



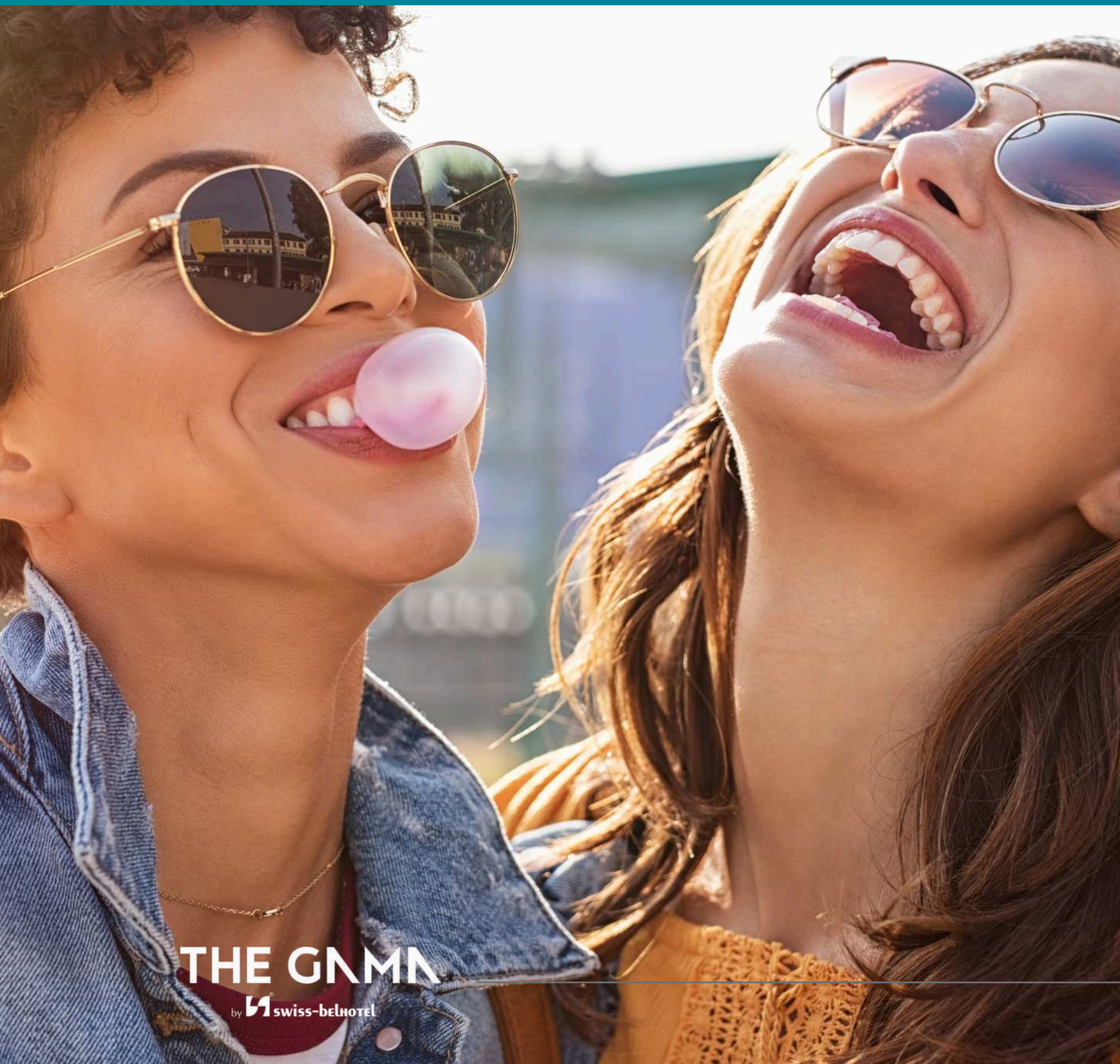
Brand Presentation

THE GMM

by  swiss-belhotel

UPSCALE MIDSCALE HOTEL
4.5 and 4 STAR





Vibrant, casual, energetic experiences

Star Rating

4.5 and 4 star

Brand Segmentation

Upscale-Midscale

Brand Inspirations

Always on the move

- Enthusiasts
- Go-getters
- Life-oriented

Passion and Professionalism™

Brand Logo *for Hotels*

Our main logo is the light of the rising sun which indicates that the light is the very expressive spirit of the youth. The main color has the impression of a youthful spirit, and matches the color of the light of the rising sun.

THE GNMM

CITY•COUNTRY

by  swiss-belHOTEL

THE GNMM

CITY•COUNTRY

by  swiss-belHOTEL

Brand *Positioning*



Category

Upscale Midscale



Star Rating

4.5 and 4 star

THE GNMN

by  swiss-belhotel



The GAMA is a vibrant, casual, and energetic hospitality brand that caters to travelers who are always on the move, enthusiasts, go-getters, and life-oriented. The brand embodies a sense of adventure, community, and a passion for life.

Passion and Professionalism™

Brand *Focus*

- ☀️ **Vibrancy:** The brand exudes energy and excitement, creating a lively atmosphere for our guests.
- ☀️ **Casual:** Offering a relaxed and comfortable experience, making our guests feel at ease.
- ☀️ **Energy:** The brand is full of life and vitality, inspiring our guests to embrace adventure.
- ☀️ **Community:** Fostering a sense of belonging and connection among our guests, creating a welcoming and inclusive environment.





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

Branded *Food & Beverage Concept*



Swiss-Belresort Pecatu, Bali, Indonesia



Swiss-Belresort Belitung, Riau Islands, Indonesia

Key Brand Standards



Accommodation

- Modern and stylish design with vibrant colors and patterns, reflecting the brand's energetic and casual vibe
- High-quality amenities including comfortable beds, plush linens, flat-screen TVs, high-speed internet, and a well-stocked minibar
- Technology: State-of-the-art technology features such as smart TVs, mobile check-in/check-out, and voice-activated room controls.



Food & Beverage

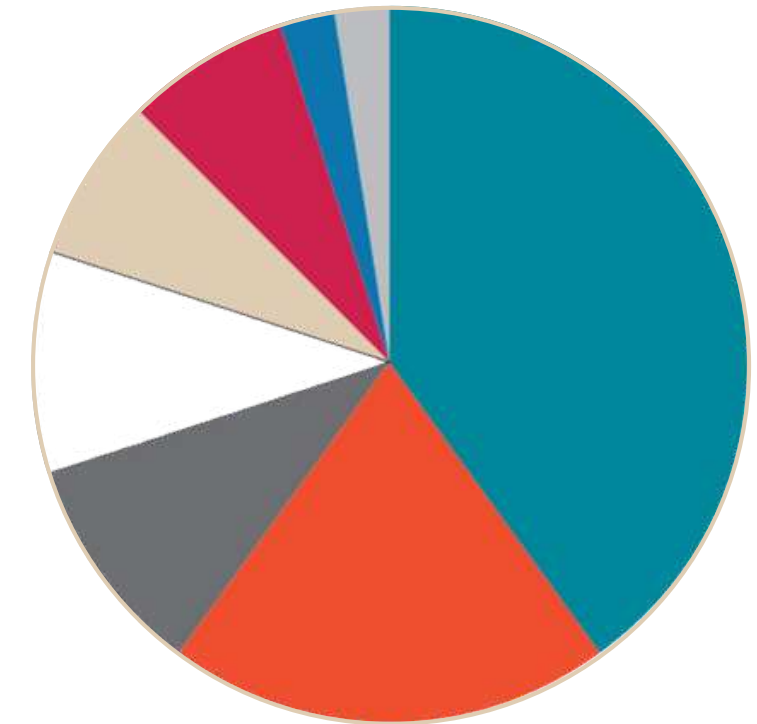
- A diverse range of culinary options, including international cuisine, local specialties, and healthy and sustainable choices
- Atmosphere: Lively and inviting dining spaces that create a social and energetic atmosphere.
- Bar and Lounge: A stylish and inviting bar and lounge offering a variety of beverages, including signature cocktails and craft beers.



Public Spaces

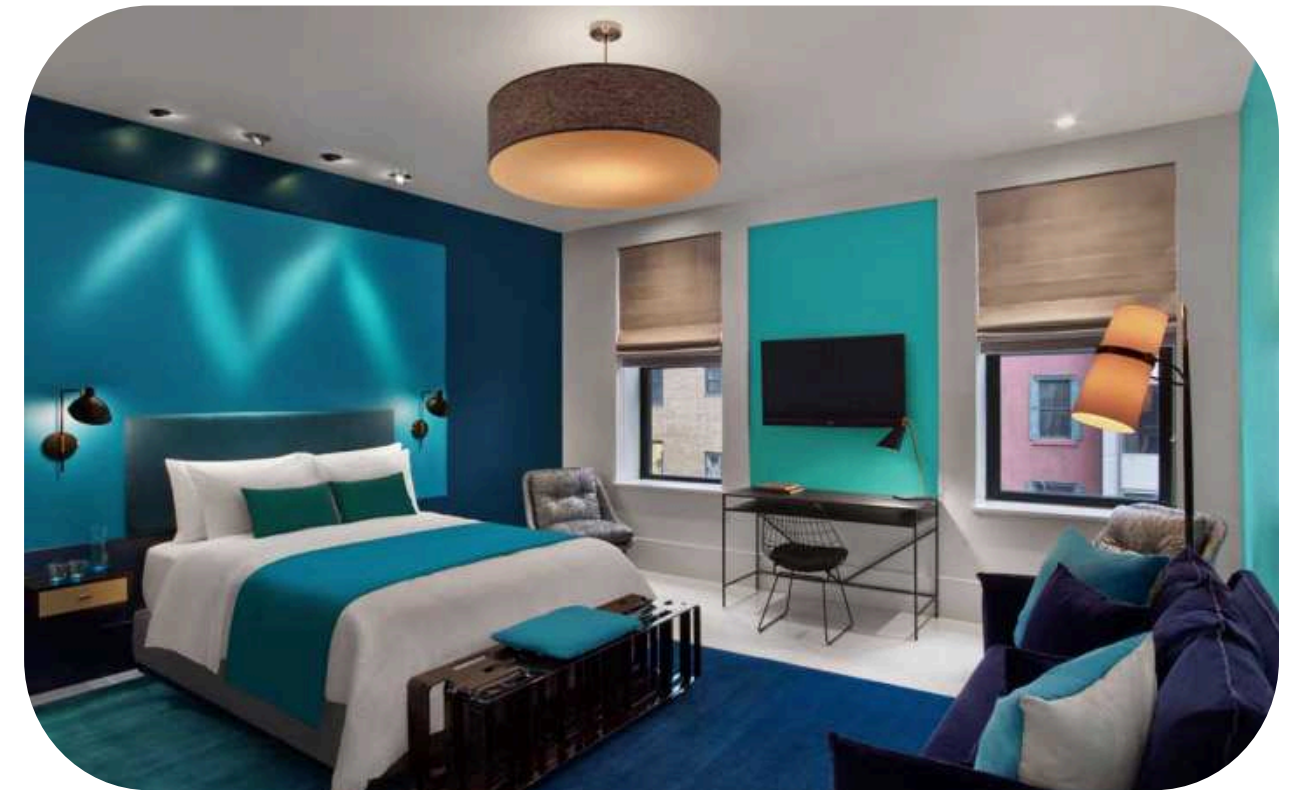
- A welcoming and spacious lobby with comfortable seating areas and ample natural light.
- Common Areas: Shared spaces such as co-working areas with a WeWork concept, fitness centers, and rooftop terraces designed to foster community and interaction.
- Event Spaces: Flexible and versatile event spaces that can accommodate various types of gatherings, from corporate meetings to social events.

Brand Colour Palette

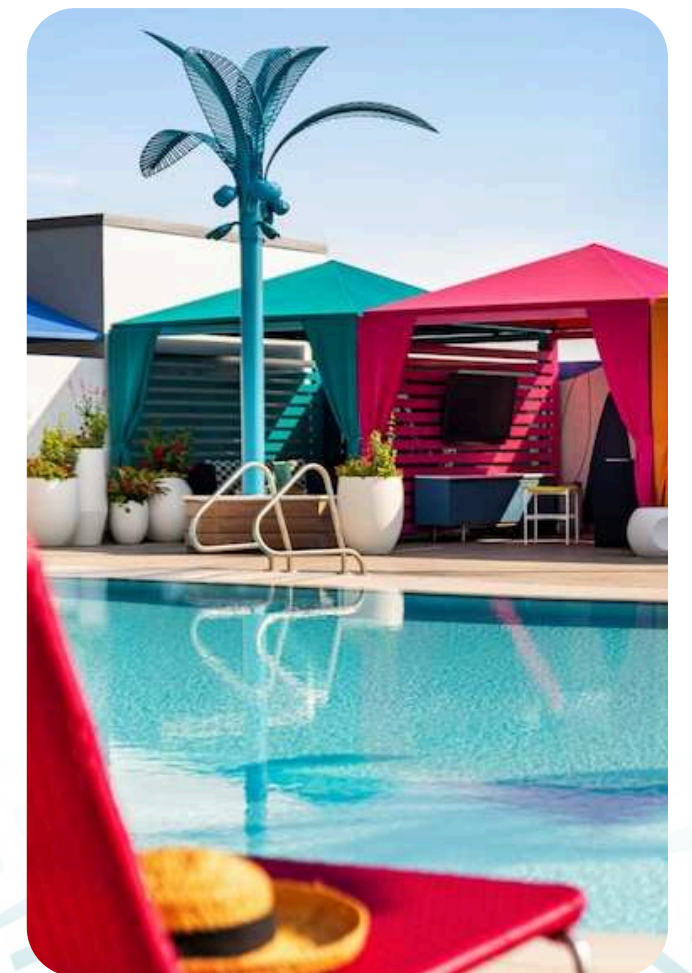


Mood Board

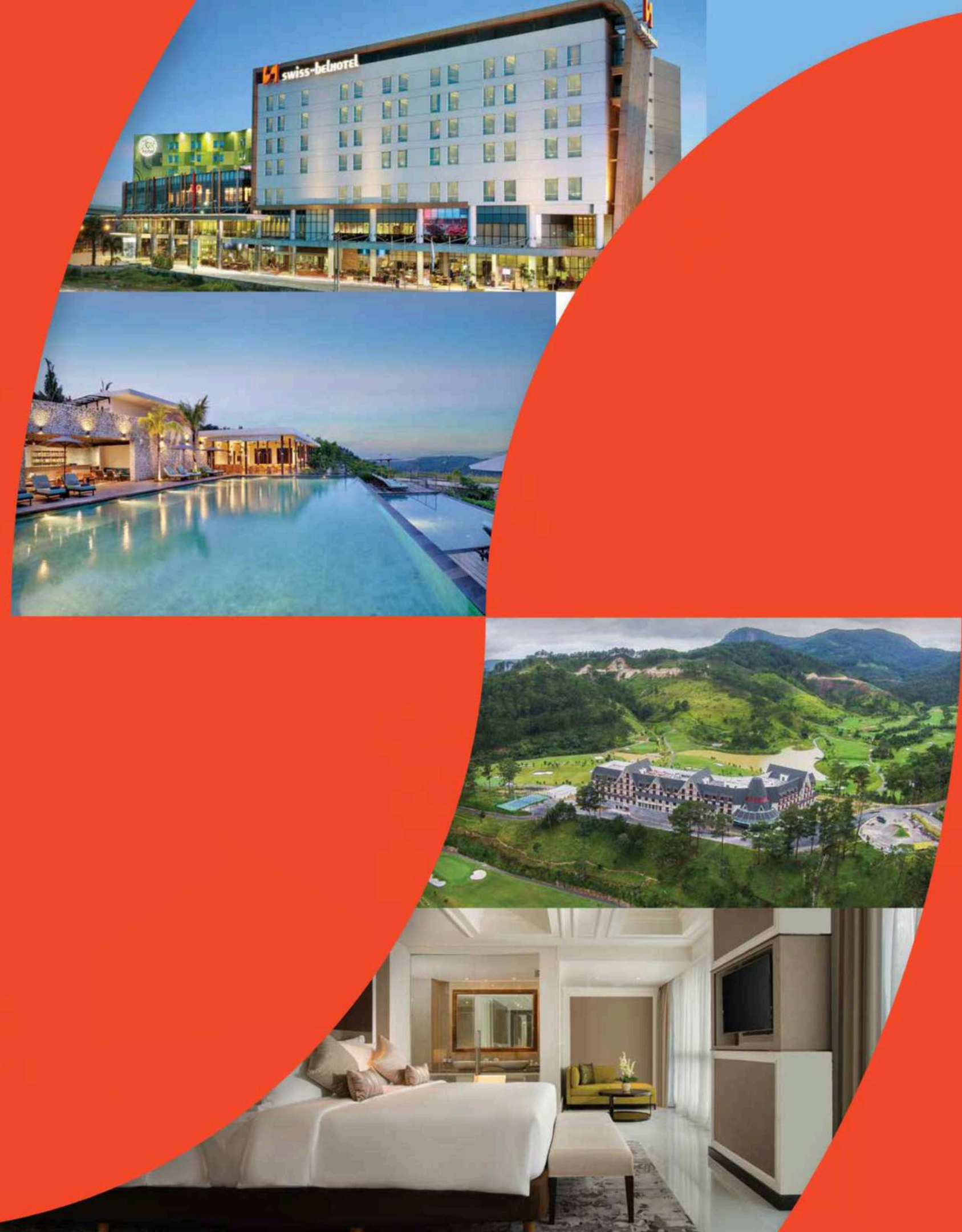




Vibrant
Casual
Energetic



SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



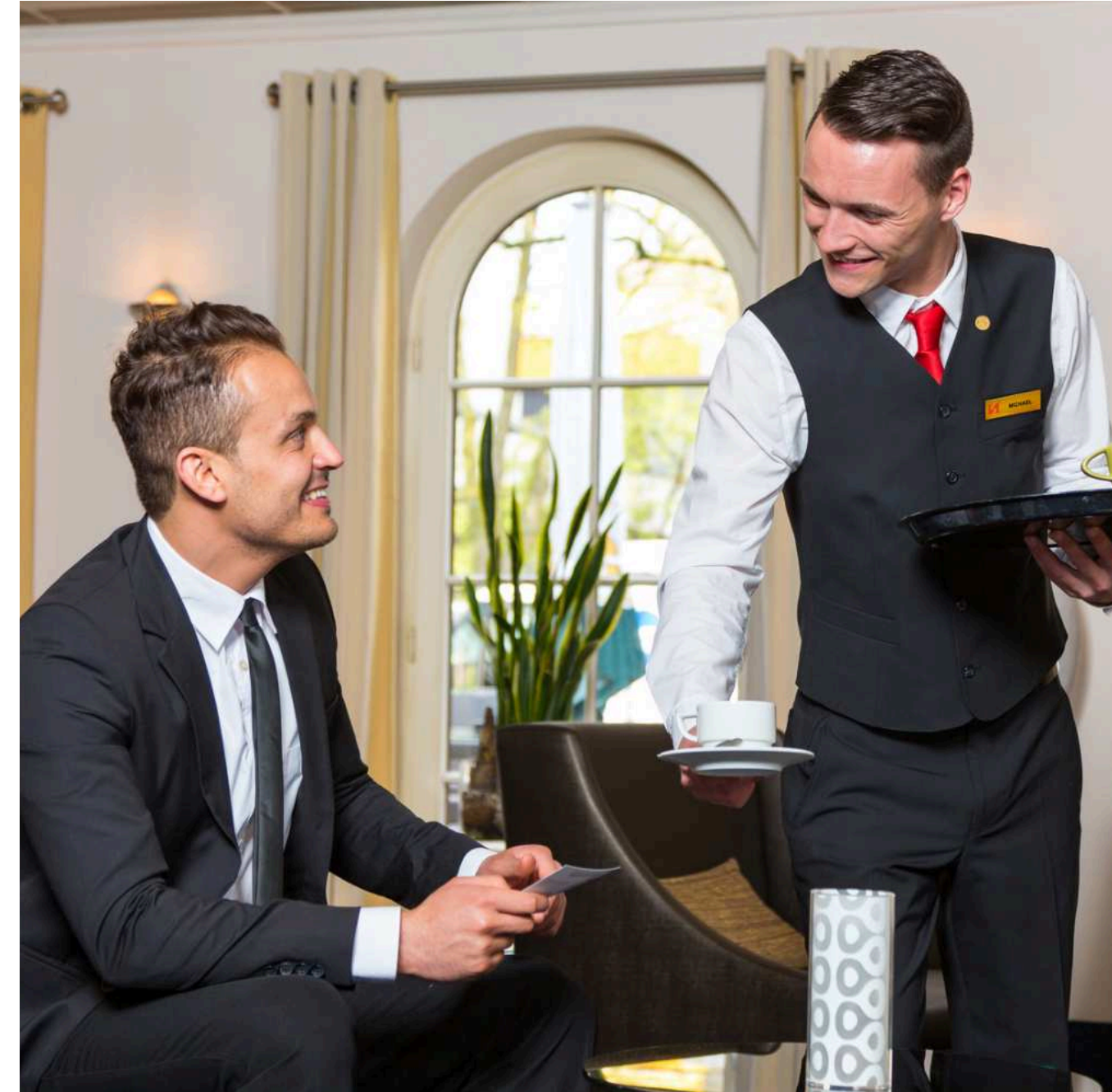
SWISS-BELHOTEL INTERNATIONAL

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



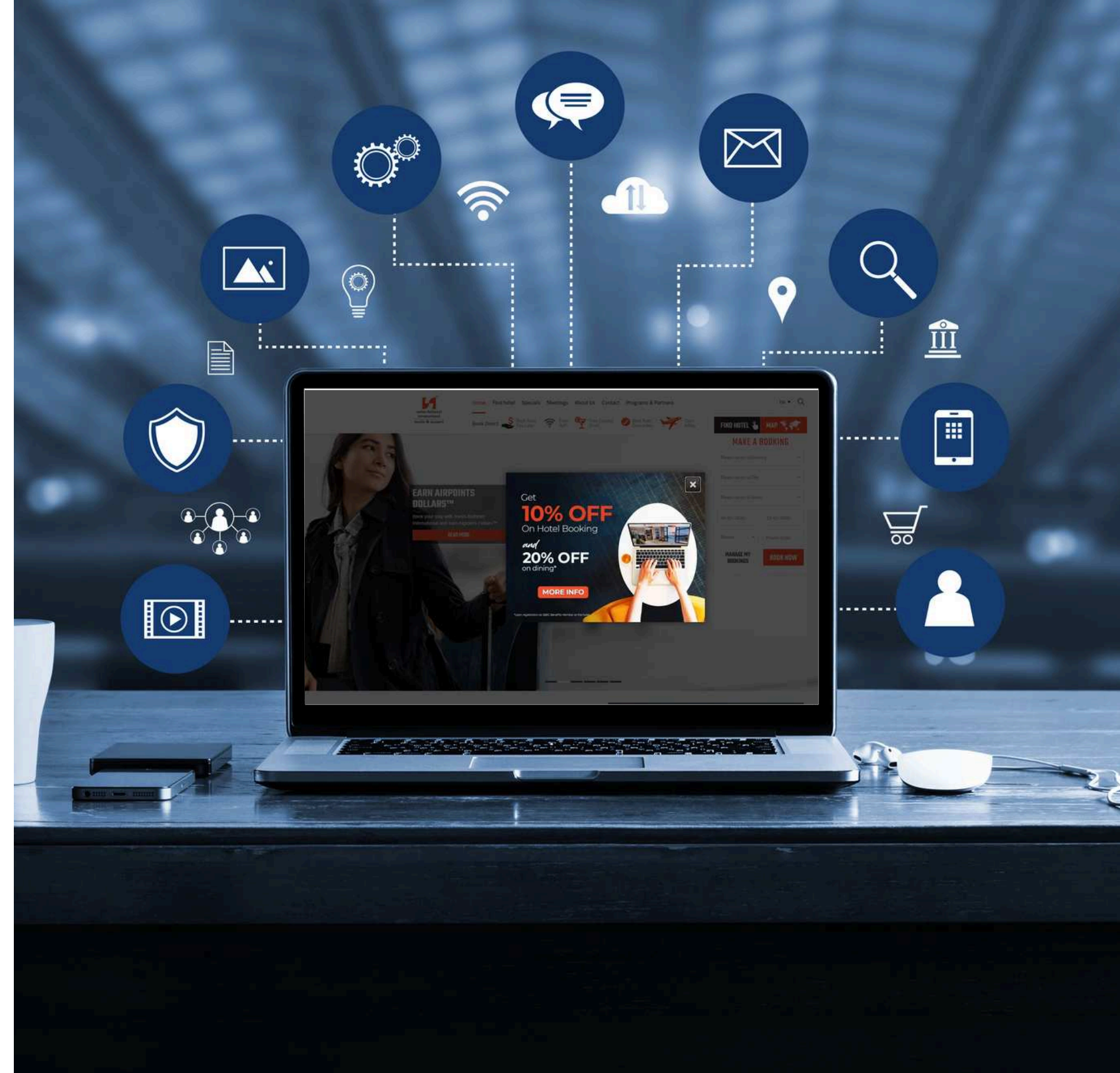
Economy/ Budget
Star rating:
3 and 2 star



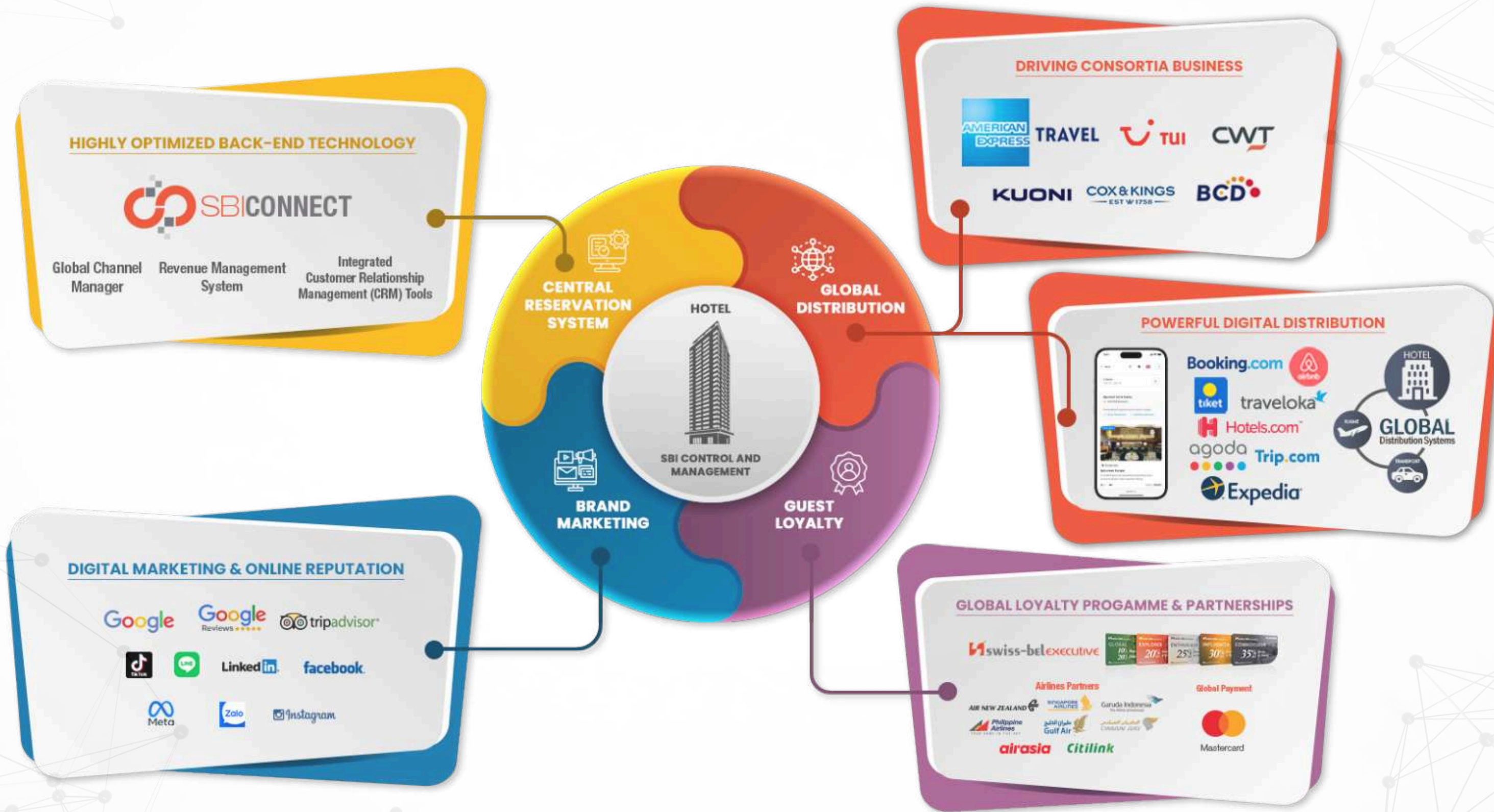
Zest
Star rating:
3 and 2 star



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

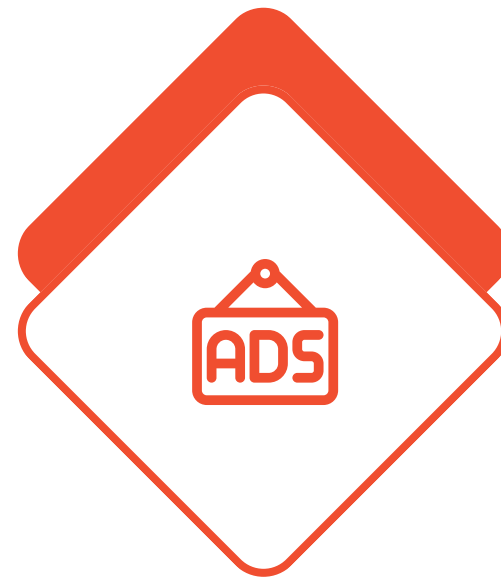
02



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

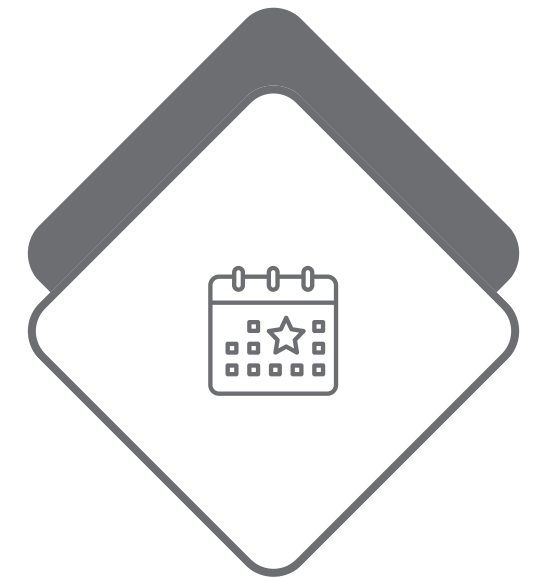
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



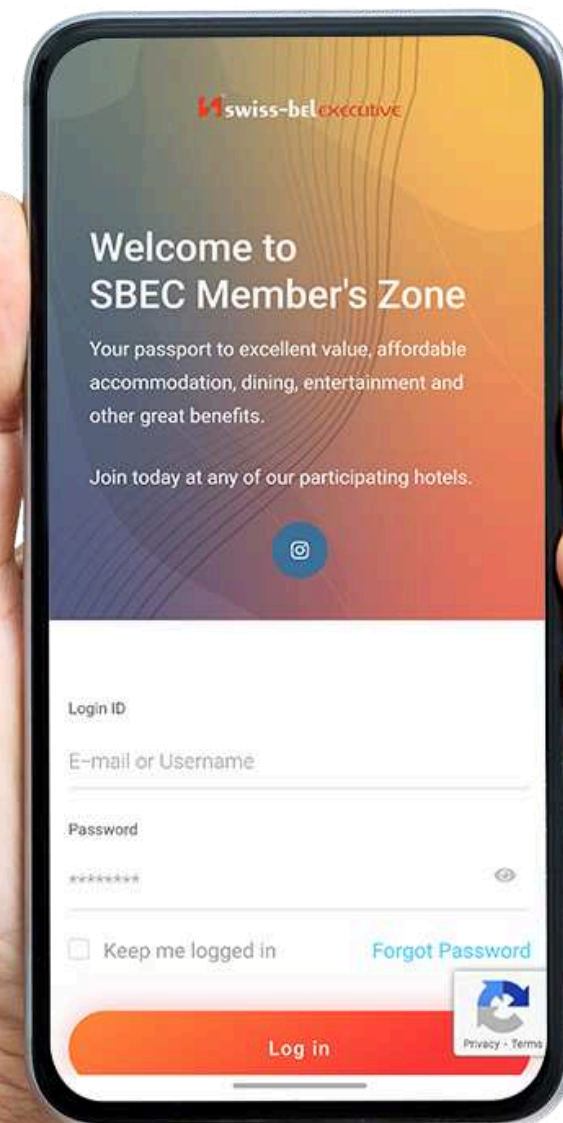
Marketing Events

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**



Owner's Card

OUR GLOBAL LOYALTY PARTNER

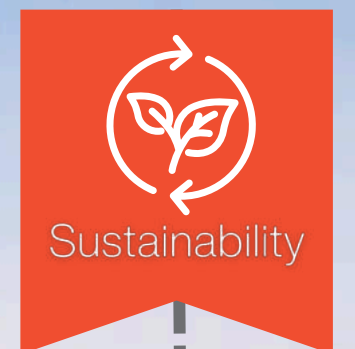
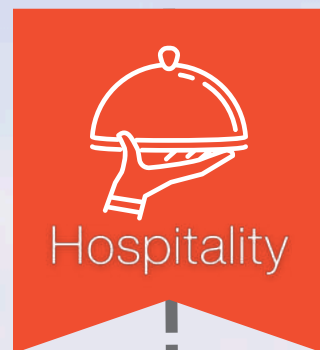
You earn with our partners

Partner Loyalty Programme



Airlines Loyalty Programme







TRADITIONAL

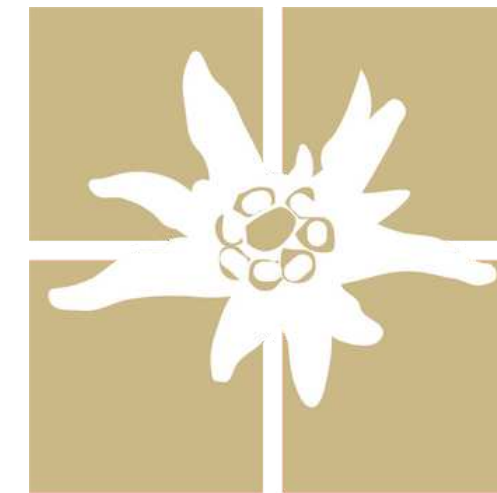
At every level, we look after our guests. For more than 3 decades we have truly retained the rich culture and tradition of Switzerland through our properties:

Swiss-Care, In-Room Guest Amenities Range

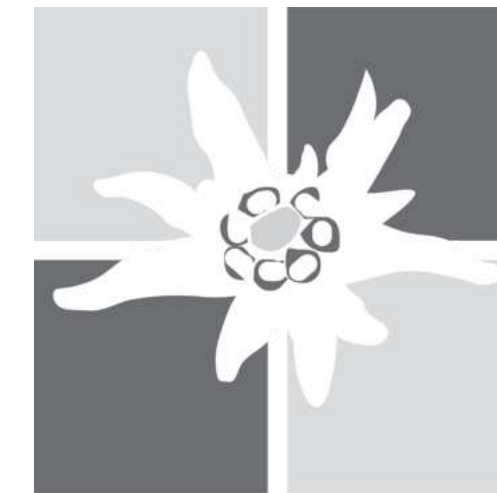
A stylised edelweiss - is a flower associated with the mountains of Switzerland and Central Europe

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