



Brand Presentation



UPPER UPSCALE HOTEL
5+ AND 5 STAR CLASSIFICATION



Sophisticated spaces where fine living is re-defined

Star Rating

5+ and 5 star Classification

Brand Segmentation

Upper Upscale

Brand Inspirations

Discerning enthusiasts

- Fine living seekers
- Vibrant
- Aficionados

Passion and Professionalism™

Brand Logo for Hotels

The Swiss-Belsuites 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



Swiss-Belsuites Pounamu Queenstown, New Zealand

Brand Positioning



Category

Upper Upscale



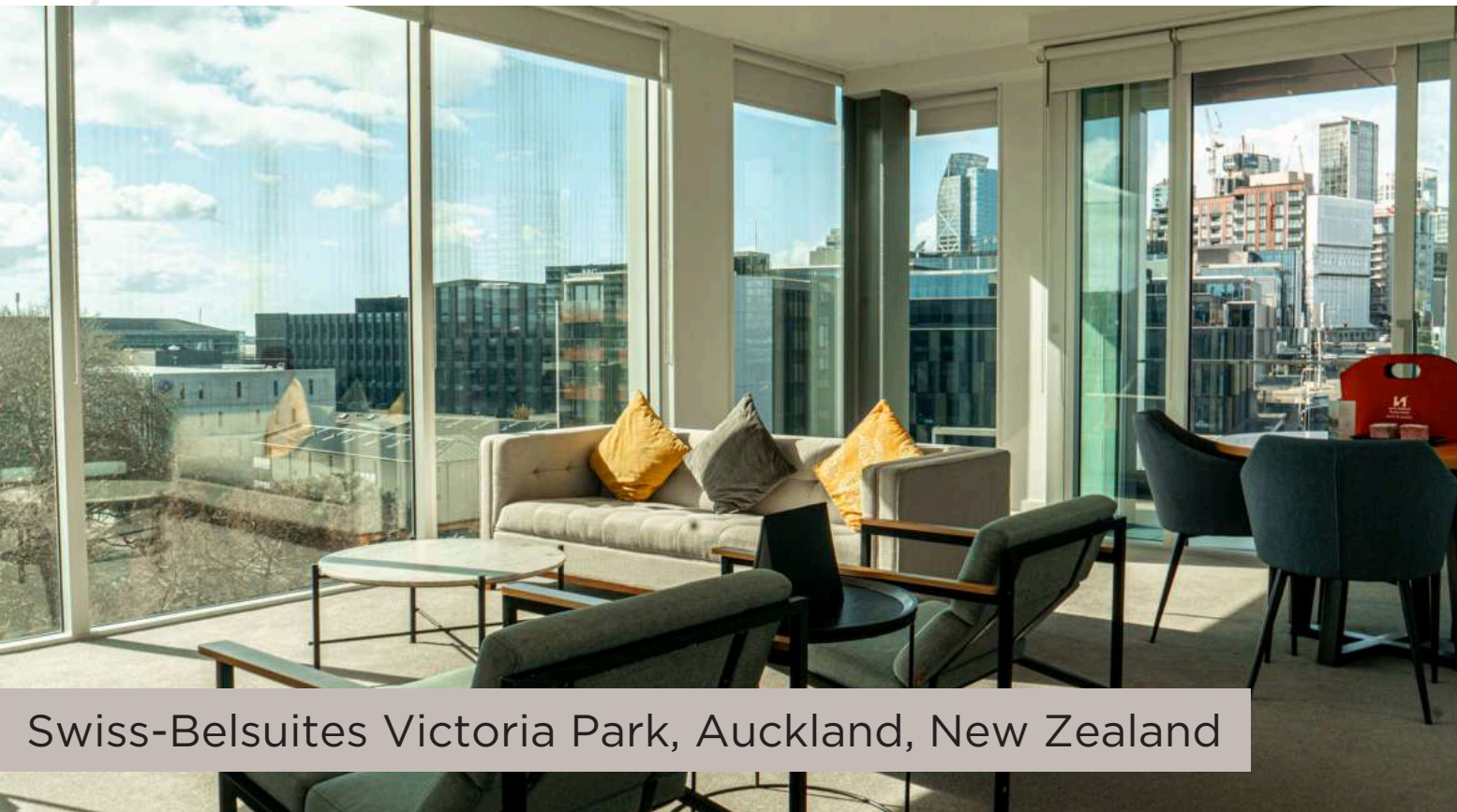
Star Rating

5+ and 5 star

Upper upscale, 5+ and 5 star Classification, Located in major urban destinations. Swiss-Belsuites are designed for clients who appreciate additional space, often are medium to long stay and may use it to host small meetings or entertain guests. Ideal for family accommodation.

Brand Mission Statement

To position the property as the number choice for clients on either business or leisure trip looking for more than a hotel room where space for both working and living is the main feature.



Brand Focus

- Targeting businessmen or family or group of friends traveling on leisure
- Representing the international standard for upscale hotel suites
- Ensuring consistency, efficiency and an overall welcoming approach
- Providing the latest technology
- Maintaining the highest product and service quality and reliability



Swiss-Belsuites Admiral Juffair, Manama, Bahrain



Swiss-Belsuites Pounamu Queenstown, New Zealand



Brand Concept

- Located in major urban destinations
- Stylishly furnished and adequately equipped
- Environmentally sensitive
- 24-hour personalized service
- Thoughtful spaces for both working and living



Key Brand Standards



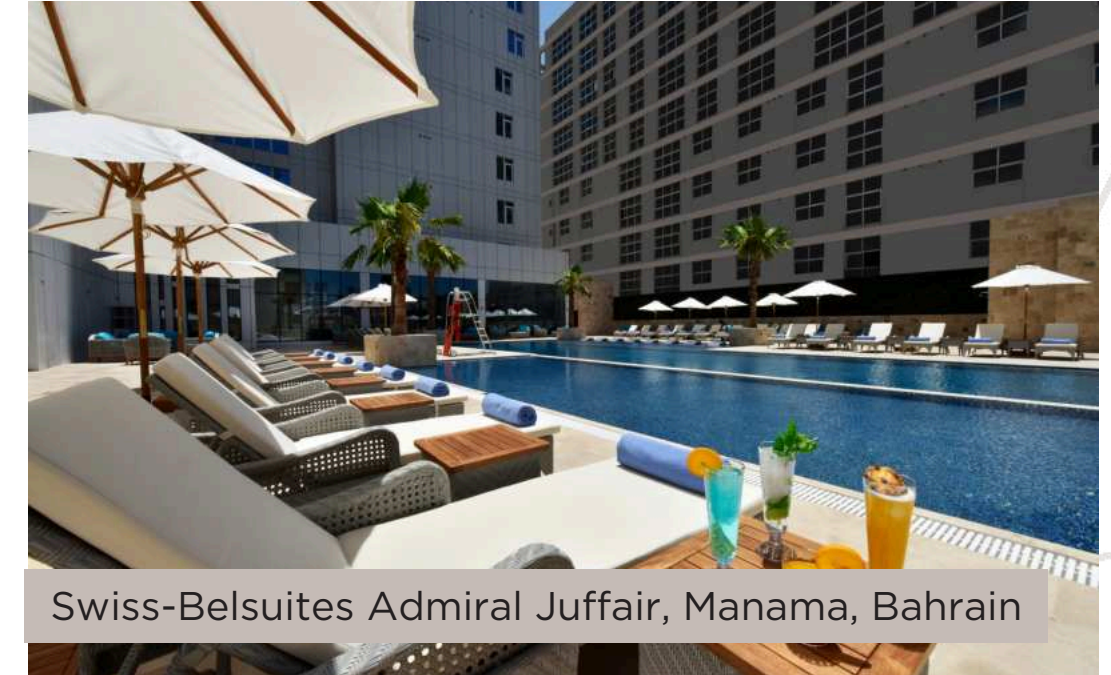
Swiss-Belsuites Victoria Park, Auckland, New Zealand

- More space that one can imagine, Computerized sound and light system ensuring the right ambiance at all times, Wi-Fi throughout all public and guests areas
- Acoustic comfort throughout the hotel
- Architectural design combining modern and local aesthetics
- Suites minimum size 32 m2



Swiss-Belsuites Admiral Juffair, Manama, Bahrain

- Food and Beverage outlet, Contemporary reception facility
- All food & beverage facilities to be concept designed, with or without ongoing third party involvement.

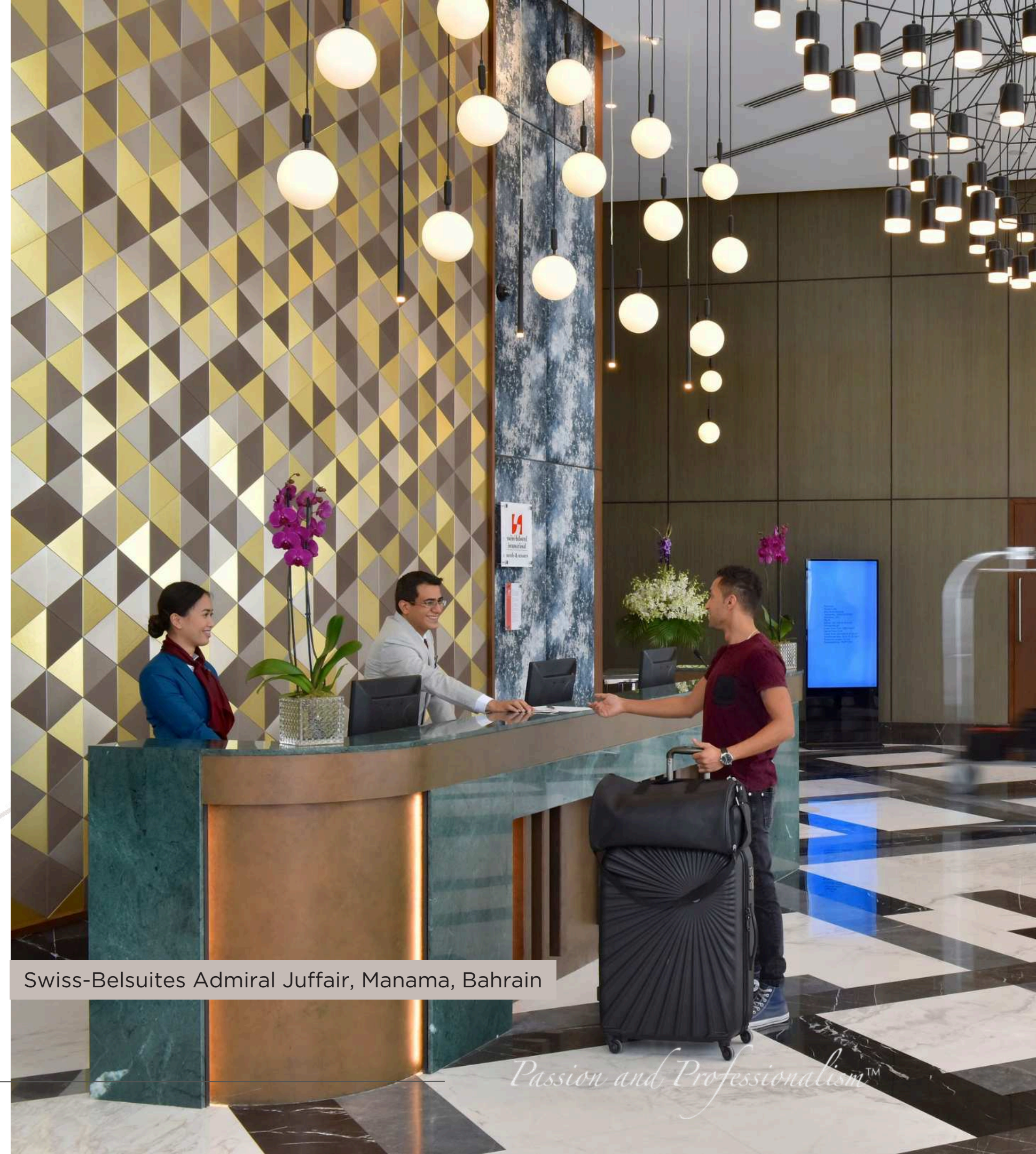


Swiss-Belsuites Admiral Juffair, Manama, Bahrain

- Fitness centre including welcoming area, exercise room, ladies and gents changing rooms, sauna or steam and secure access
- Spa with foyer reception including retail area, treatment rooms, relaxation area
- Swimming pool attended during operating hours

Key Brand Standards

- Doorman and valet parking service from 6am to 12 midnight
- Concierge/luggage service, reception, business centre 24 hours
- Reception 24 hours, guest relations during business hours
- Business centre 24 hours providing secretarial services during business hours
- One stop call guest services
- Daily housekeeping and turn down service
- Laundry, dry cleaning and pressing service, including same day express laundry
- Personalised wake-up call (and automated as alternative)
- Main restaurant service hours 6am-11pm
- Cocktail bar service hours 5pm -midnight
- Lobby Lounge bar- 8am - midnight
- Room Service 24 hours (limited menu between 11pm-6am)
- Mini-bar replenished daily
- Fitness centre guest accessible 6am - 9pm
- Spa operating hours minimum 10am -10pm
- Swimming pool attended during opening hours (these hours to depend on demand)



Swiss-Belsuites Admiral Juffair, Manama, Bahrain

Brand Colour Palette



BLACK
#231F20



PLATINUM
#79797A



**SPANISH
YELLOW**
#FDB913



GOLD
#BEA270



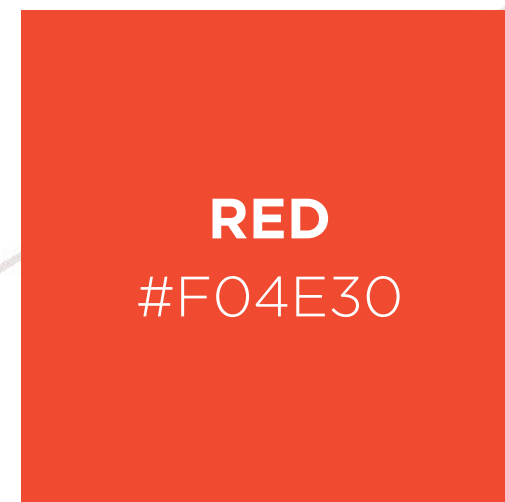
PALE SILVER
#C5BBB6



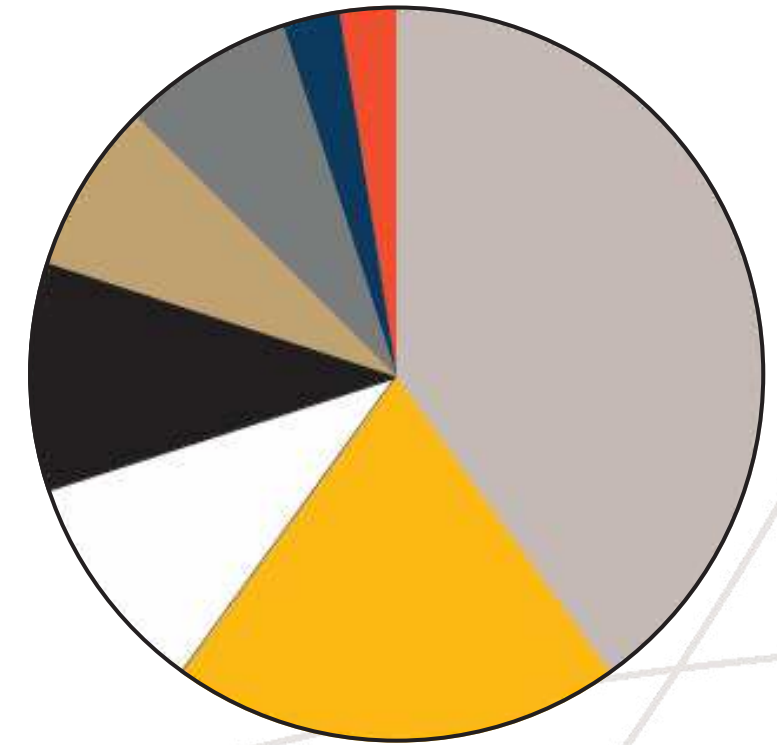
WHITE
#FFFFFF



**MIDNIGHT
BLUE**
#0D3B5E



RED
#F04E30



Brand Specific Collateral



An aerial photograph of a picturesque lakeside town. The town is nestled along the edge of a large, calm lake. In the background, majestic mountains with patches of snow rise against a clear blue sky with scattered white clouds. The sun is shining from the upper right, creating a warm glow and lens flare effects. The town itself features a mix of residential buildings, some with modern architecture and others more traditional, interspersed with green trees. A road with a few cars runs through the town, and a large, modern building with a glass facade is visible on the right side of the image.

THE SUITES COLLECTION

OPERATING PROPERTY



Opened 2016



Families, Couples, Business
travelers, Leisure travelers,
Long-stay travelers, Pet owners



NEW ZEALAND

- 40 suites including One Bedroom, Two Bedroom and
- Three Bedroom Suites
- All suites feature fully equipped kitchens
- Swiss-SuperSuite categories available
- Suites with balcony
- Secure building with security access
- Baggage storage
- Laundry and dry-cleaning services
- Wheelchair accessible facilities
- Wi-Fi internet access and Chrome Casting Service
- Swiss-Café™
- Jogging track
- Secure, on-site car parking
- Pet-friendly room options

OPERATING PROPERTY



Opened 2017



Honeymooners, Families,
Adventure Seekers, Outdoor
Enthusiasts, Leisure and
Business travelers



NEW ZEALAND

- 80 suites and rooms
- One and Two Bedroom Suite options
- Swiss-SuperSuites with balcony
- All non-smoking rooms
- Offsite fitness centre
- Complimentary Wi-Fi
- Air conditioning for all seasons
- Full kitchen facilities - gas stove, microwave, fridge, freezer
- Bathrooms with heated floor
- Fully equipped laundry including washing machine, dryer and ironing board
- Complimentary secure covered parking with ski/golf storage lockers

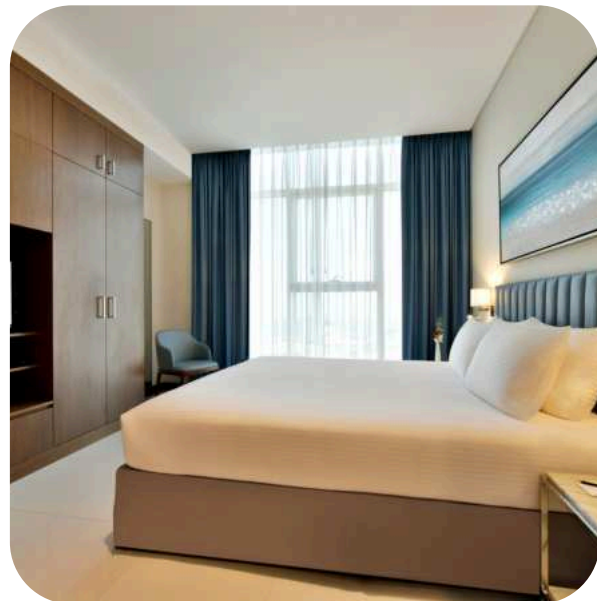
OPERATING PROPERTY



Opened 2021



Families, Business travelers,
Couples, Long-stay travelers,
Expatriates



BAHRAIN

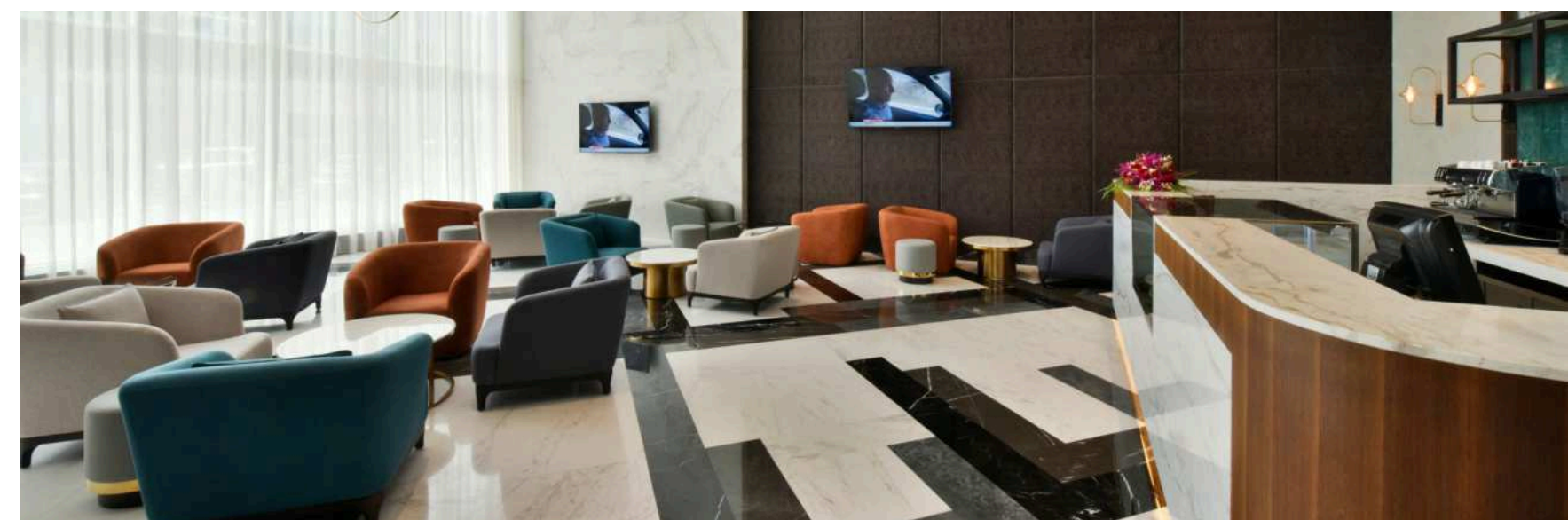
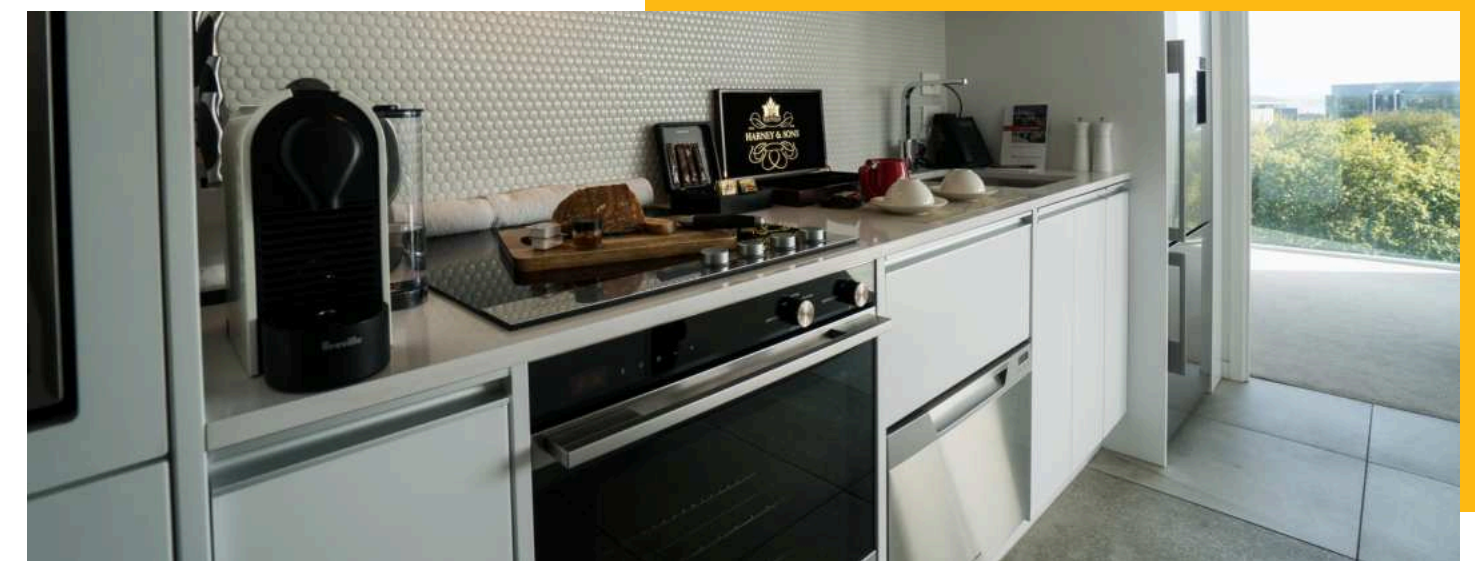
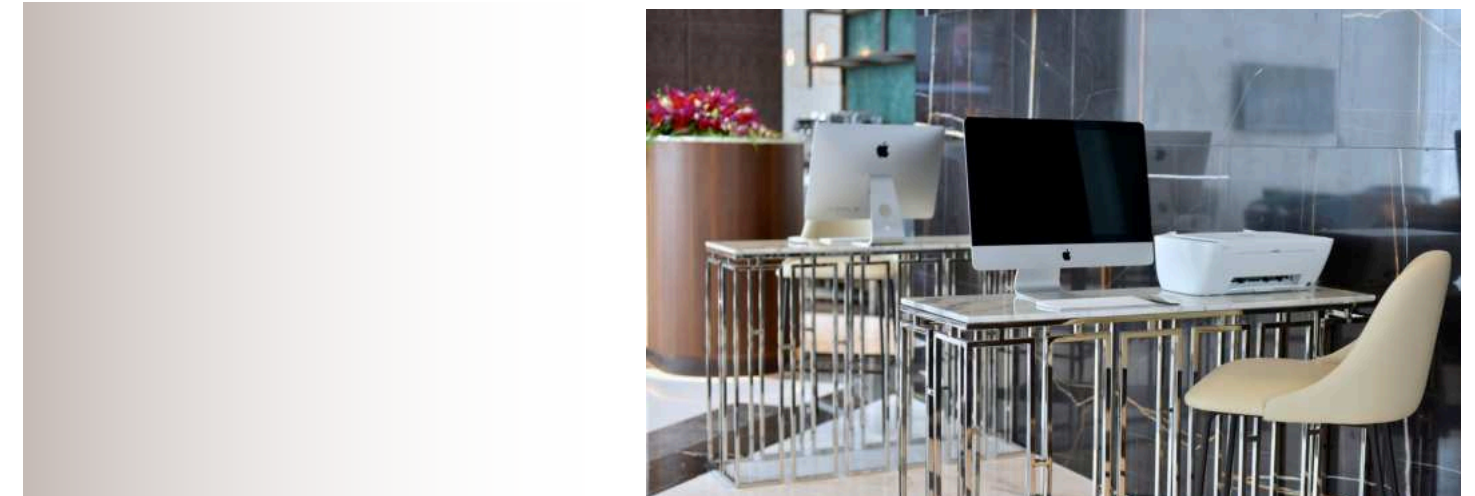
- 174 rooms
- All-day dining restaurant with outdoor seating
- Bar with outdoor shisha lounge
- Lobby Café
- Meeting room
- Business center
- Fitness center with day light
- Jacuzzi and steam room
- Indoor swimming pool
- Free Wi-Fi
- 24-hour in-room dining
- 24-hour security and CCTV
- Entertainment Facilities in the Lobby - VR and Billards

Property Image Gallery

Pictures of

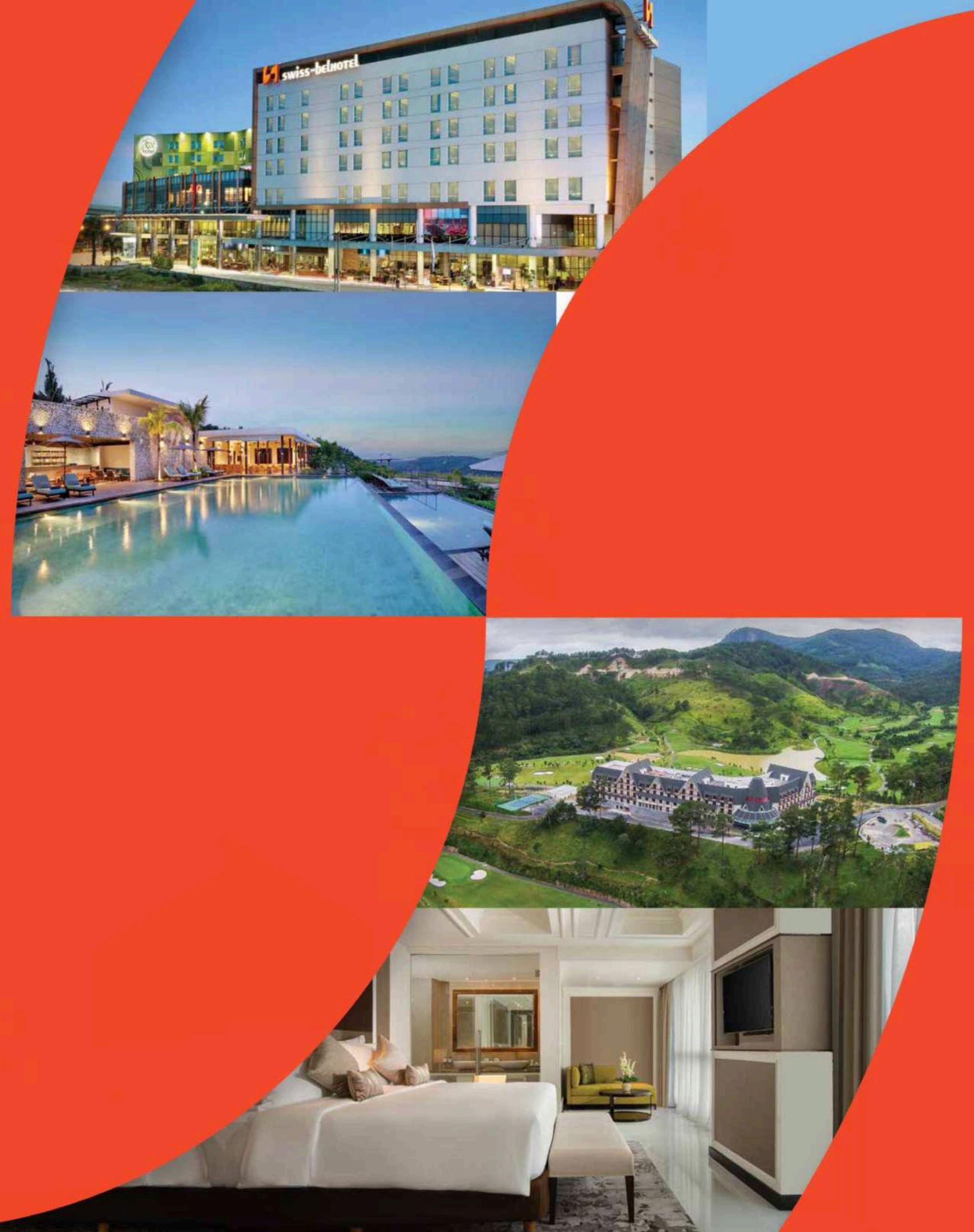
1. Swiss-Belsuites Victoria Park,
Auckland, New Zealand
2. Swiss-Belsuites Pounamu
Queenstown, New Zealand
3. Swiss-Belsuites Admiral Juffair,
Manama, Bahrain





Pictures of
 1. Swiss-Belsuites Victoria Park, Auckland, New Zealand
 2. Swiss-Belsuites Pounamu Queenstown, New Zealand
 3. Swiss-Belsuites Admiral Juffair, Manama, Bahrain

SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



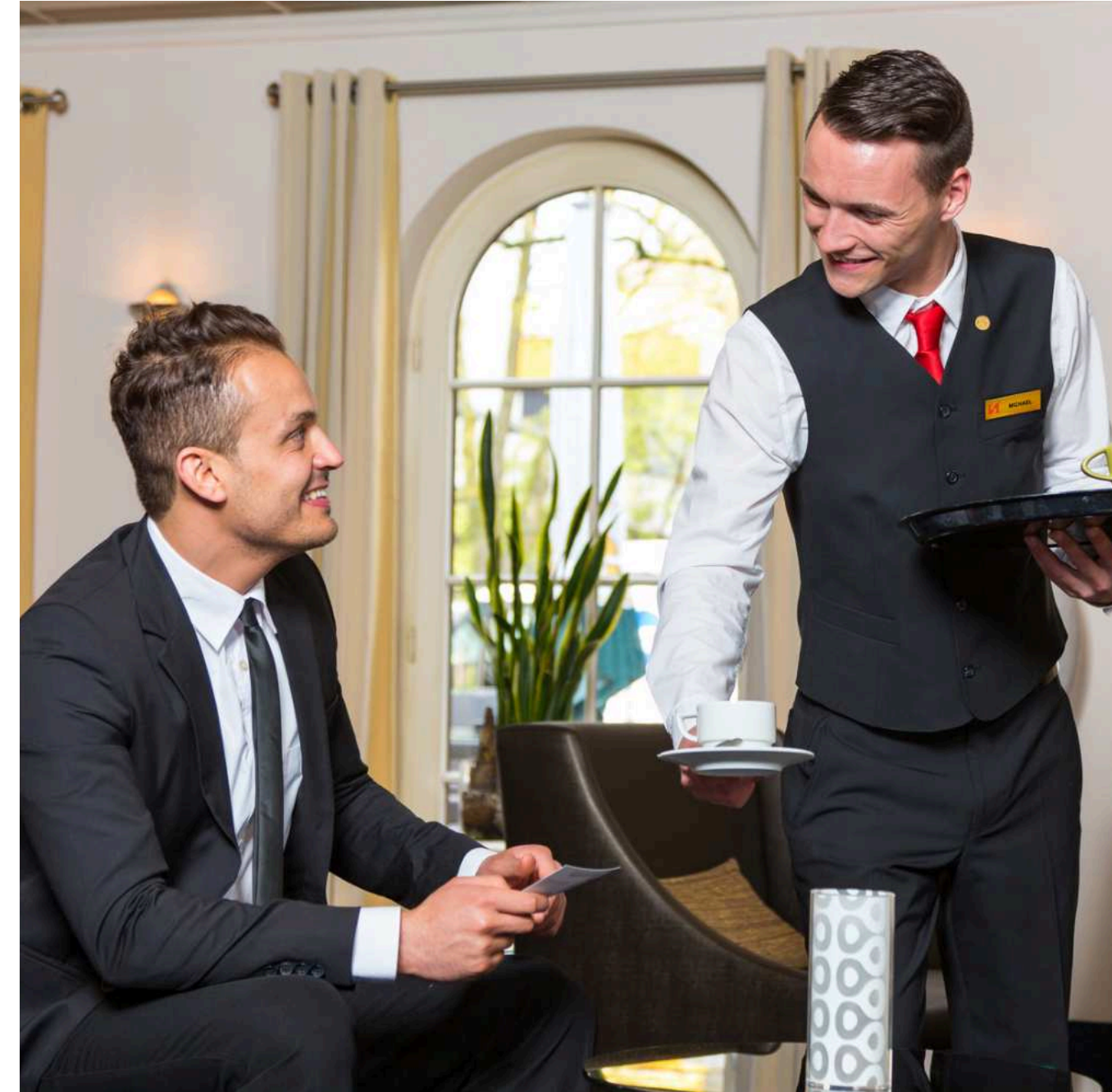
SWISS-BELHOTEL INTERNATIONAL

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



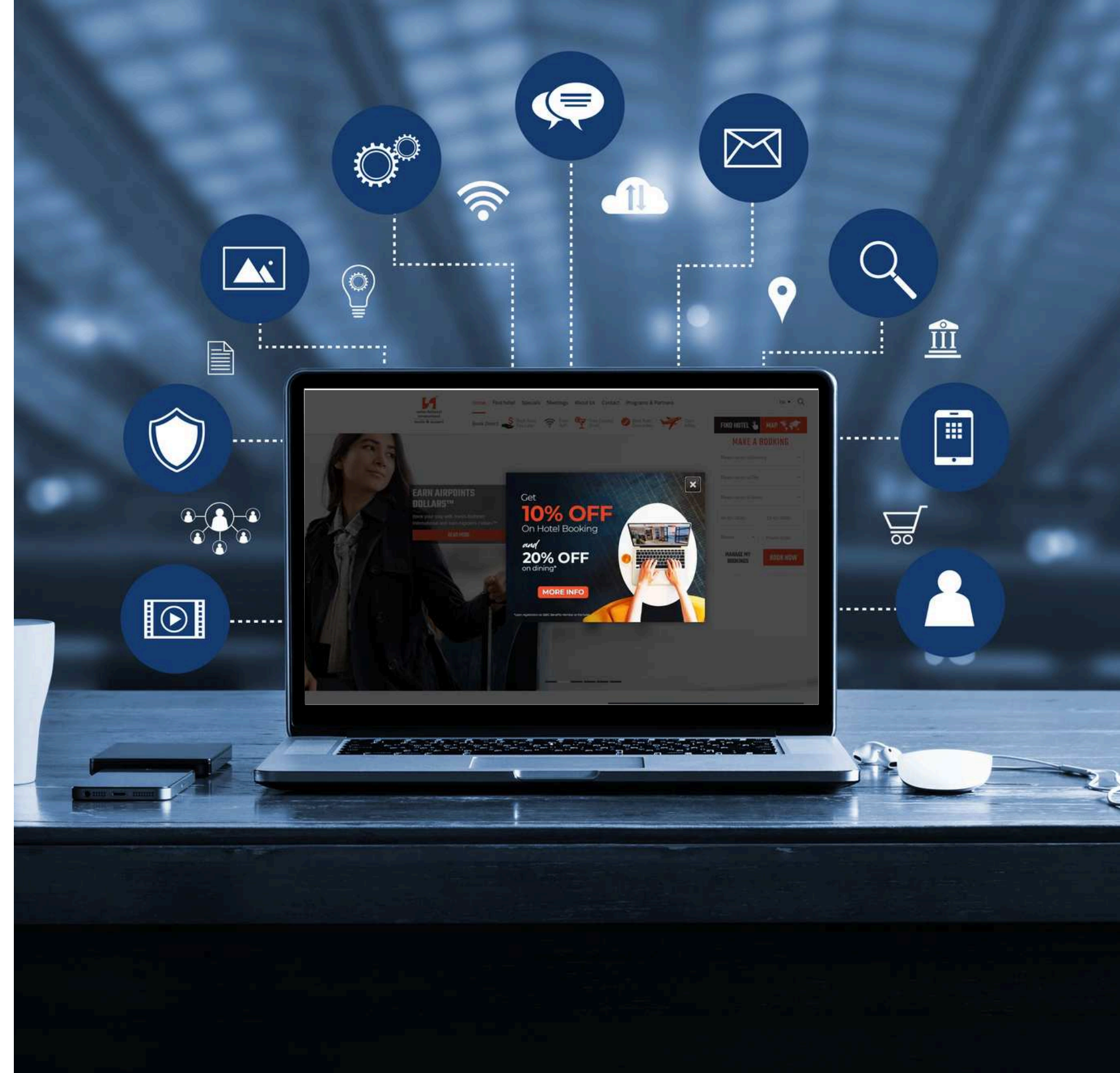
Economy/ Budget
Star rating:
3 and 2 star



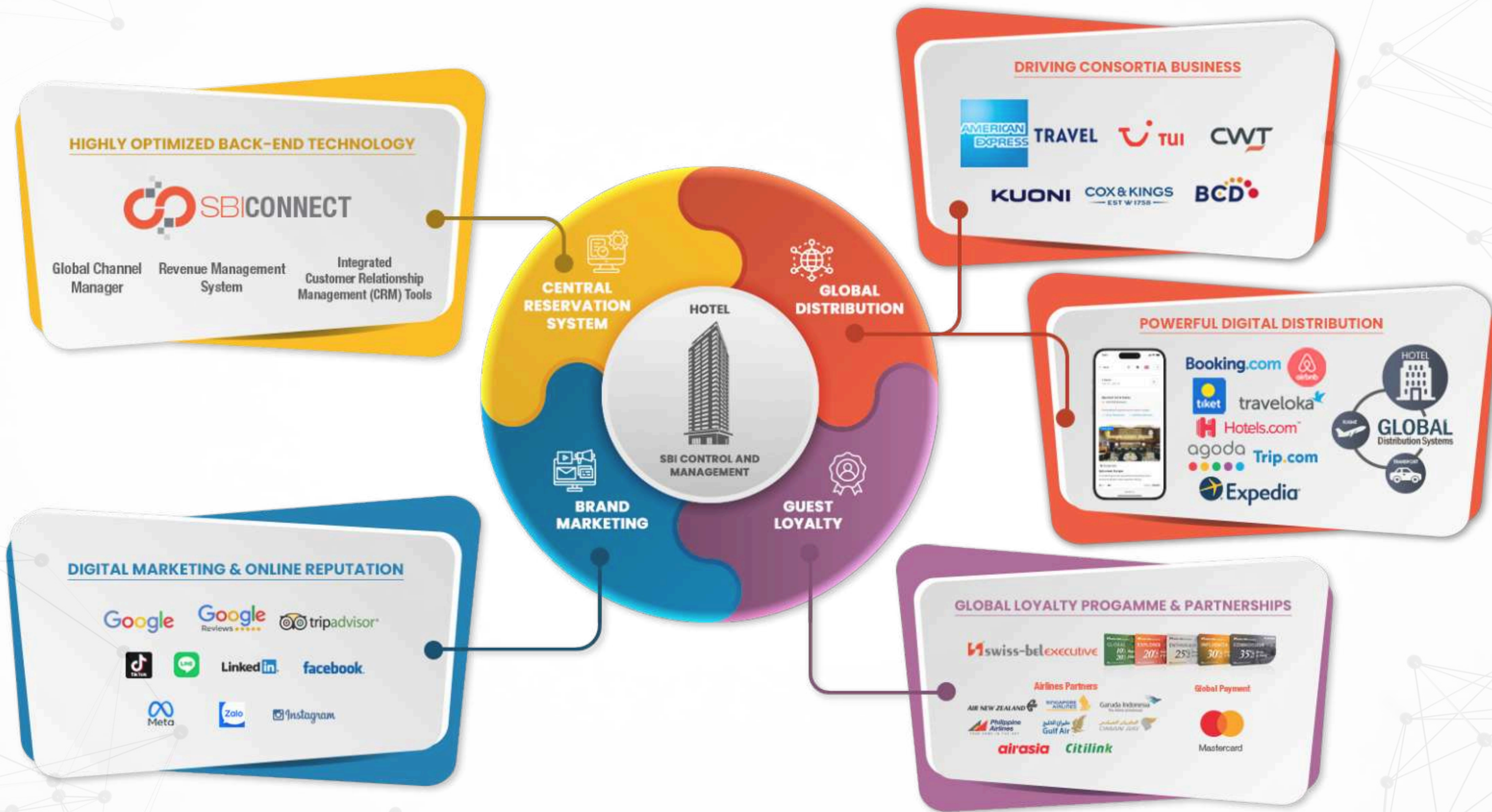
Zest
Star rating:
3 and 2 star



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

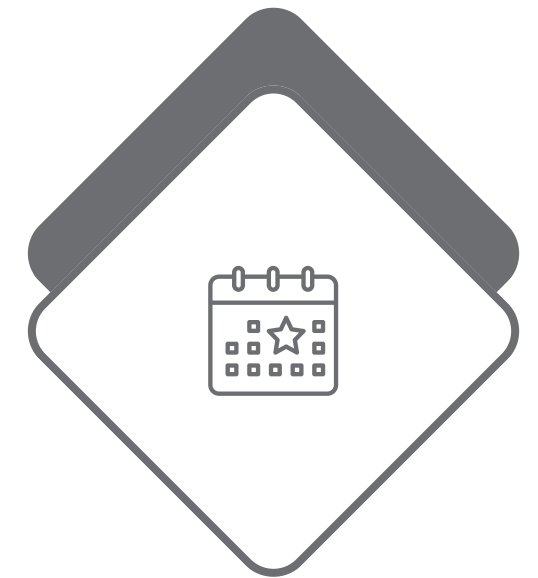
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



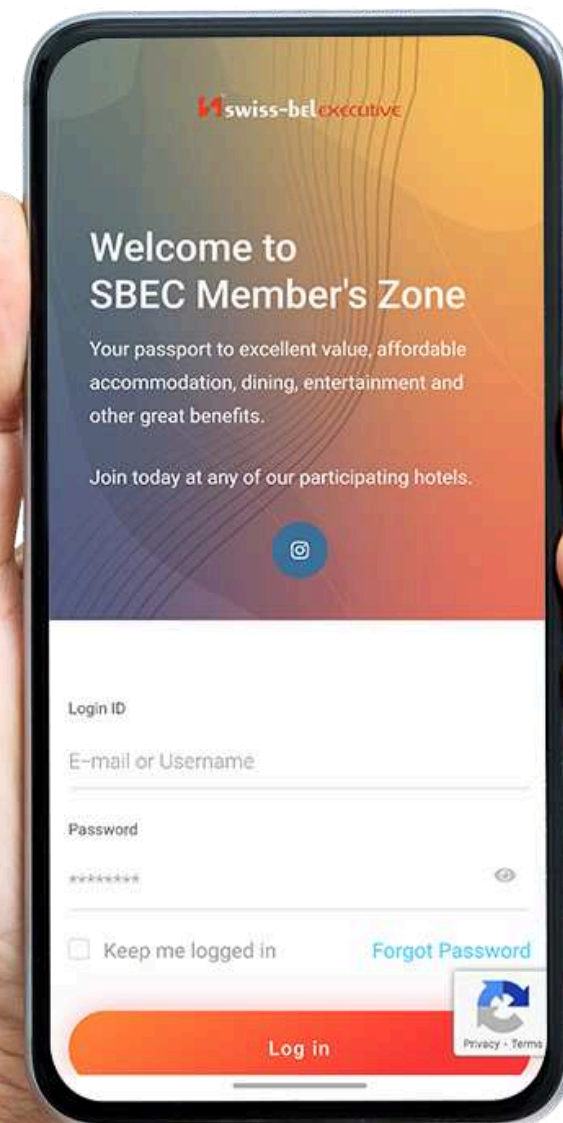
Marketing Events

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

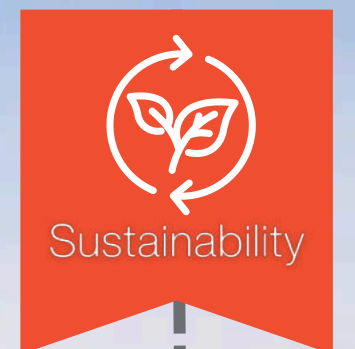
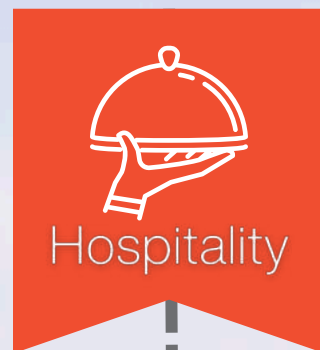
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

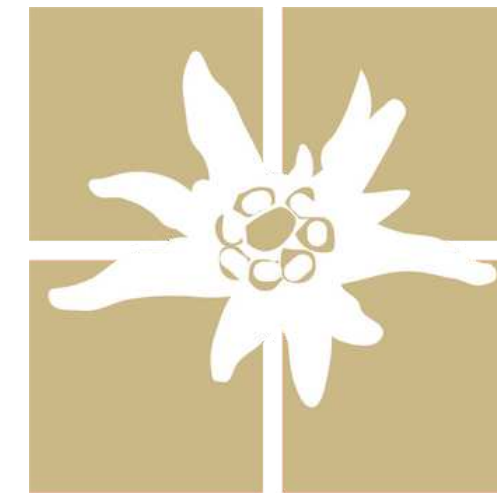
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

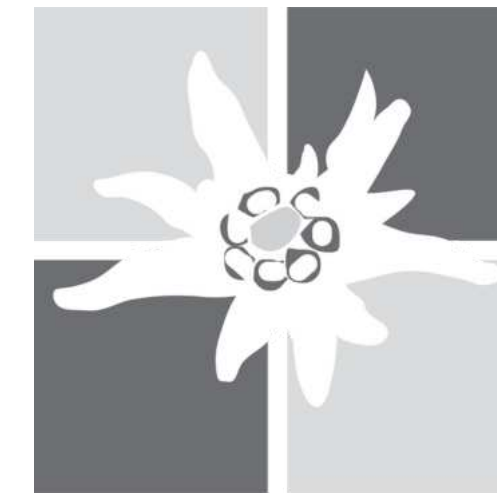
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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

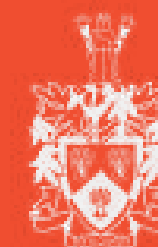
9000+

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