



# Brand Presentation



UPSCALE MIDSCALE HOTEL  
5 and 4 STAR







## Private living with an edge

### Star Rating

5 and 4 star

### Brand Segmentation

Upscale-Midscale

### Brand Inspirations

#### **Communal enthusiasts**

- Community oriented
- Cultural travellers
- Spacious living seekers



# Brand Logo for *Hotels*

The Swiss-Belvillas 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-Belvillas is a full-service resort villas designed for travellers looking for comfort and attentive service that is value for money.



# Brand *Mission Statement*

To position the product as a place where privacy is valued however pricing is value for money.





# Brand *Focus*

- ☀ Targeting discerning leisure travellers
- ☀ Ensuring an overall “we are looking after you”  
but discreet approach in service
- ☀ Providing the latest technology throughout the  
property
- ☀ Offering innovative localized food and beverage  
experience





# Brand Concept

- ☀ Secondary or tertiary areas of key cities
- ☀ Basic comfort but attentive service
- ☀ Architectural design combining modern and local aesthetics
- ☀ Intimate settings
- ☀ Environmentally sensitive





# Branded *Food & Beverage Concept*



*Swiss-Belresort Pecatu, Bali, Indonesia*



*Swiss-Belresort Belitung, Riau Islands, Indonesia*



# Key Brand Standards



- Local and contemporary, fully integrated access & facilities for the disabled, environmentally sensitive, acoustic comfort throughout the villa, computerized sound and light system ensuring the right ambiance at all times, Wi-Fi in villas, art decoration is adapted to the area
- Lounge seating areas with sofas, chairs, low tables, scattered in clusters, cozy lobby, welcoming and friendly arrival experience



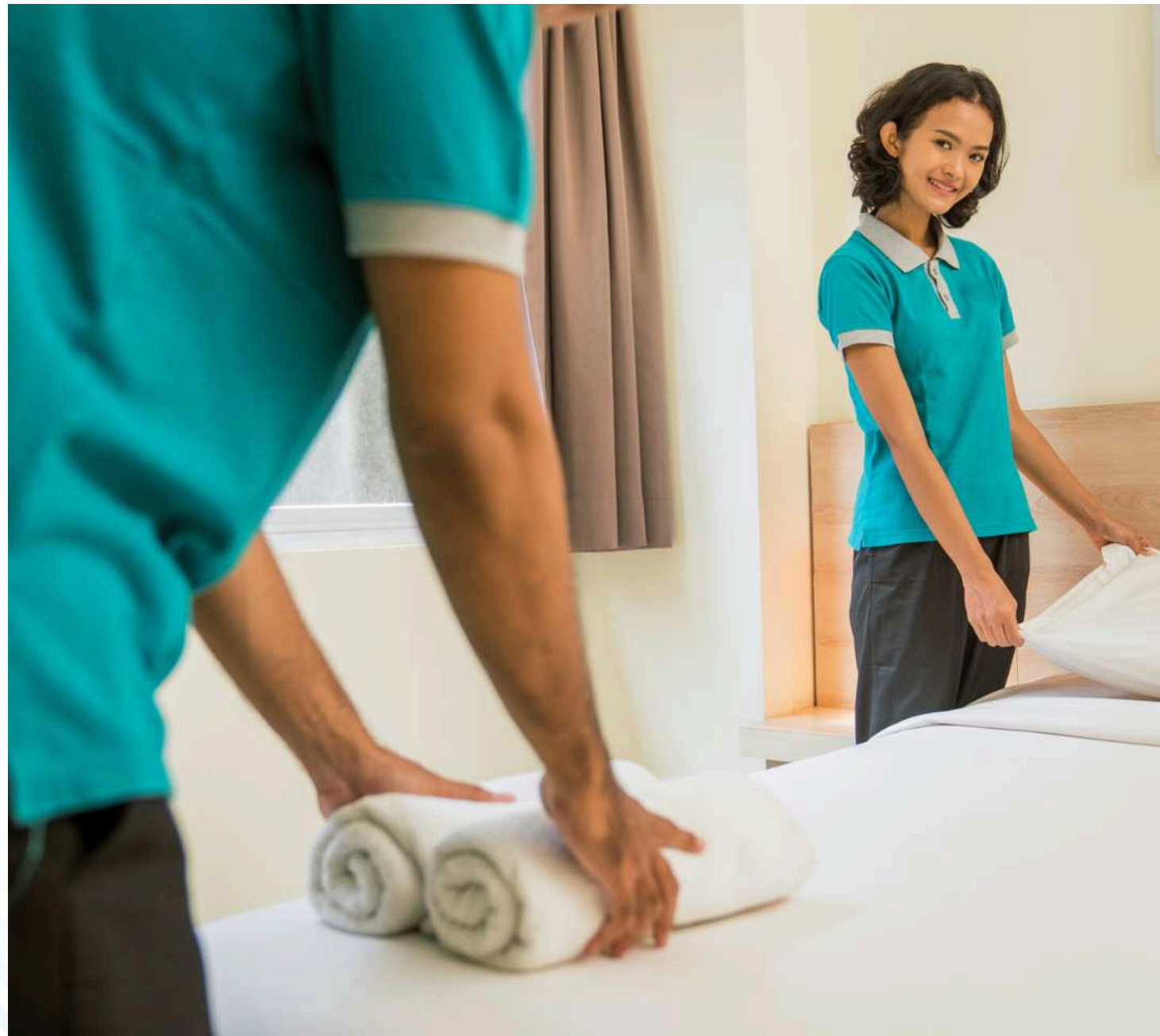
- In clusters of 2, 3 or 4 bedroom villas
- Food and Beverage facilities to be concept designed, with or without third party involvement, minimum one restaurant, conference and banqueting facilities with a 100 -150 capacity cabaret style set-up



- Leisure facilities fitness centre with secure access, jogging track, place for yoga, spa with foyer reception including retail area, treatment rooms, relaxation area



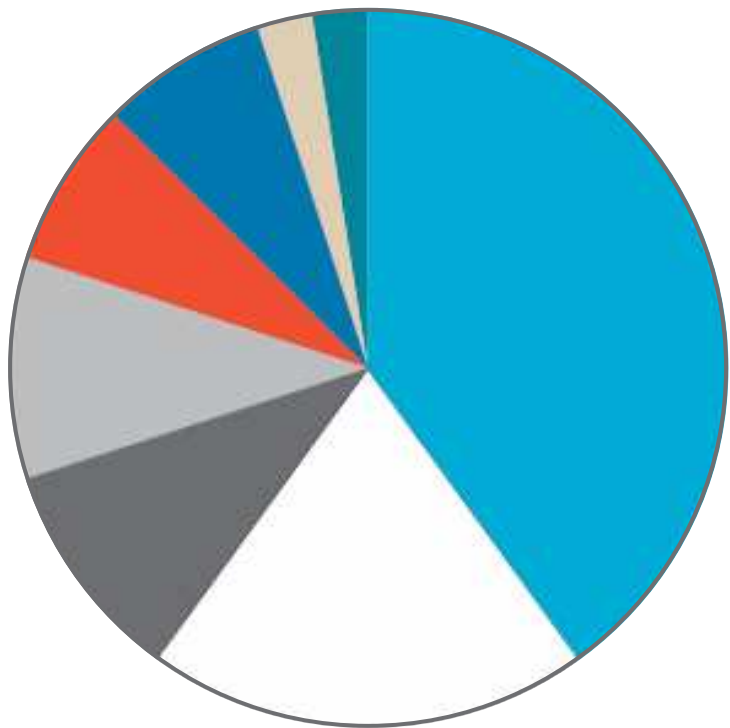
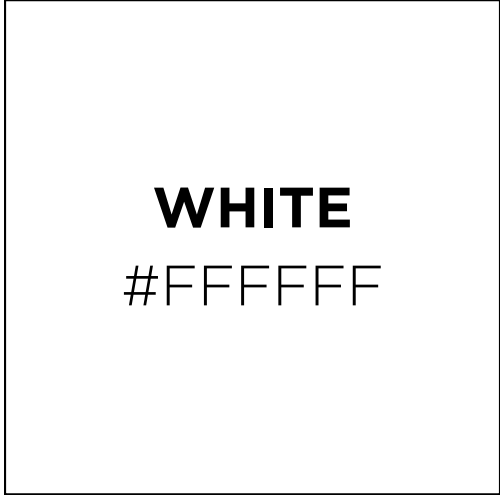
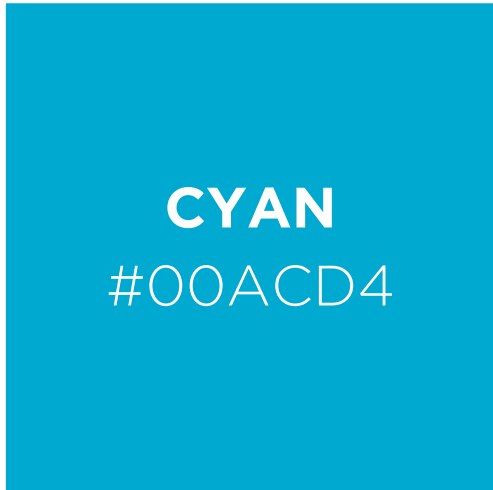
# Key Brand Standards



- Valet parking service from 6 am to 12 midnight
- Reception 24 hours
- Butler service in each villa
- Daily housekeeping turndown service daily
- Personalised wake-up call (automated as an alternative)
- Main restaurant service hours 6am – 10pm
- Personal chef available on request
- Fitness centre accessible 6am-9pm
- Spa operating hours minimum 10 am – 10pm

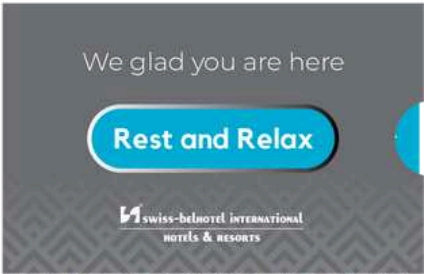
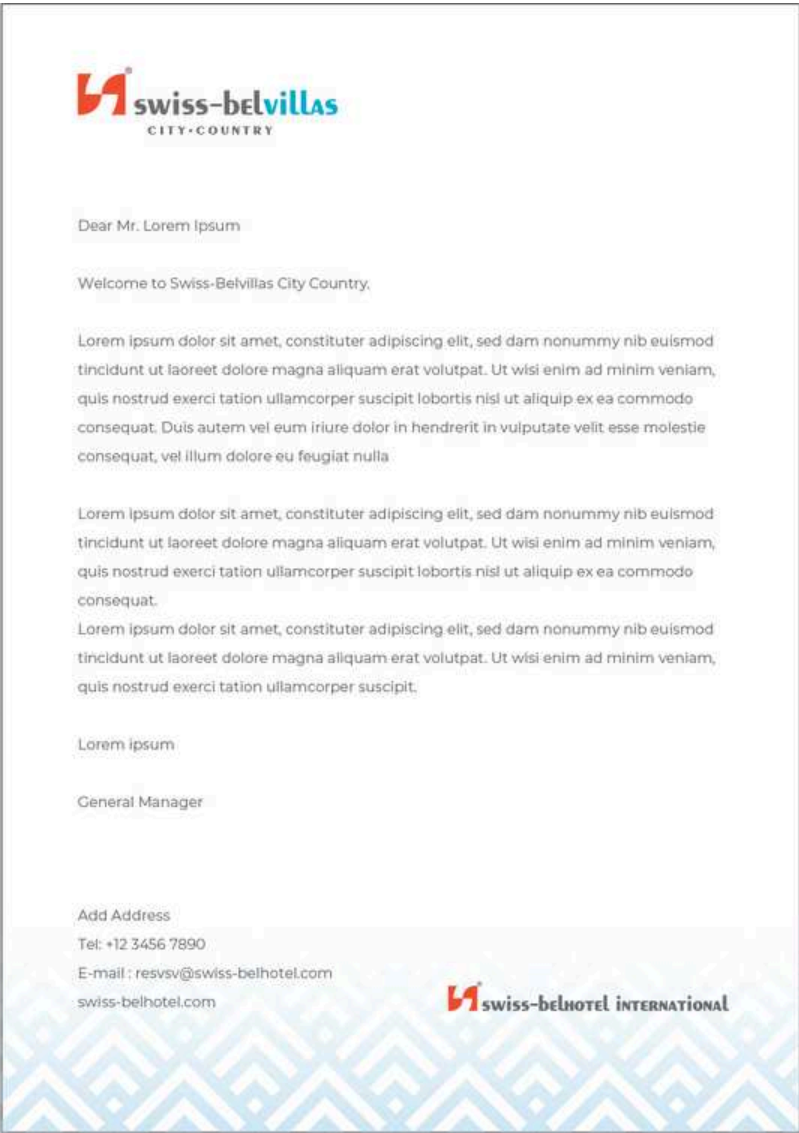


# Brand Colour Palette



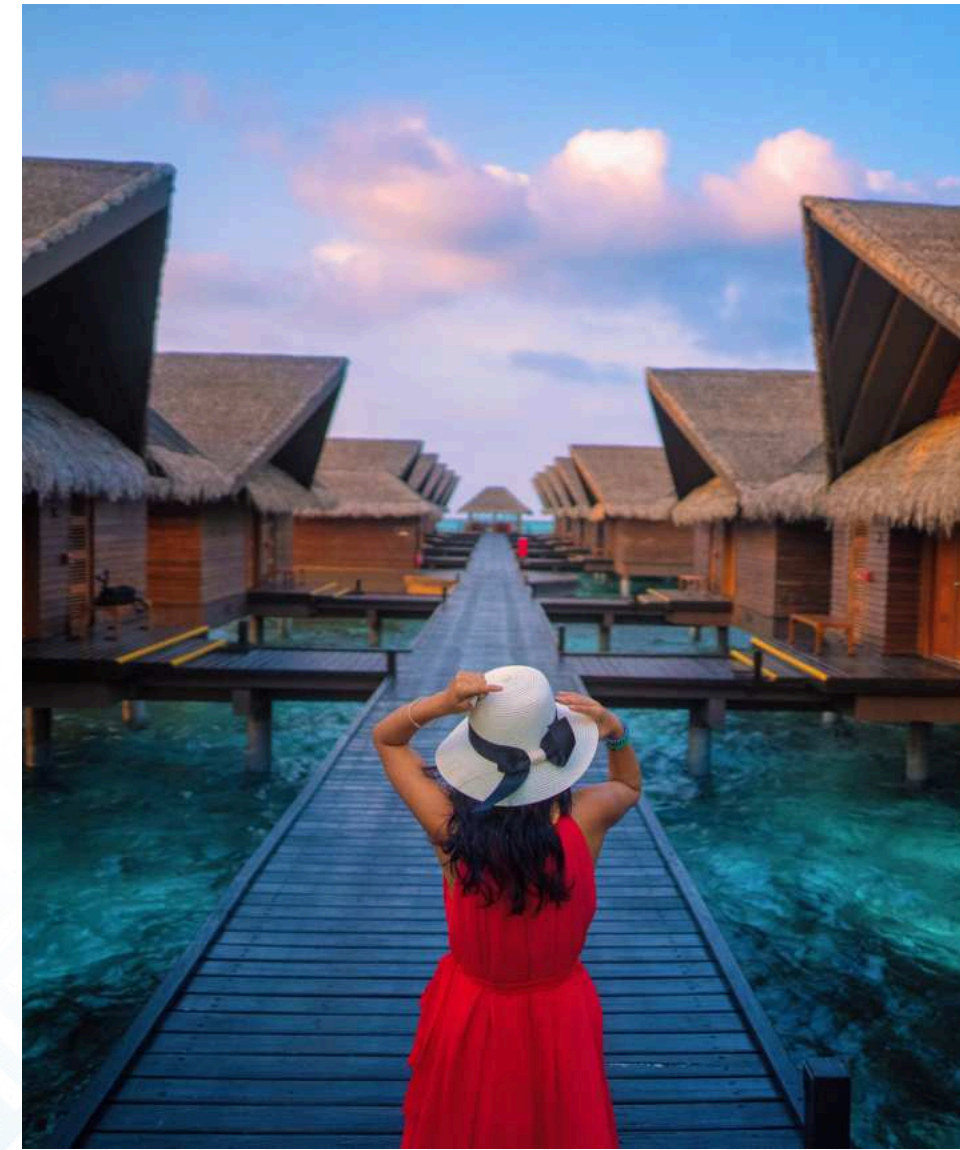
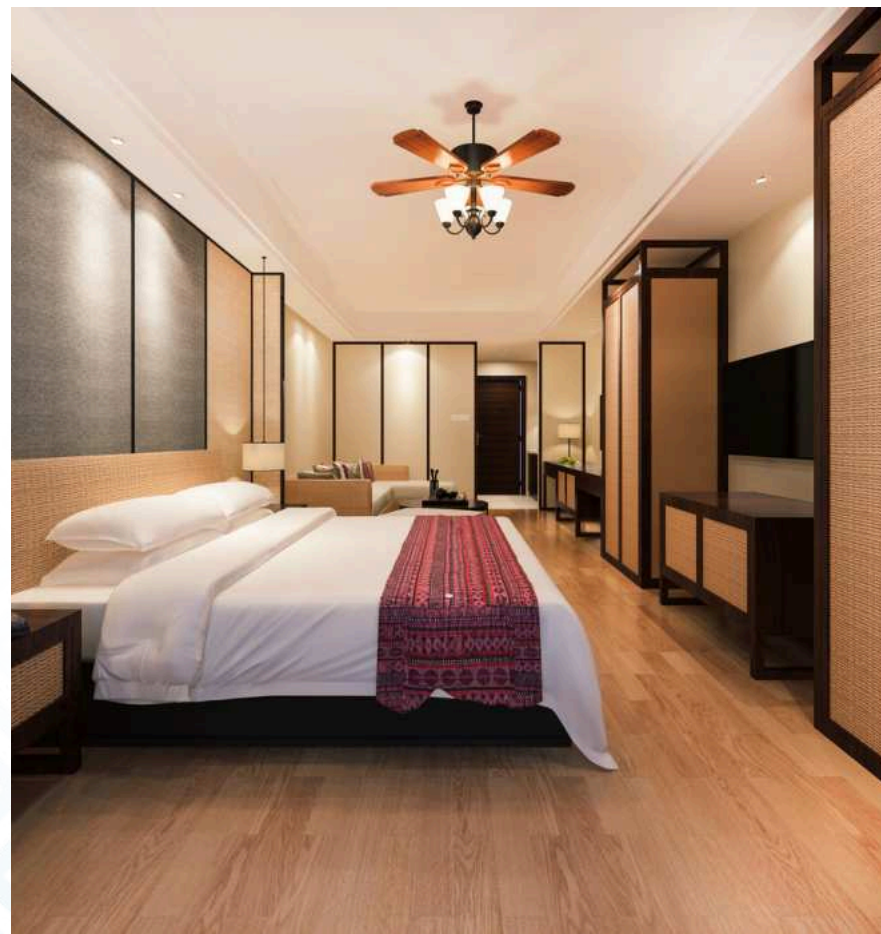


# Brand Specific Collateral





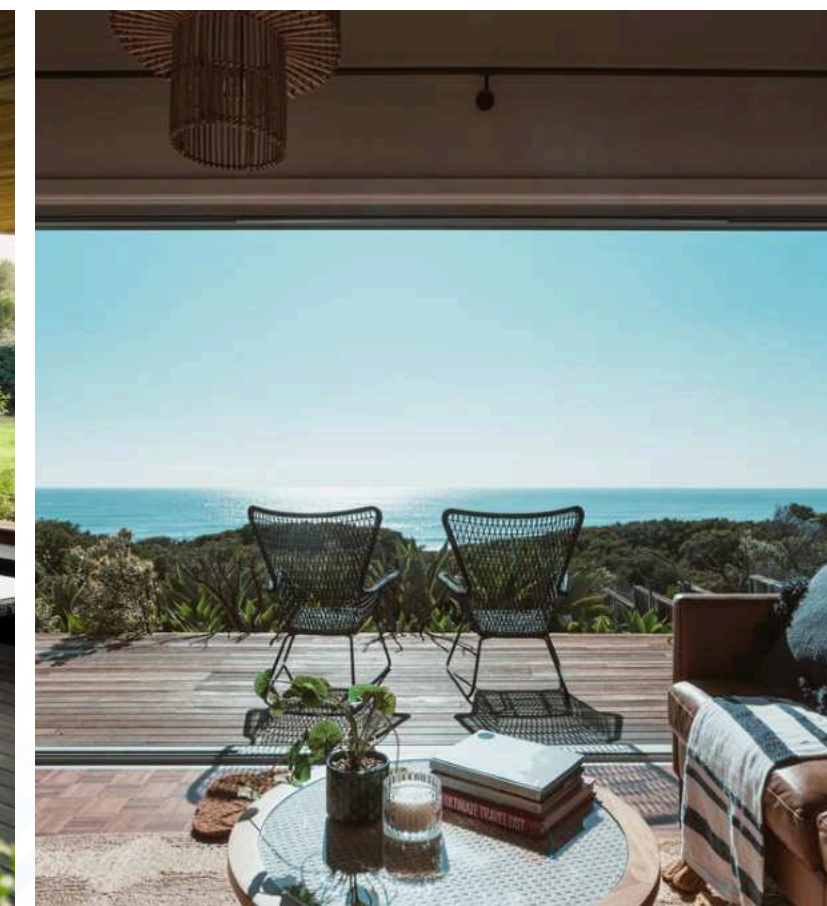
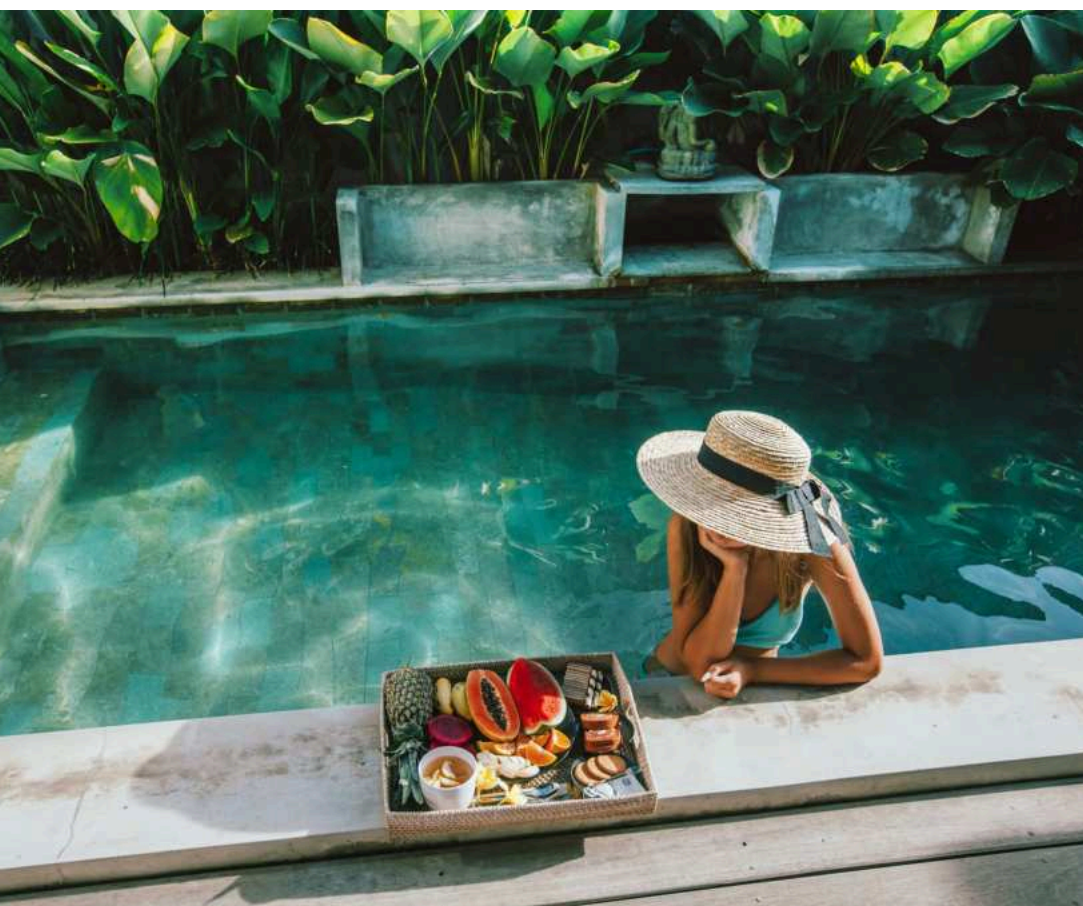
# Mood Board





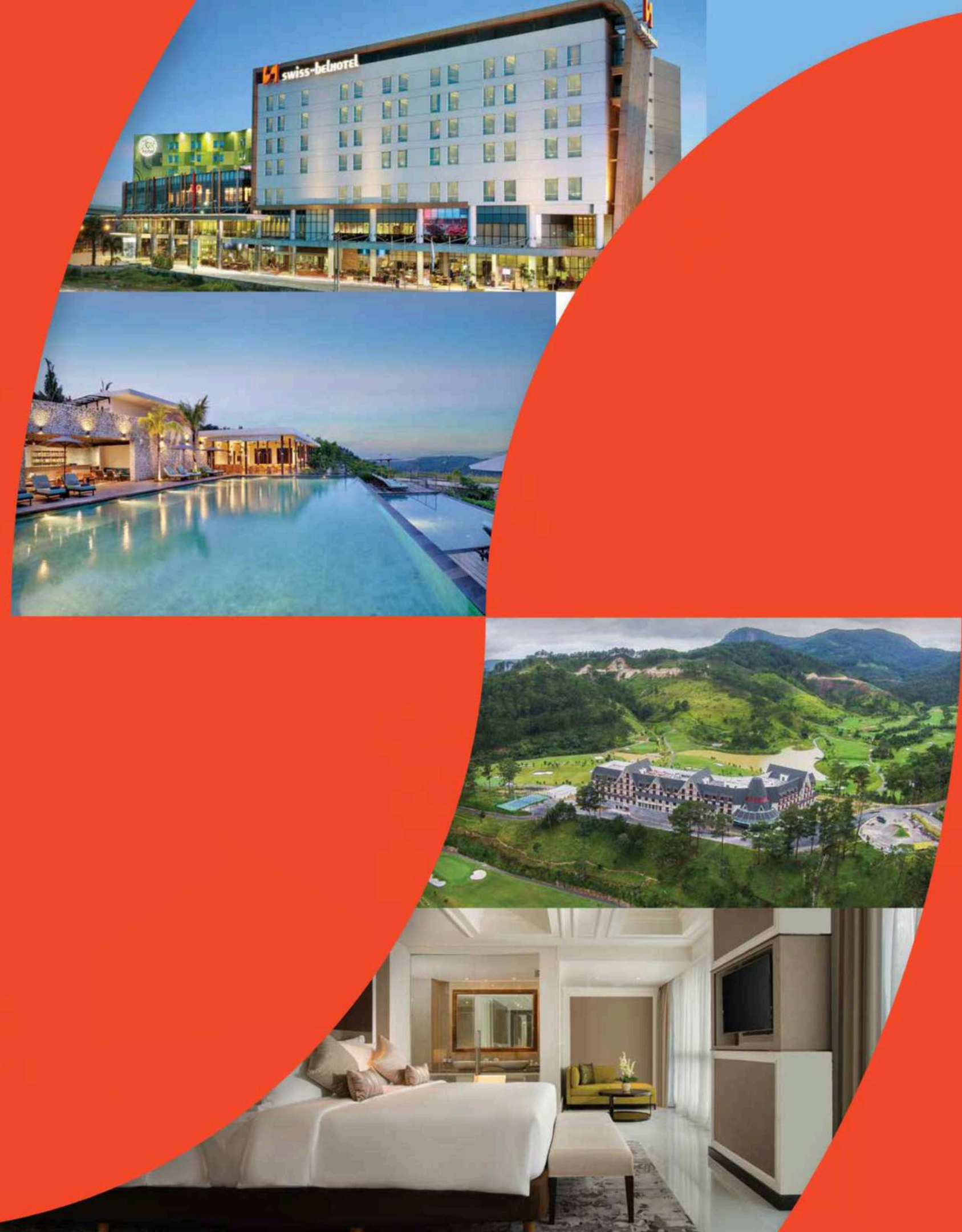


# Mood Board





# SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP





# SWISS-BELHOTEL INTERNATIONAL

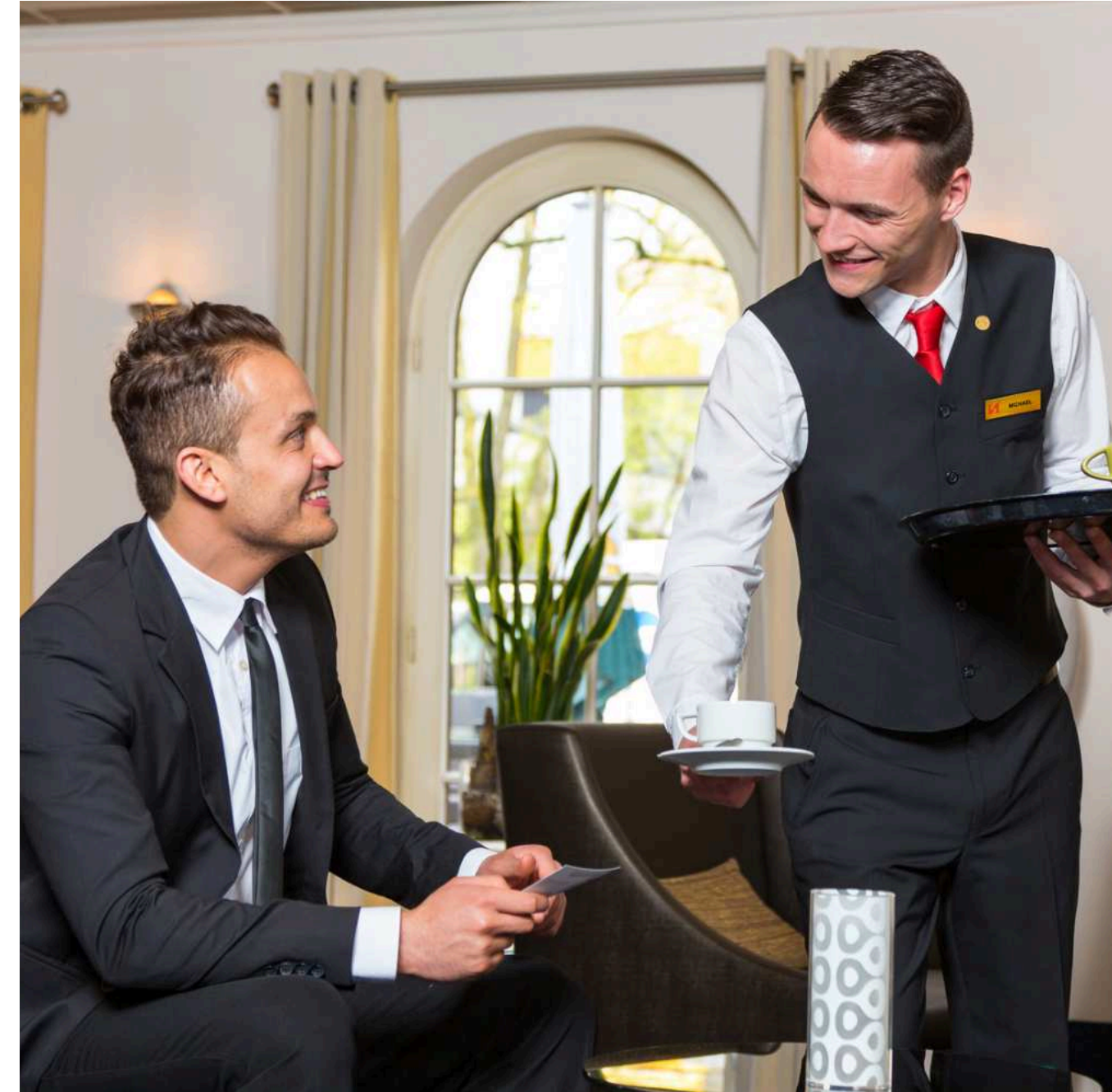
## A Global Group

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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

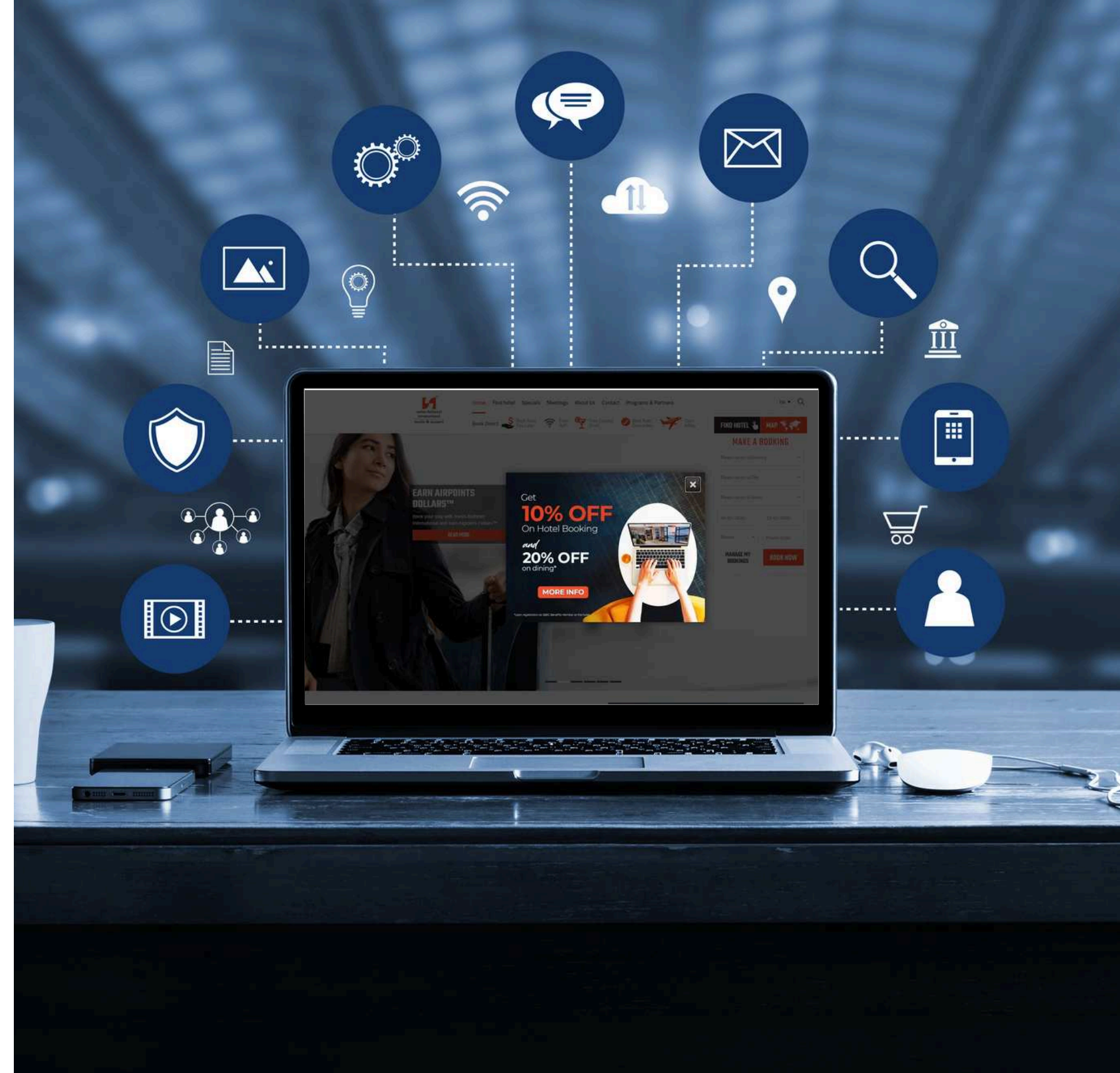


**Zest**  
Star rating:  
3 and 2 star



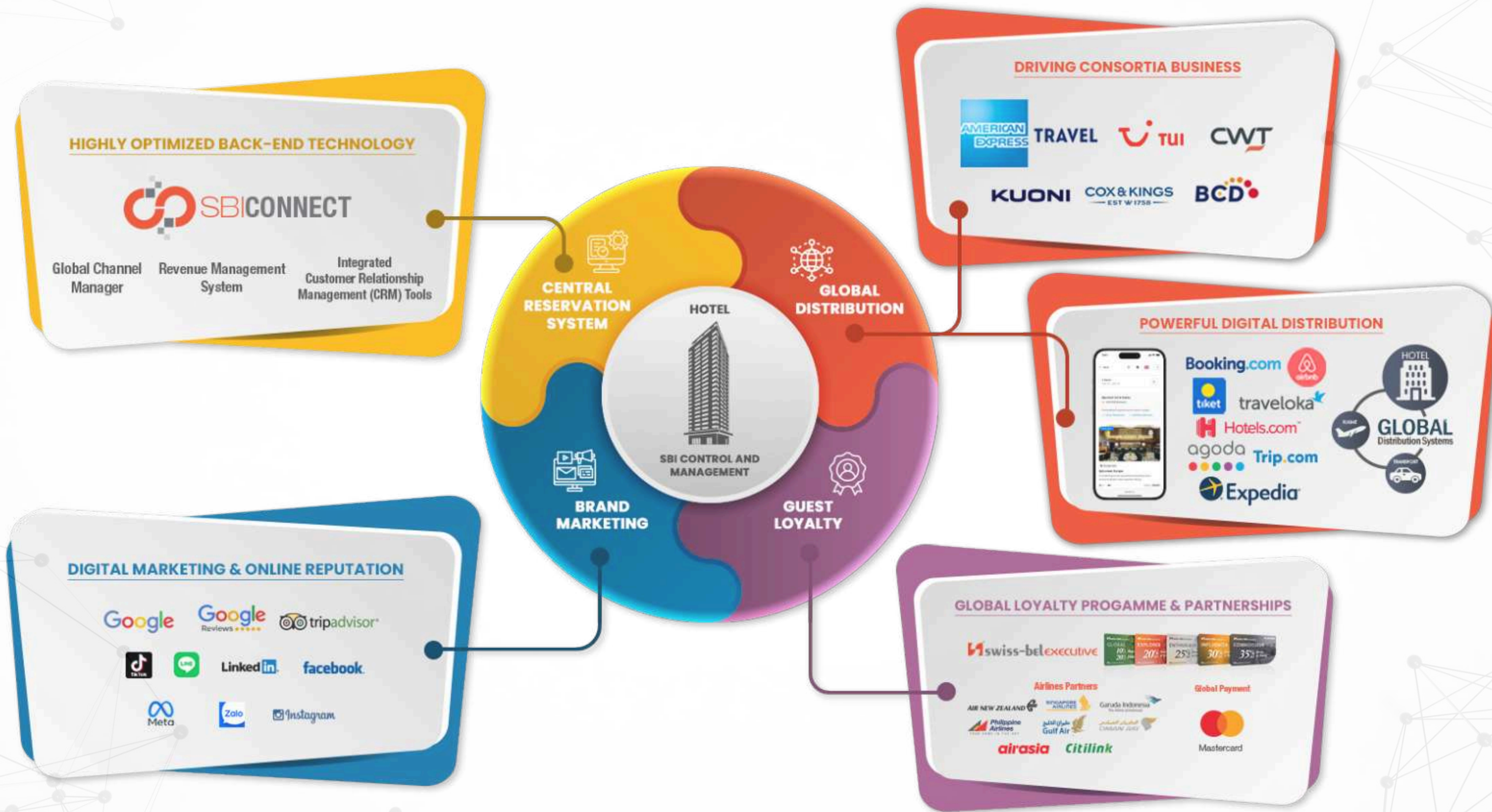


# SALES & MARKETING EXPERTISE





# 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

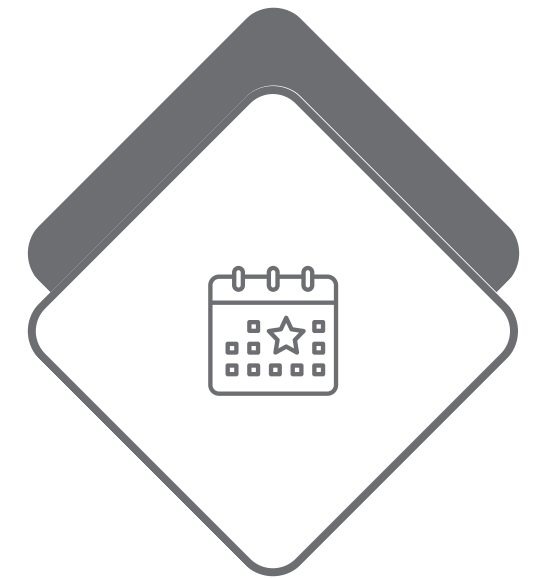
05



## Content Marketing

Keywords Audit  
Blog  
Events Update  
Content Update

06



## Marketing Events

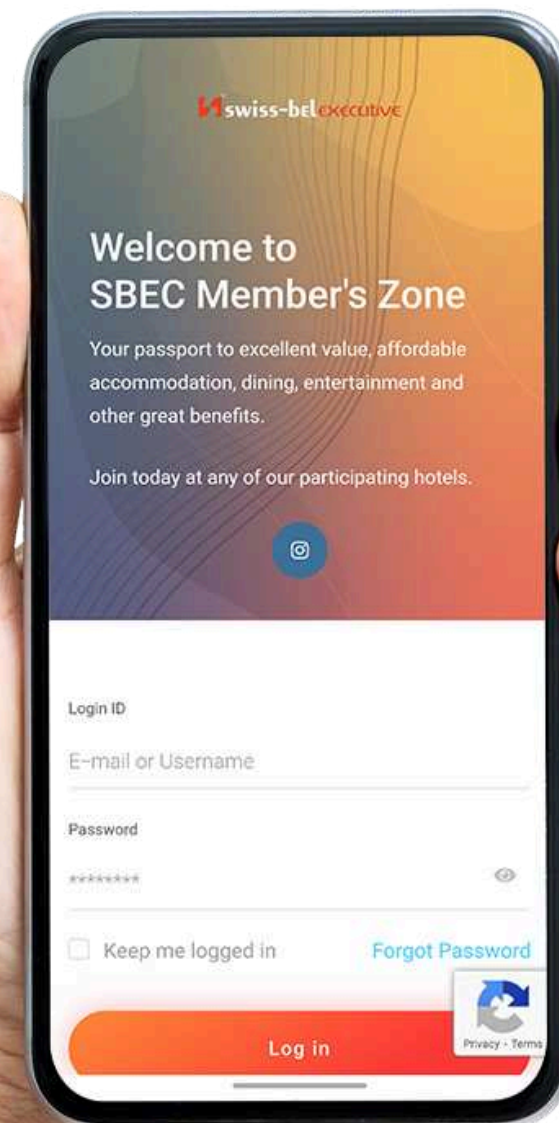
Influencers Gathering  
Corporate Gathering  
Travel Agent Gathering



# OUR GLOBAL LOYALTY PROGRAMME

**swiss-bel**EXECUTIVE

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

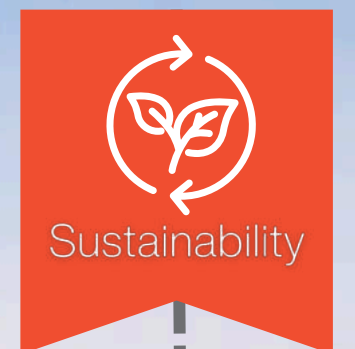
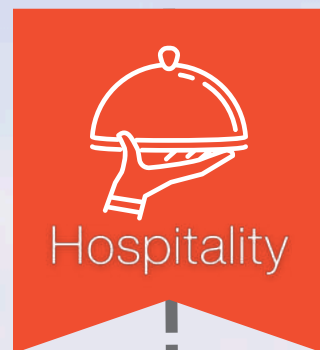
## Partner Loyalty Programme



## Airlines Loyalty Programme











## TRADITIONAL

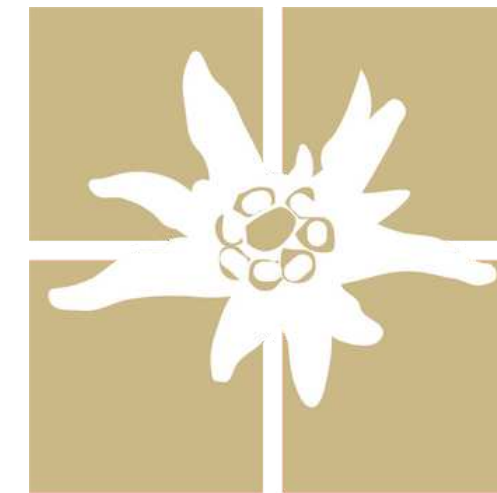
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

### Swiss-Care, In-Room Guest Amenities Range

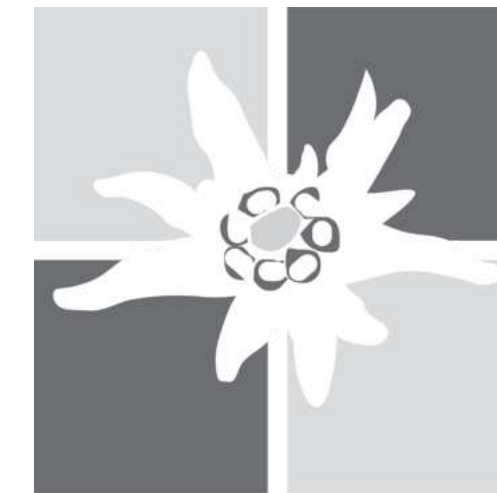
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

### 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

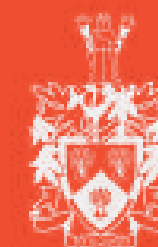
**9000+**

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](http://swiss-belhotel.com)