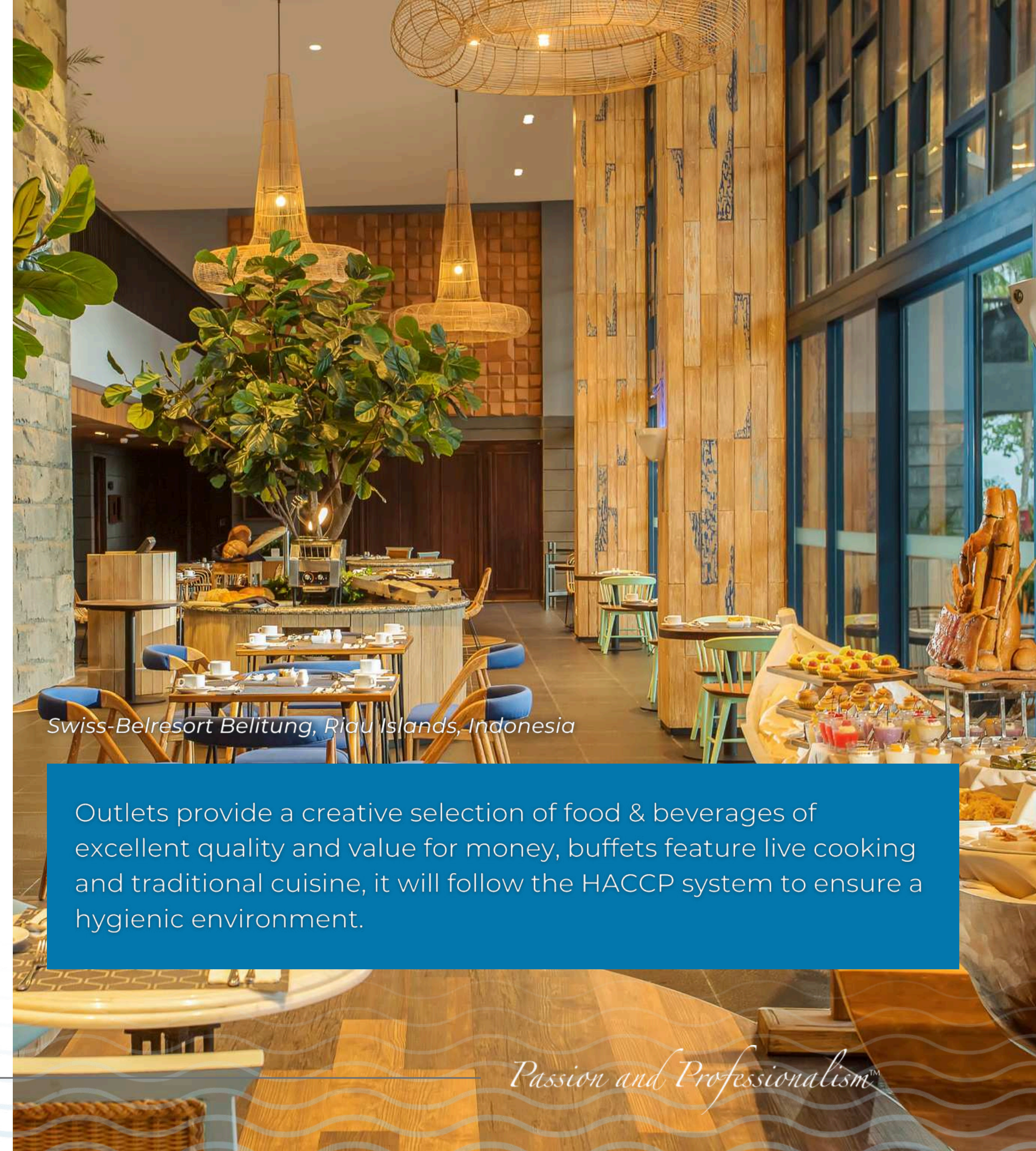
- Guest rooms' sizes range from minimum 28 - 32 m²
- Minimum one restaurant - All day dining Swiss-Café Restaurant
- Leisure Facilities include fitness centre, spa, swimming pool, kids swimming pool
- Private beach area, Floodlit tennis court(s)

Key Brand Standards



Swiss-Belresort Dago Heritage, Bandung, Indonesia

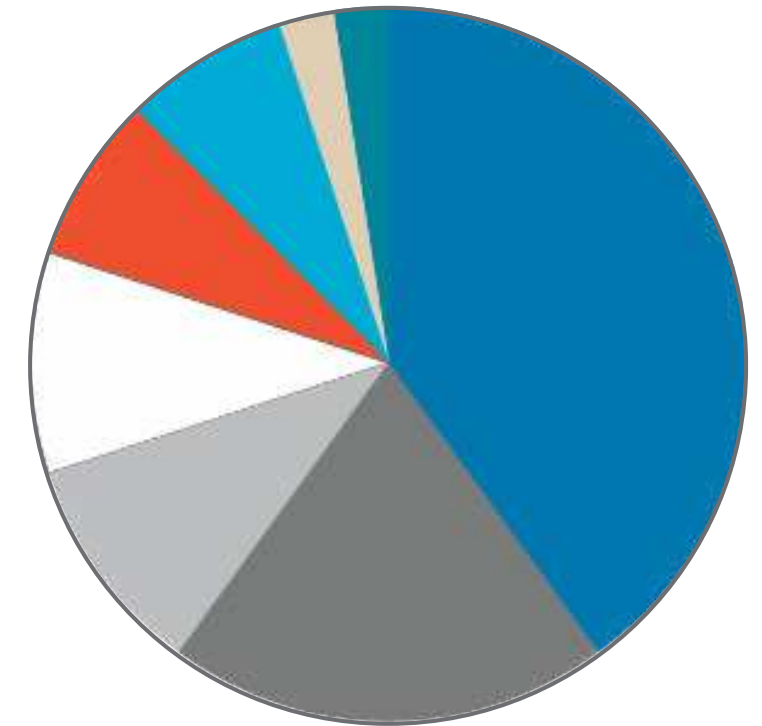
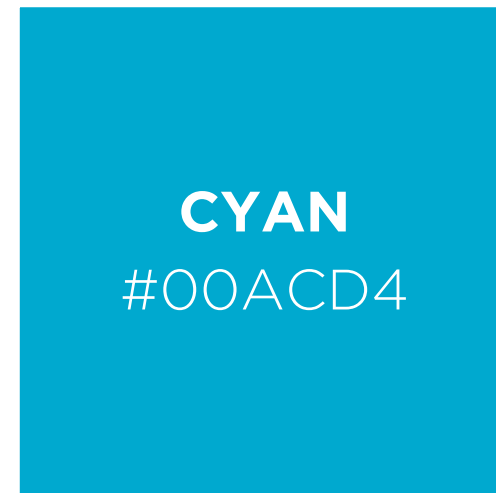
One stop call guest services: optional, daily housekeeping turndown service for VIPs, suites (for club floor rooms: optional), laundry, dry cleaning and pressing service, including same day express service, personalised wake-up call (and automated as alternative).



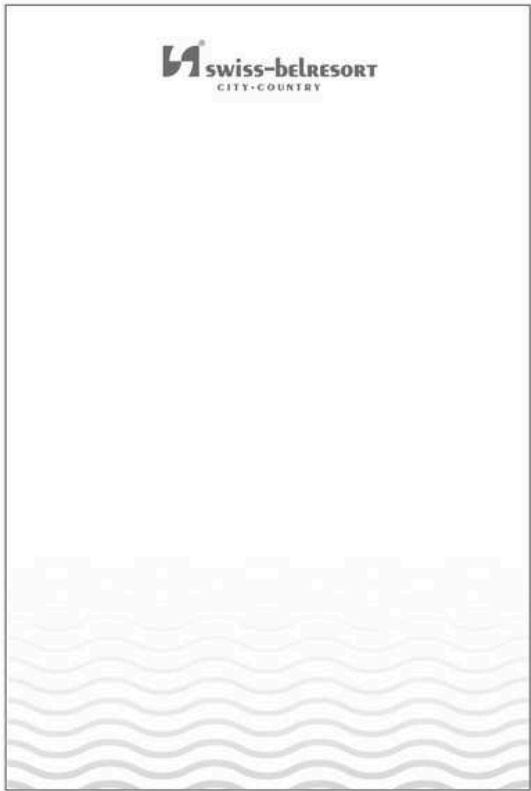
Swiss-Belresort Belitung, Riau Islands, Indonesia

Outlets provide a creative selection of food & beverages of excellent quality and value for money, buffets feature live cooking and traditional cuisine, it will follow the HACCP system to ensure a hygienic environment.

Brand Colour Palette



Brand Specific Collateral



THE RESORT COLLECTION

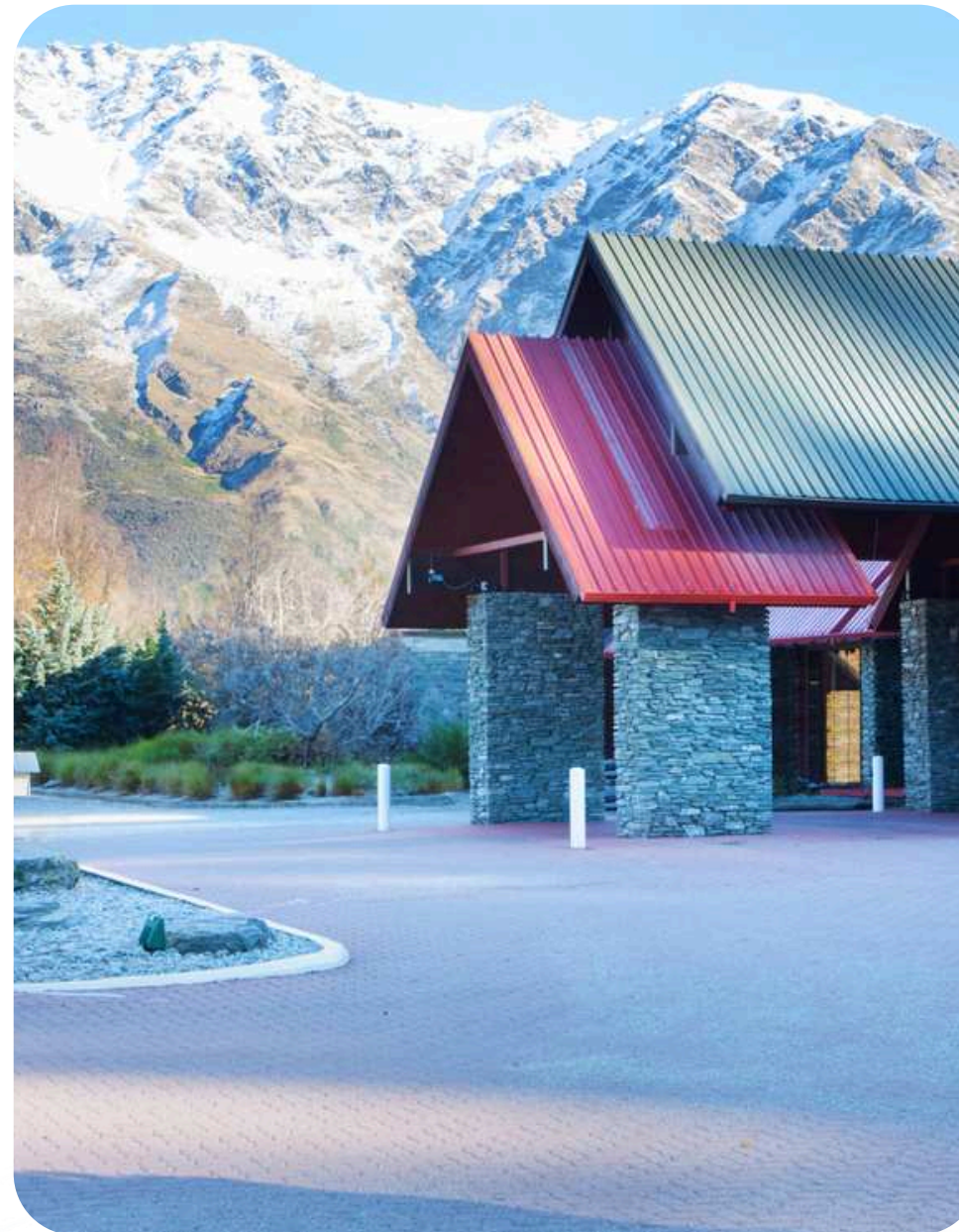
OPERATING PROPERTY



Opened 2013



Adventurous travelers,
leisure-seekers, and families.



NEW ZEALAND

- Positioned near Coronet Peak, the resort is a prime location for skiing and snowboarding in the winter
- Set against the backdrop of the rugged Southern Alps
- 54 rooms
- 55" TV, electric blanket, tea and coffee making facilities
- Laundry
- Restaurant and Strike Bowl bar
- Strike Bowl. A 7-lanes bowling alley and pool tables
- Walking distance to Onsen Hot Pool
- Pet-friendly rooms

OPERATING PROPERTY

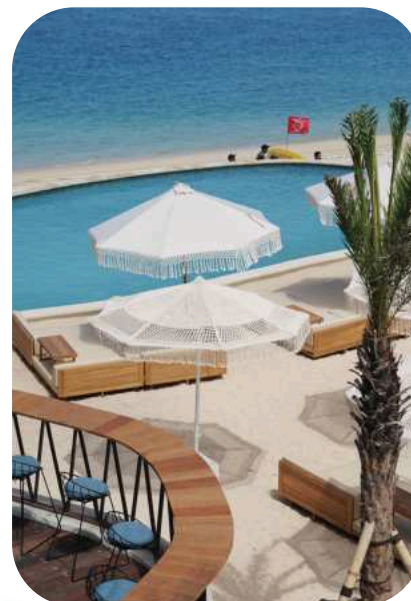
INDONESIA



Opened 2017



Surfers, golfers, and honeymooners.



- Uniquely positioned as a destination for various cultural and recreational activities in Bali's southern peninsula
- 171 modern-style rooms and suites tailored for both travelers and business people
- Located near the resort, New Kuta Golf provides a breathtaking backdrop for golf enthusiasts
- Laundry and Dry cleaning
- Massage & Spa
- Business Centre
- Lagoon Swimming Pool for kids and adult

OPERATING PROPERTY

INDONESIA

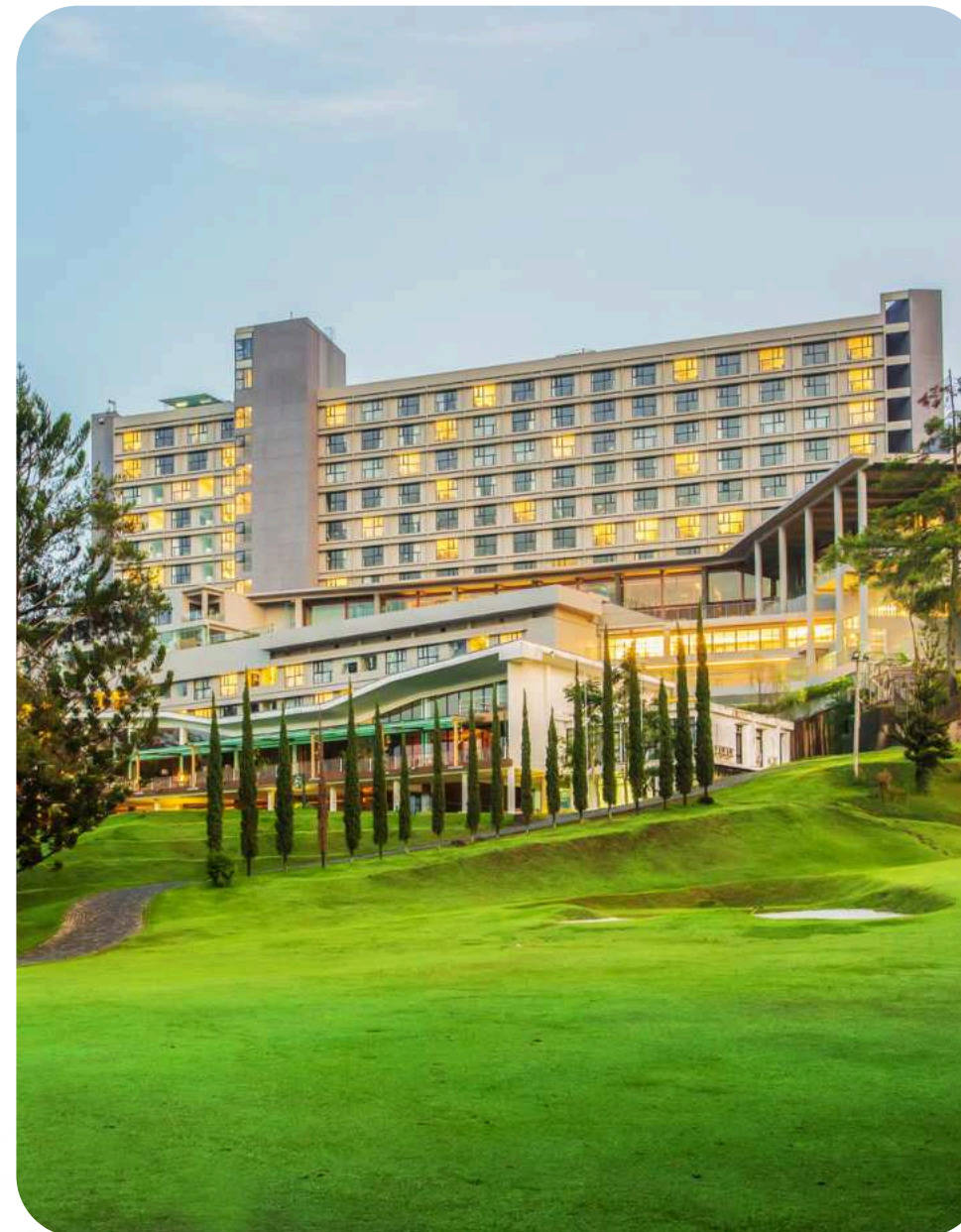
swiss-belRESORT dago HERITAGE BANDUNG • INDONESIA



Opened 2018



Golf enthusiasts, business travelers, and sophisticated families.



- Located on the historic Dago Atas area, and part of the Dago Heritage Golf Course
- Panoramic views of the lush, green landscape of Bandung highlands
- 161 luxurious rooms with contemporary design that integrates local cultural elements
- Swiss-Kitchen™ restaurant that offers a range of local and international cuisine
- Water heated outdoor infinity pool
- Lobby Lounge, bar, and wine cellar
- Kids club
- Parking and valet parking service

OPERATING PROPERTY

VIETNAM



Opened 2015



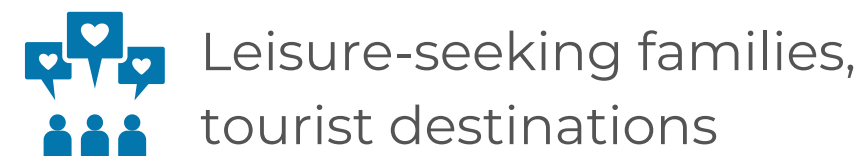
Sophisticated and
leisure-seeking families.



- Surrounded by hills, the resort has an exceptional landscape and rural environment.
- 151 upscale international resort rooms and suites for both travelers and business people.
- Adjacent to 18-hole golf course provides a breathtaking backdrop for golf enthusiasts.
- Karaoke
- Fitness centre & spa
- Business centre
- Indoor & outdoor swimming pool
- Tennis court
- Kids corner

UPCOMING PROPERTY

TANZANIA



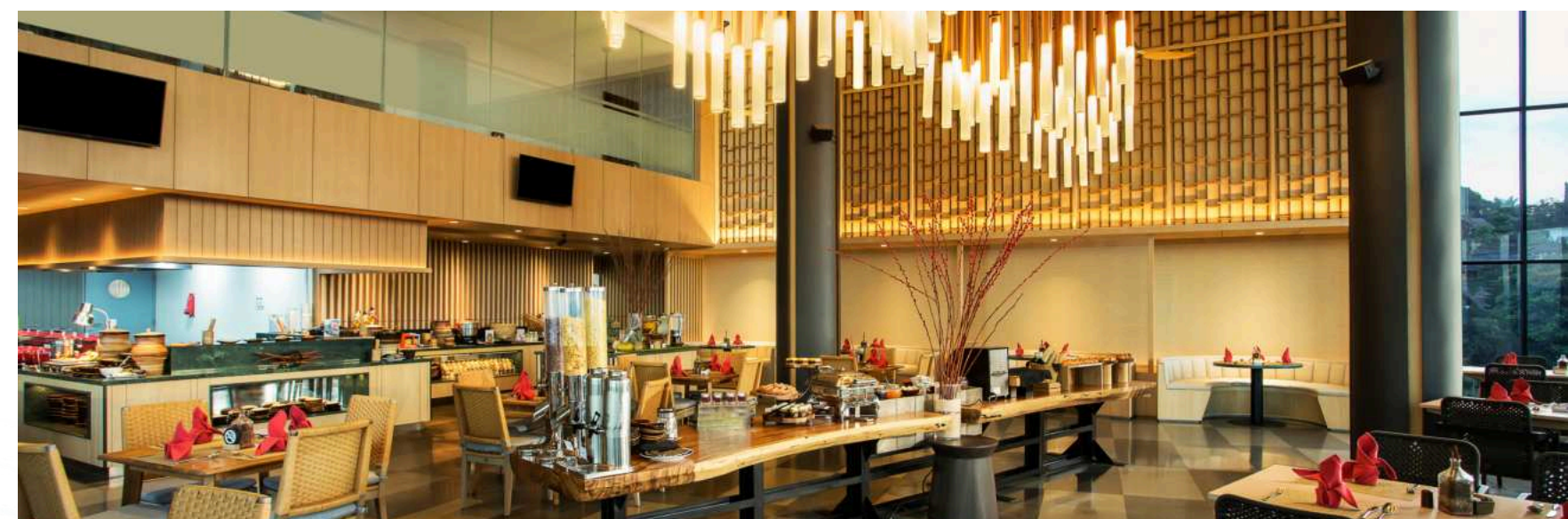
- 125 rooms
- Swiss-Cafe™ Restaurant
- Specialty Restaurant
- Beach bar
- Swimming Pool
- Kids pool and kids' club
- Spa and health club
- Watersports
- Free Wi-Fi
- 24-hour in-room dining
- 24-hour security and CCTV

Property Image Gallery

Pictures of

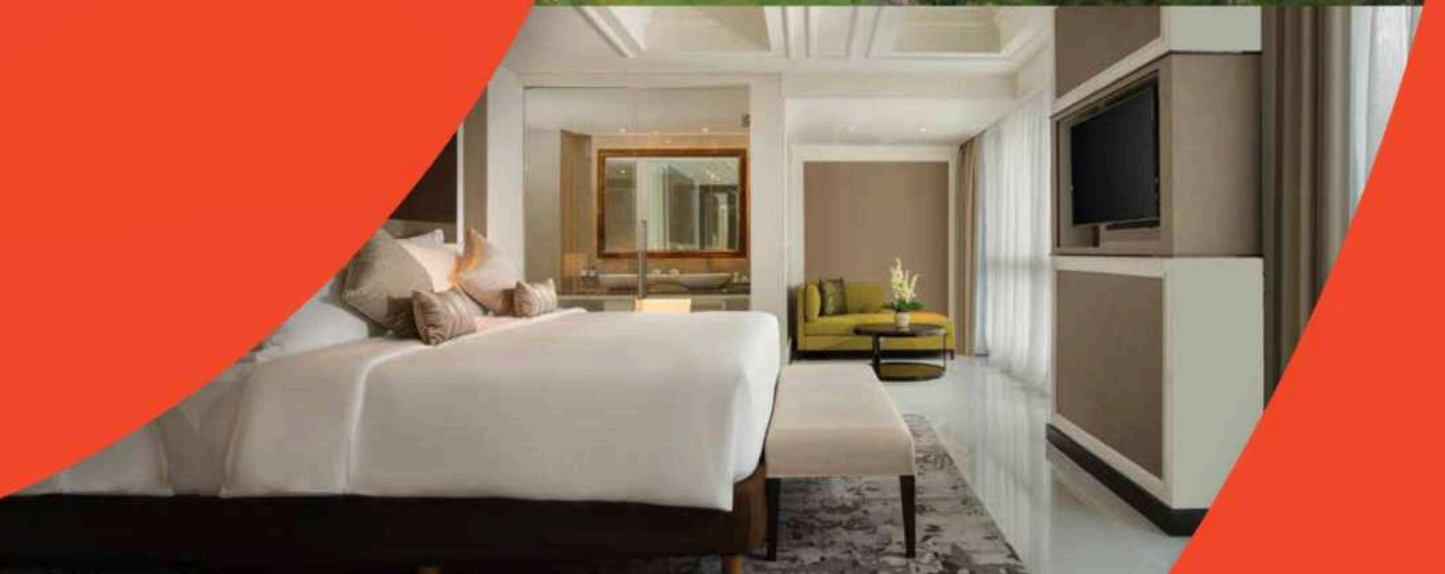
1. Swiss-Belresort Pecatu, Bali, Indonesia
2. Swiss-Belresort Dago Heritage, Bandung, Indonesia
3. Swiss-Belresort Tuyen Lam Dalat, Vietnam





Pictures of
 1. Swiss-Belresort Pecatu, Bali, Indonesia
 2. Swiss-Belresort Dago Heritage, Bandung, Indonesia
 3. Swiss-Belresort Belitung, Riau Islands, Indonesia

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



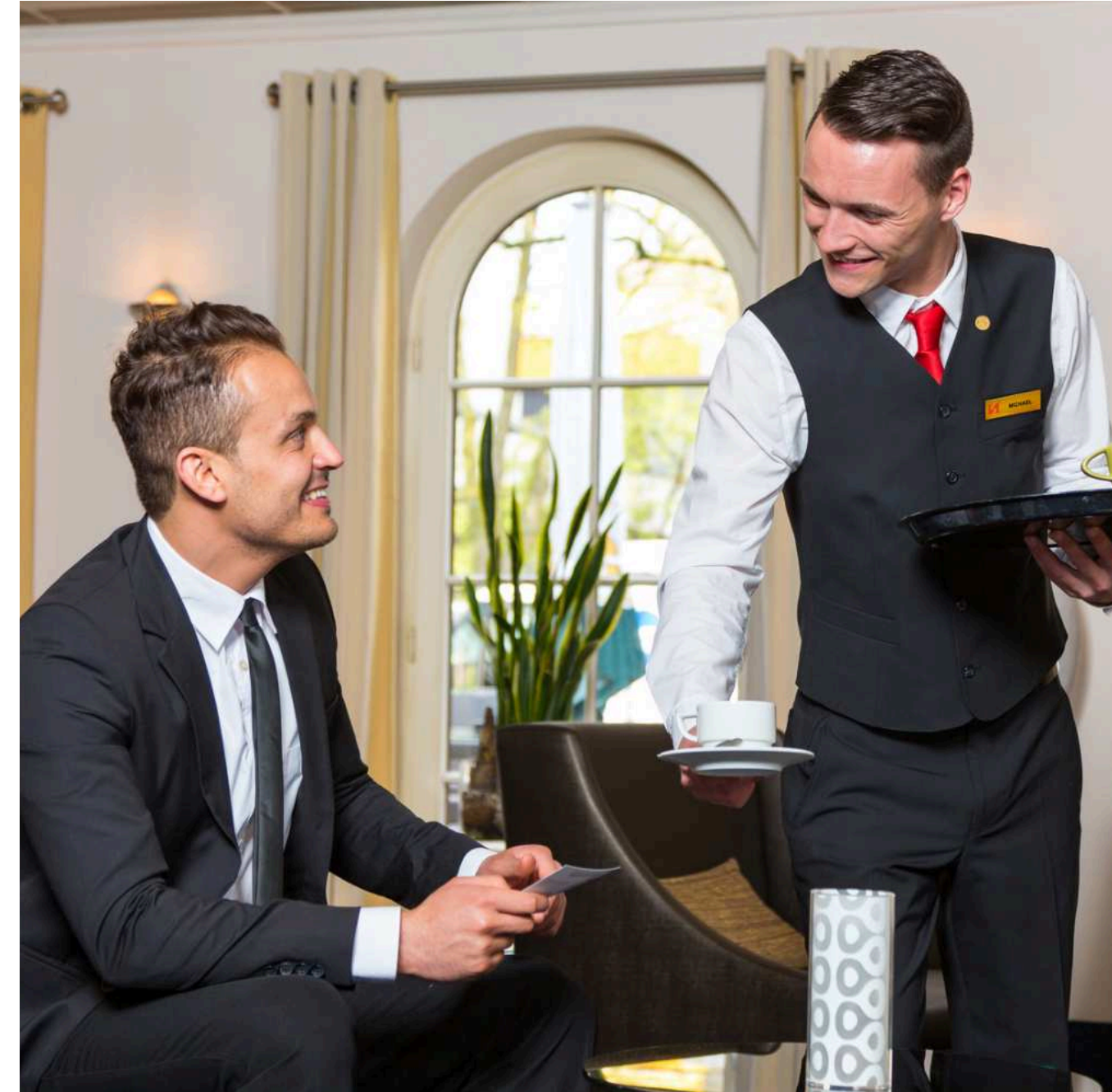
SWISS-BELHOTEL INTERNATIONAL

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



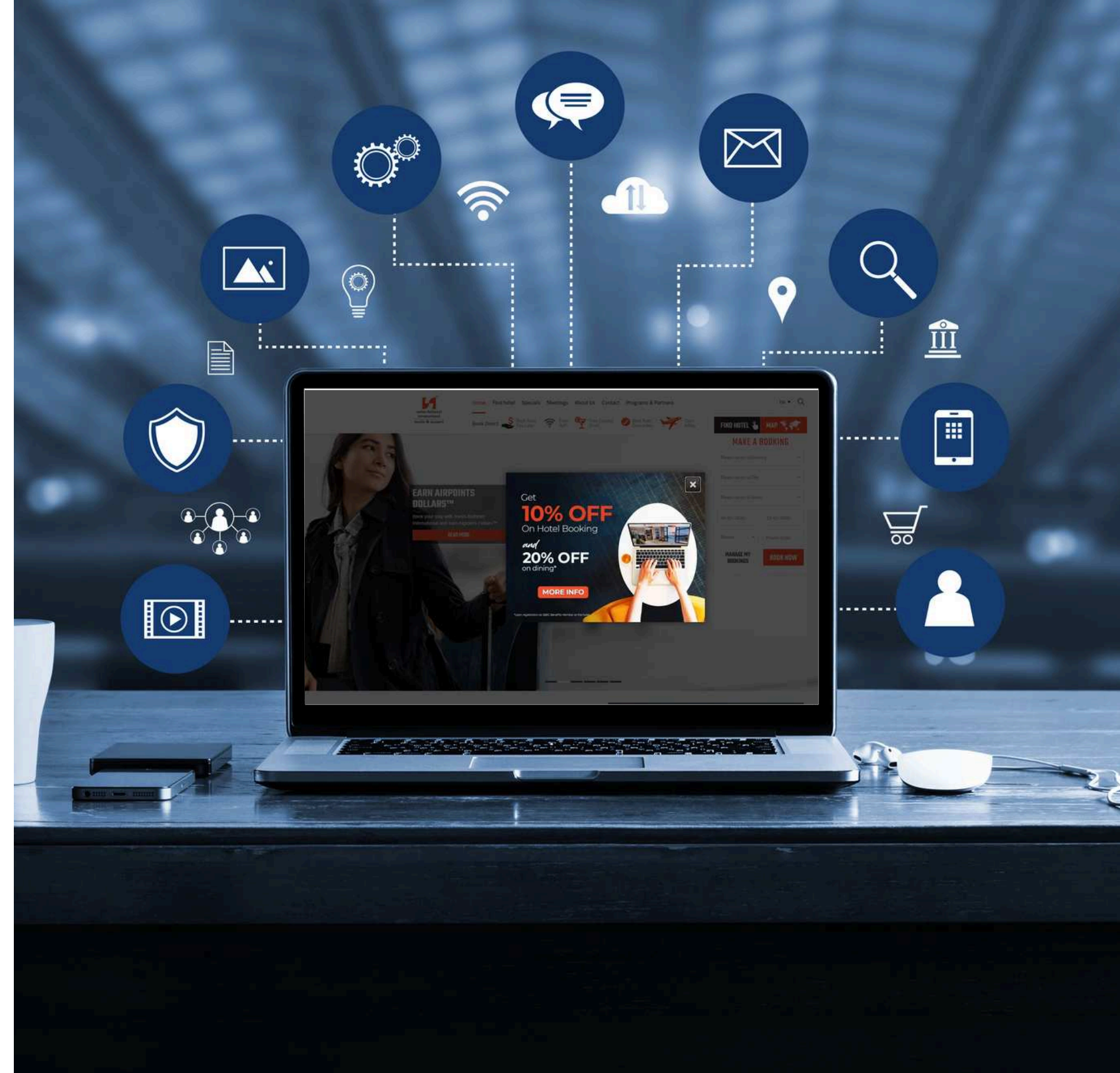
Economy/ Budget
Star rating:
3 and 2 star



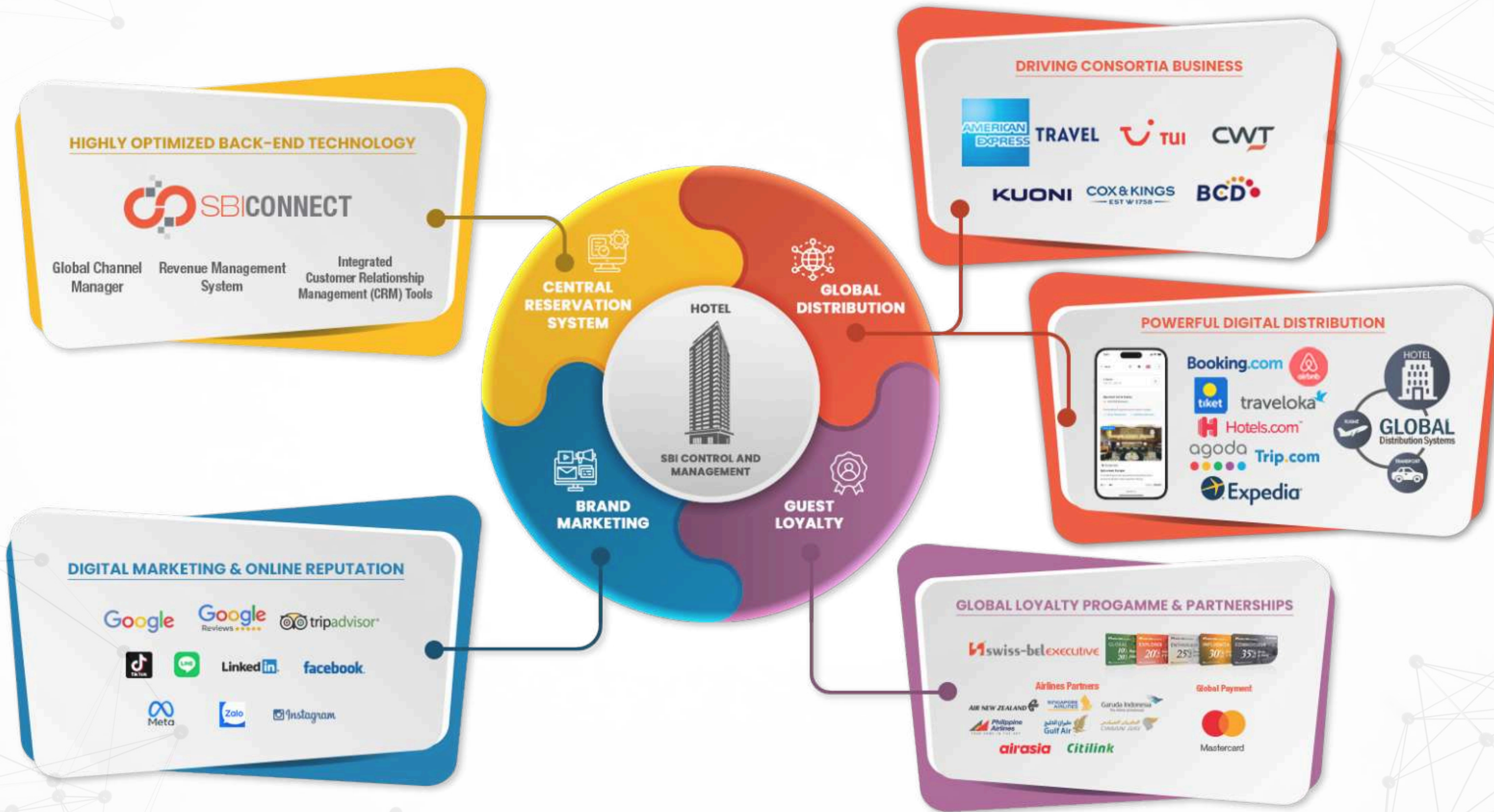
Zest
Star rating:
3 and 2 star



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

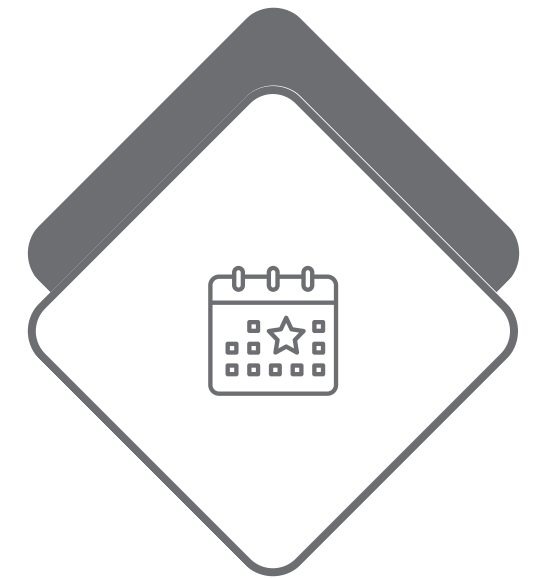
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



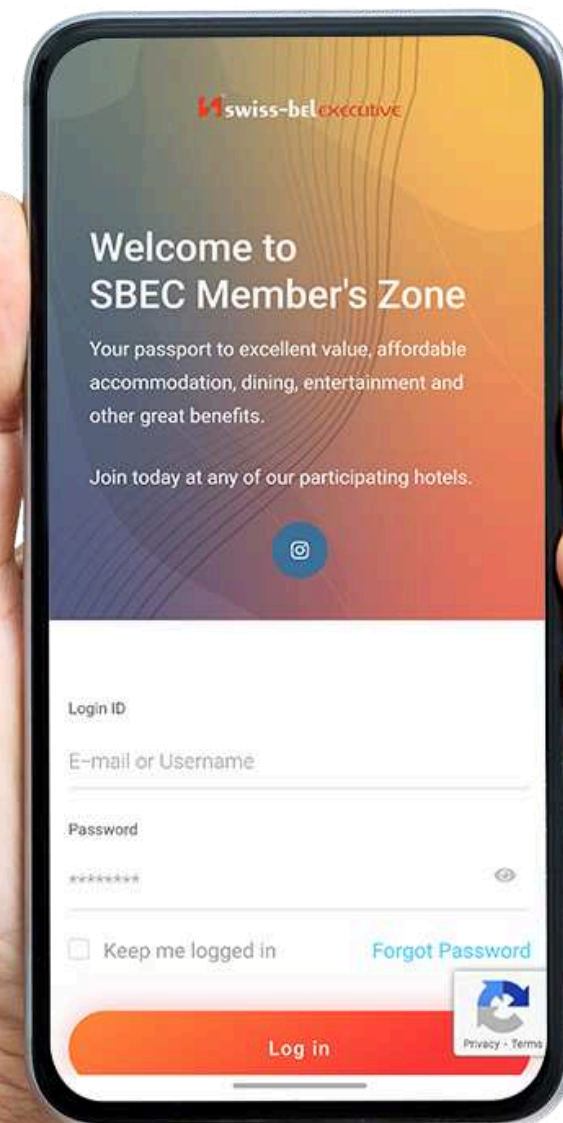
Marketing Events

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

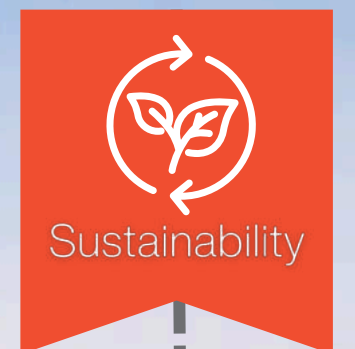
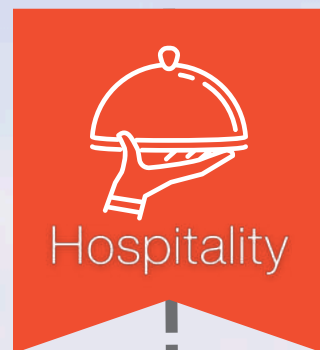
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

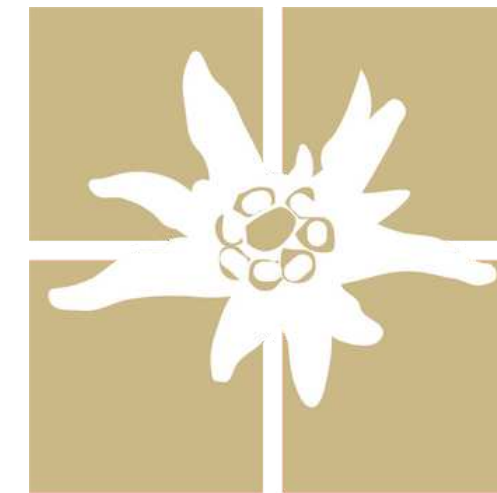
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

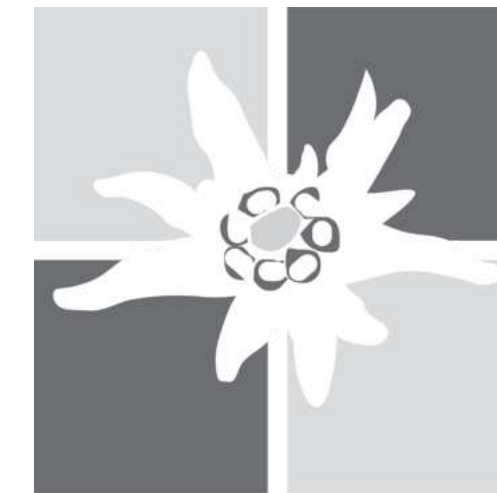
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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

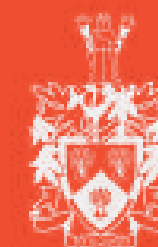
9000+

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