

Swiss-Belhotel International Elevates The Rest-Area Stay Experience with The Grand Opening of Swiss-Belexpress KM 379A Batang, Central Java



From left: Mr Bimo Esmunantyo – Director of Toll Road Facility Business, PT Jasamarga Related Business (JMRB); Mr Nasrullah – President Director of PT Jasamarga Semarang Batang (JSB); Mr M. Faiz Kurniawan, S.H., M.H. – Regent of Batang; Mr Rolf Bakrie Pohan – Director of PT Puri Sentul Permai Tbk (KDTN); Mr David Padrigon Baduria Jr – Regional Operations Manager, Swiss-Belhotel International.

Jakarta, Indonesia, 2025 — Swiss-Belhotel International, in collaboration with PT Puri Sentul Permai Tbk (KDTN), announces the grand opening of its newest Swiss-Belexpress-branded hotel at Rest Area KM 379A on the Batang-Semang toll highway by The Regent of Batang Regency, Bapak M Faiz Kurniawan SH, MH, on 11 December 2025. This milestone marks the fourth hotel under the Swiss-Belexpress brand along the Trans-Java toll network, following the successful launches at KM 166, KM 164, Cipali, and KM 260, Banjartma.

Situated at Rest Area KM 379A, this new Swiss-Belexpress facility stands out with additional facilities, including a lounge and a healthy corner specifically catering to both leisure and business road travellers across Java. Unique features include seamless access from the toll highway, affordable and secure accommodation, and services tailored to road travellers wishing to rest conveniently without leaving the corridor—making it distinct from traditional roadside hotels.

Director of PT Puri Sentul Permai Tbk (KDTN), **Mr Rolf Pohan, stated**, “This opening is more than just another hotel opening. It highlights our commitment to elevating the rest area experience for road travellers by offering the first convenient, on-route lodging designed for safety and comfort. Travellers now have access to a professional facility where they can rest and recharge promptly, reducing fatigue risks and enjoying reliable amenities on their journeys.”



Mr Gavin M. Faull, Chairman and President of Swiss-Belhotel International, stated: “For Swiss-Belhotel International, the project reinforces its strategic push into affordable lodging integrated within transportation corridors. By offering flexible check-in hours, modern amenities, and locations directly along major routes, our rest-area hotel concept sets a new standard for convenience and comfort, aiming to reshape expectations for road travel in Indonesia and across Southeast Asia.”

From the operations perspective, **Mr Ilkin Ilyaszade**, Senior Vice President of Operations & Development for Indonesia, added: “Operationally, we have developed this property for road travellers' guests' convenience, while maintaining Swiss-Belhotel's quality benchmarks, we set a new trendsetter for rest-area lodging, and we look forward to scaling this model further along the toll corridors.”

As toll road users increasingly expect more from highway rest stops, blending convenience, comfort, and basic lodging, the Swiss-Belexpress at KM 379A is poised to be a flagship for the next generation of toll-road hospitality in Indonesia.

In celebrating its opening, the hotel offers a special rate starting from IDR 150,000net for 4 hours, IDR299,000net/8 hours, IDR 399,000net/12 hours, and daily accommodation IDR 499,000net, including welcome coffee/tea and free wifi.

For more information about Swiss-Belexpress Rest Area km 166A, km 164B, km 260B, and km 379A, please contact WhatsApp No +62 822 1010 5164.

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About Swiss-Belhotel International

Swiss-Belhotel International operates in 20 countries, managing 150+* hotels, resorts, and projects across New Zealand, Australia, Indonesia, Asia, the Middle East, Africa, and Europe, with regional offices in Hong Kong, New Zealand, Australia, China, Indonesia, the UAE, the Philippines, Vietnam, Malaysia, and Thailand. Committed to delivering world-class hospitality, the group also offers the Swiss-Belexecutive Card (SBEC), a loyalty program that provides many benefits, discounts from 10% to 35% on rooms, dining, and other services, plus priority check-in, complimentary upgrades, and late check-out. No collecting points and no waiting for redemption, with the free-to-join Green Global tier, members can enjoy instant discounts from their first stay!. Experience more with the SBEC Loyalty Programme—[Sign up for FREE](#). Stay



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