

 **swiss-belHOTEL INTERNATIONAL**
HOTELS & RESORTS

Brand *Presentation*

Zest[®]

by  **swiss-belHOTEL**

3 and 2 star Classification
Young and Adventurous





STAR RATING

3 and 2 star Classification

BRAND SEGMENTATION

- Economy/Design Specific
- Young and adventurous

BRAND INSPIRATIONS

Connected travellers

- Tech-savvy
- Back-packers
- Socially connected

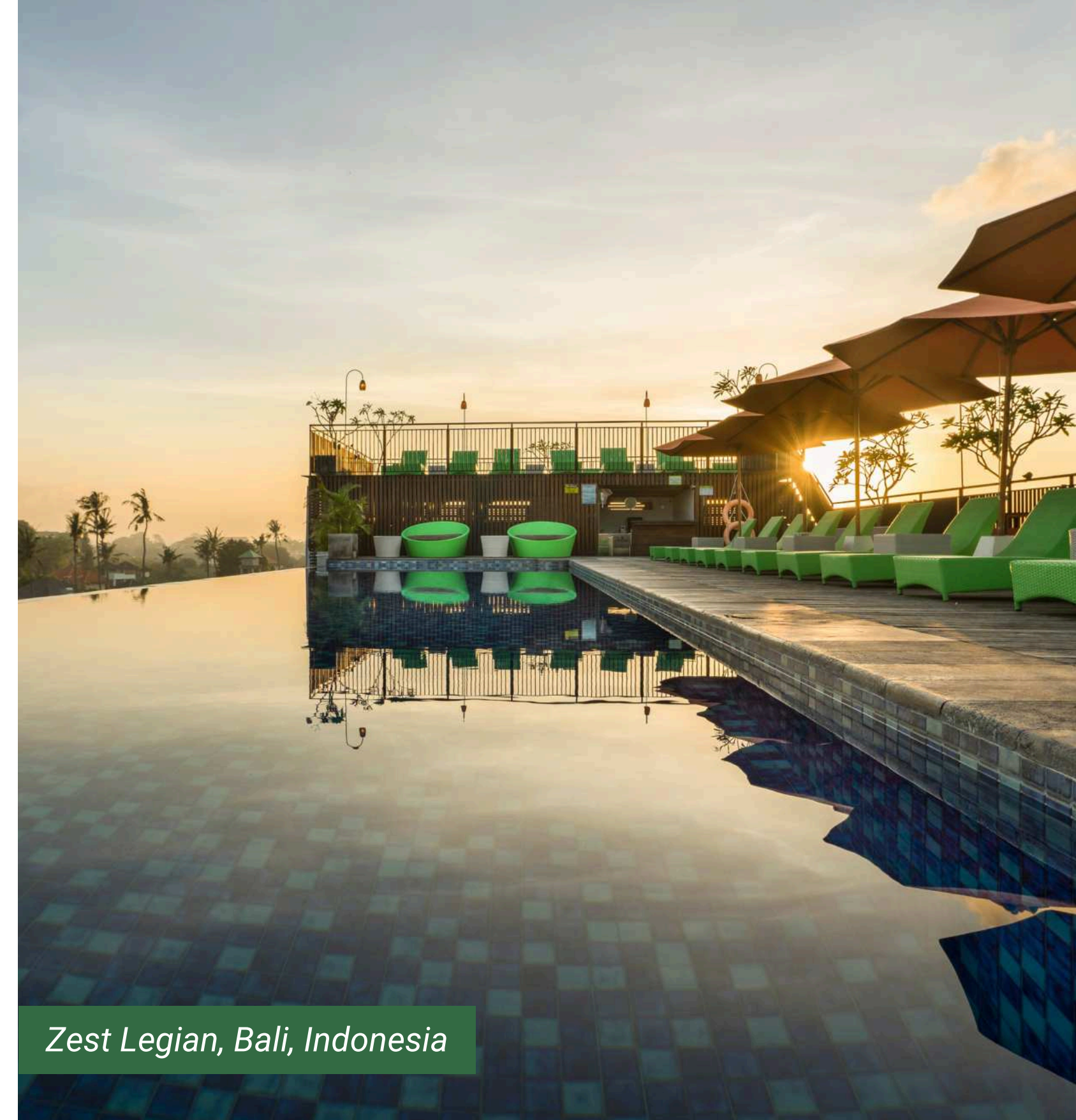
Brand Logo for *Hotels*



Passion and Professionalism™

Brand Mission Statement

- 🍋 To develop and build an economy hotel
- 🍋 To create and develop a strong and unique market position
- 🍋 To provide a partnership solution to maximise owner's returns and to realise their investment expectations over a defined term time frame
- 🍋 To maintain cost-effective and efficient operation for low operating costs
- 🍋 To be easily accessible and strategically located in major urban and regional destinations
- 🍋 To be recognised as providing a convenient, modern, clean and comfortable hotel at the best value
- 🍋 To position the brand as an excellent choice for budget travellers



Brand *Focus*

- 🍋 Identified as an international quality brand
- 🍋 Being the ultimate in value for money accommodation
- 🍋 Conveniently located close to touristic areas
- 🍋 Maintaining consistency in quality and reliability
- 🍋 Appropriate technology (from reservation to check-out) and providing 24/7 online and mobile booking system
- 🍋 Providing efficiency and convenience through an all inclusive price that includes the guestroom, breakfast and Internet access in the price



Zest Airport, Jakarta, Indonesia



Zest Sukajadi, Bandung, Indonesia



Passion and Professionalism™

Brand Concept

- 🍋 Modern, cool, young
- 🍋 Property design, interior decor, colour specific - defined
- 🍋 Maintaining consistency in quality and reliability
- 🍋 Appropriate technology
- 🍋 Limited recreational facilities
- 🍋 Environmentally sensitive
- 🍋 Inexpensive, comfortable and secure



Branded Food & Beverage Concept



Passion and Professionalism™

Key Brand Standards



Zest Airport, Jakarta, Indonesia

Modern, cool, young, mobile style, totally defined, property design, interior decor, colour specific - defined, appropriate technology - defined, limited recreational facilities, environmentally sensitive, inexpensive, comfortable and secure



Zest Sukajadi, Bandung, Indonesia

Simple and functional, self service storage lockers, business corner (1-2 standing stations), limited seating area, vending machine with hot and cold snacks and amenities



Zest Harbourbay Batam, Indonesia

- Guest room size range from 15 - 17 m2
- Citruz for breakfast only

Key Brand Standards



- In room wake-up call bedside clock or TV system
- In room security safe provided
- Complimentary water station available on each floor

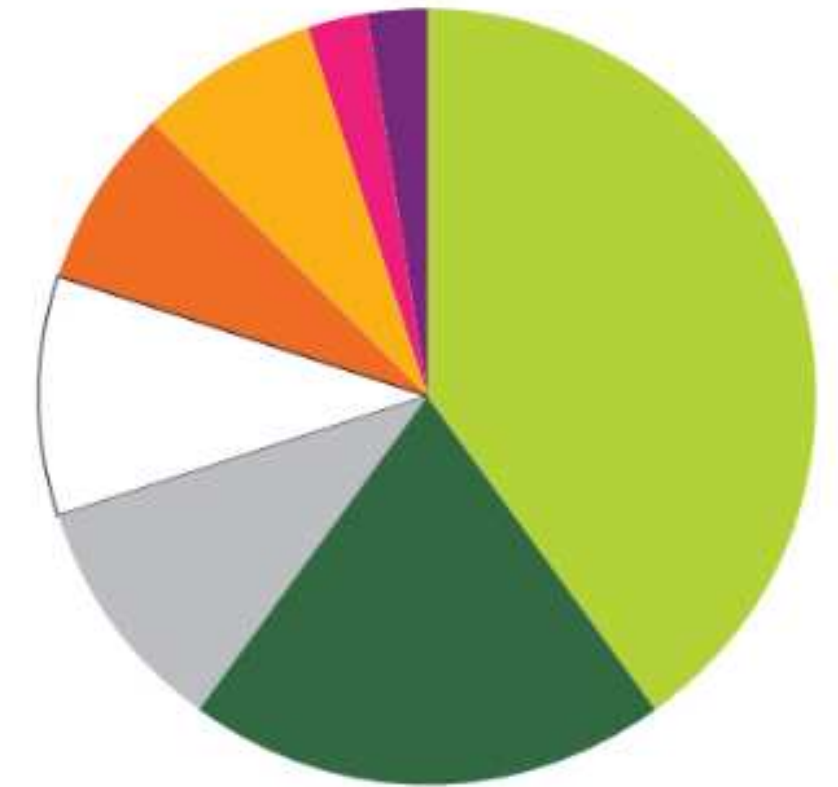
Zest Legian, Bali, Indonesia



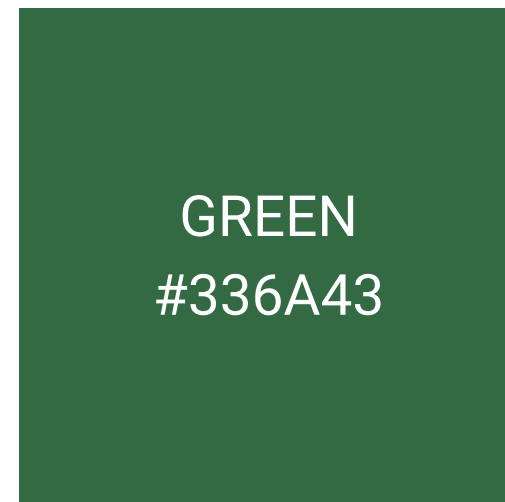
- Complimentary wireless internet throughout the hotel
- Vending machines will be located in the hotel lobby or other appropriate location
- Housekeeping daily service will be provided

Zest Airport, Jakarta, Indonesia

Brand Colour Palette



GREEN ZEST
#B2D237



GREEN
#336A43



YELLOW
#FCB116



PURPLE
#76297C



WHITE
#FFFFFF



LIGHT GREY
#BCBCC0



ORANGE
#EE6B24

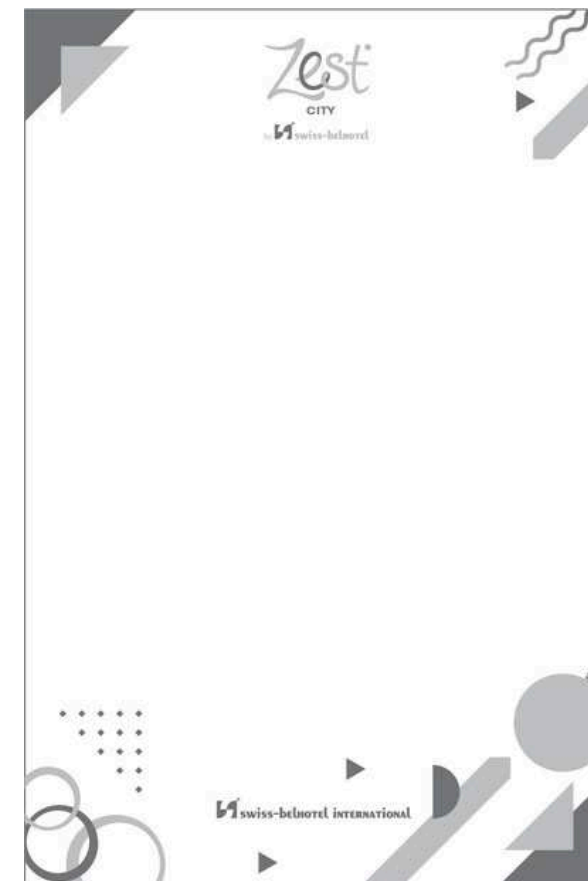


PINK
#EE2A7B



Passion and Professionalism™

Brand Specific Collateral



Passion and Professionalism™

THE HOTEL COLLECTION

Zest
hotel

Zest®
by  swiss-belhotel

Passion and Professionalism™

Operating Property

Zest®

LEGIAN • BALI
INDONESIA

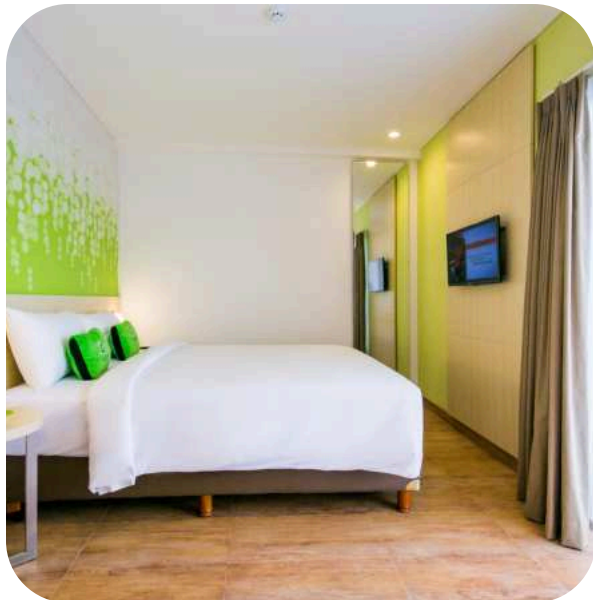
by  swiss-belhotel



Opened 2016



Solo budget-conscious travellers and couples, Young professionals and students, Groups of friends



INDONESIA

- 51 rooms
- JAEN Bar & Kitchen
- Rooftop swimming pool
- Free Wi-Fi
- Internet kiosk
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning service



Zest®
by  swiss-belhotel

Passion and Professionalism™

Operating Property

Zest[®]
AIRPORT • JAKARTA
INDONESIA

by **swiss-belHOTEL**



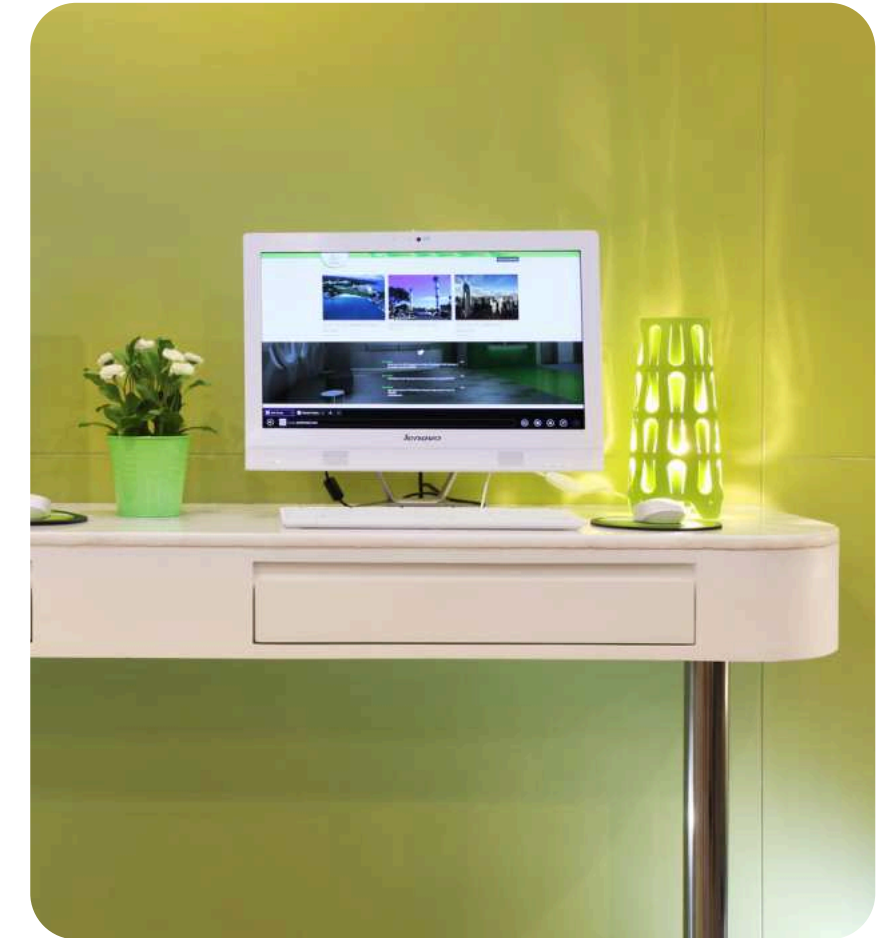
Opened 2015



Budget-conscious travellers,
Short-term business travellers,
Transit Passengers



INDONESIA



- 235 rooms
- Citruz[™] Kitchen & Bar
- Free Wi-Fi
- Direct access to airport hub mall
- Airport transfer
- Vending machine

Zest[®]
by **swiss-belHOTEL**

Passion and Professionalism[™]

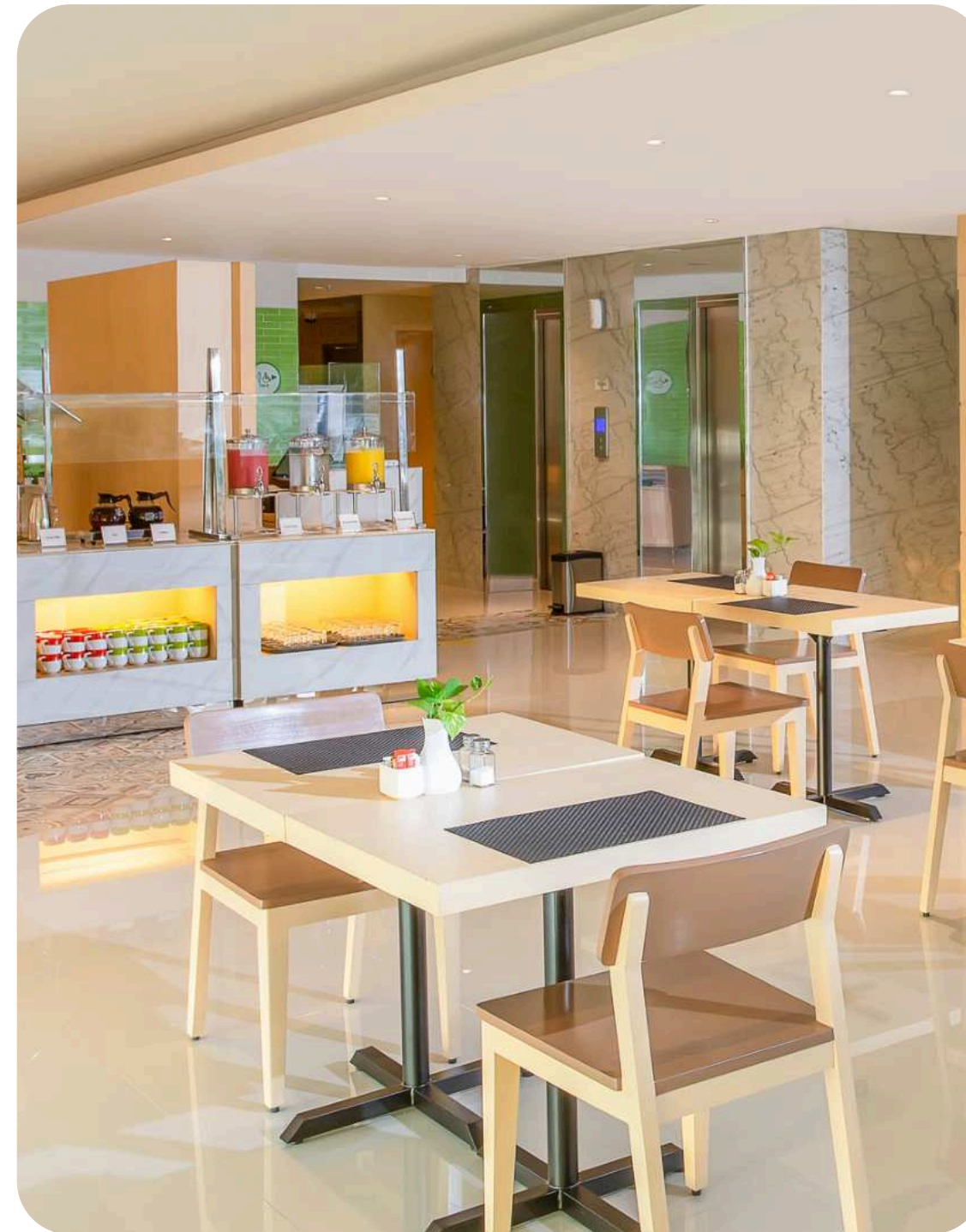
Operating Property



Opened 2020



Budget-conscious travellers,
Domestic tourist, Solo travellers,
Business travellers



- 80 rooms
- Citruz™ Kitchen and Bar
- 2 Meeting rooms
- Free connectivity corner
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Parking space
- Laundry and dry cleaning service



Passion and Professionalism™

Operating Property



Opened 2016



Budget-conscious travellers,
Business travellers, Leisure
travellers, Couples and families



- 181 rooms
- 4 Meeting rooms for up to 100 guests
- Citruz™ Kitchen & Bar
- TV with cable channels
- Free Wi-Fi
- 24-hour in-room dining
- 24-hour security and CCTV surveillance system
- Laundry and dry cleaning



Passion and Professionalism™

Upcoming Property



Opening 2025



Budget-conscious travellers,
Business travellers, Leisure
travellers, Couples and families



INDONESIA



- 91 Zestrooms
- Wi-Fi throughout hotel areas
- Citruz™ Kitchen and Bar with indoor and outdoor seating
- A Ballroom and 5 Meeting rooms
- Complimentary Connectivity Corner with PC/Tablet for guest use
- Prayer room for Guest
- Guest Laundry & Pressing Service
- Spacious Parking Space



Passion and Professionalism™

Property Image Gallery

Pictures of

1. Zest Yogyakarta, Indonesia
2. Zest Legian, Bali, Indonesia
3. Zest Airport, Jakarta, Indonesia
4. Zest Sukajadi, Bandung, Indonesia
5. Zest Bogor, Indonesia



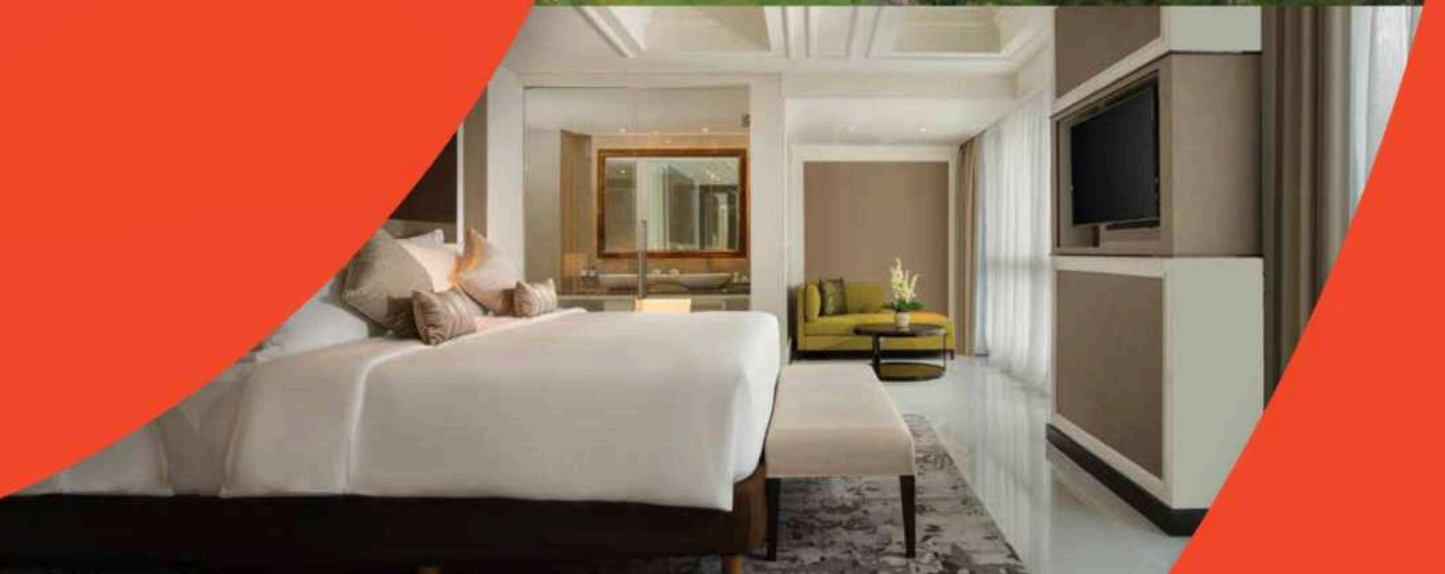
Passion and Professionalism™



Pictures of
 1. Zest Airport, Jakarta, Indonesia
 2. Zest Yogyakarta, Indonesia
 3. Zest Parang Raja, Solo, Indonesia



SWISS-BELHOTEL INTERNATIONAL A GLOBAL GROUP



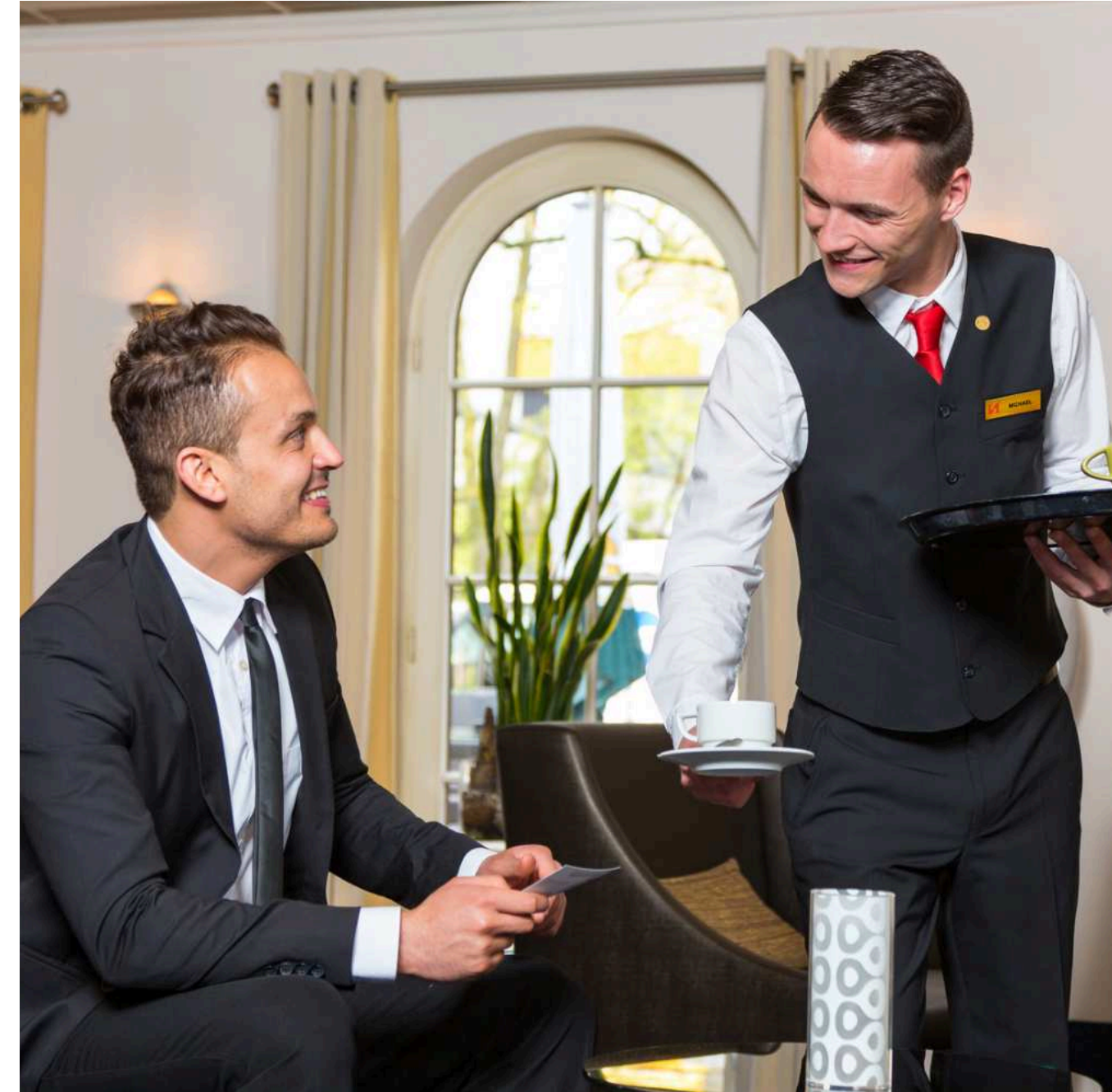
SWISS-BELHOTEL INTERNATIONAL

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



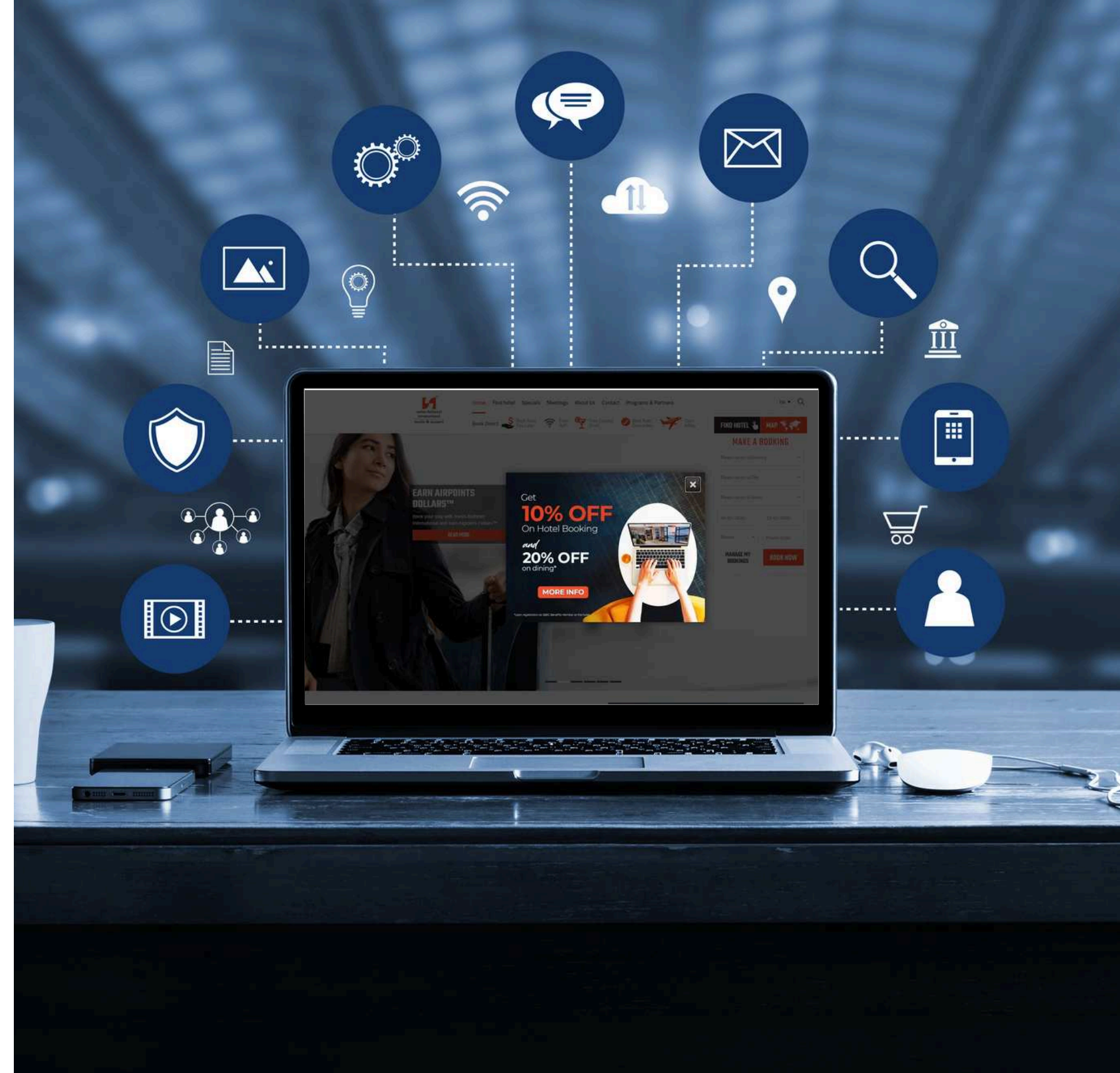
Economy/ Budget
Star rating:
3 and 2 star



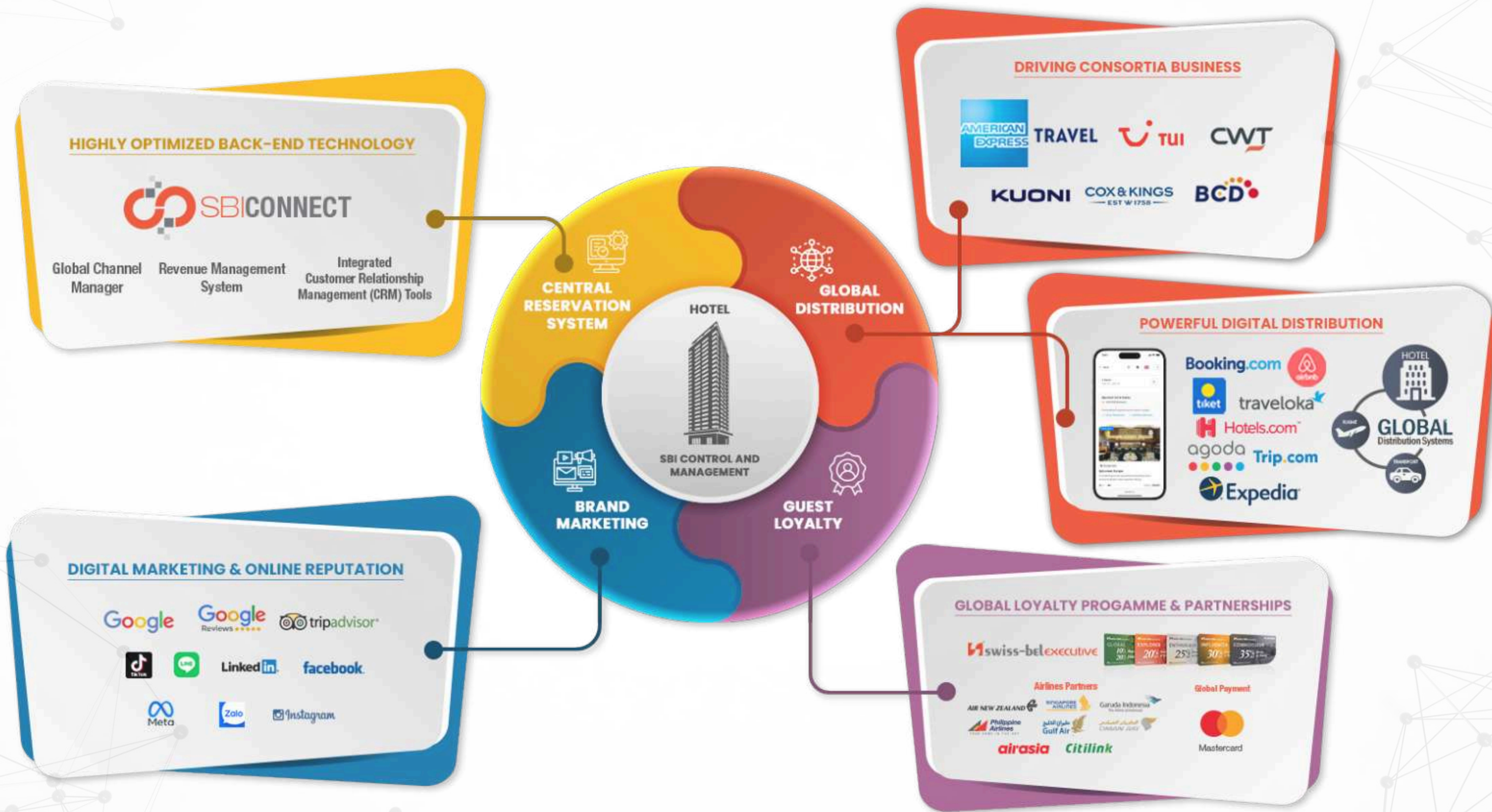
Zest
Star rating:
3 and 2 star



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

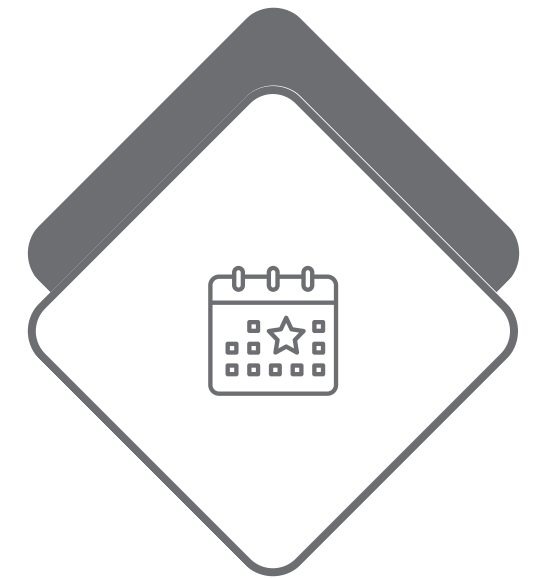
05



Content Marketing

Keywords Audit
Blog
Events Update
Content Update

06



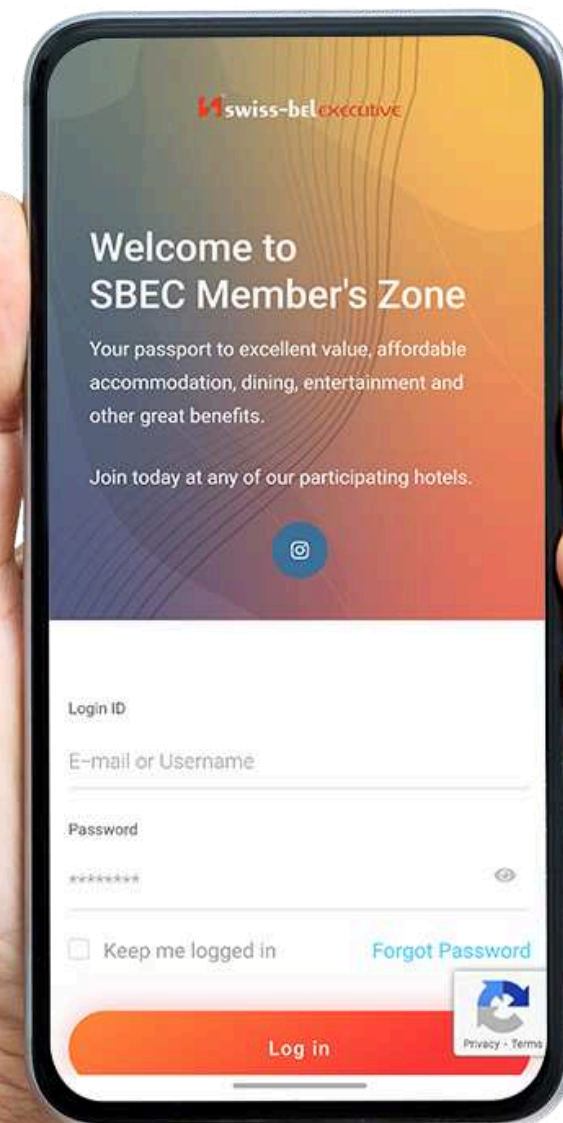
Marketing Events

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



Owner's Card

OUR GLOBAL LOYALTY PARTNER

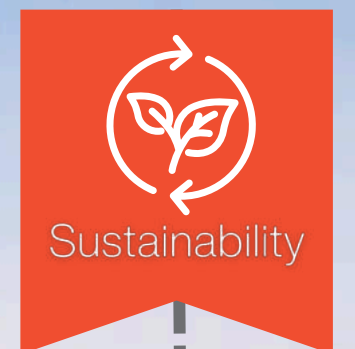
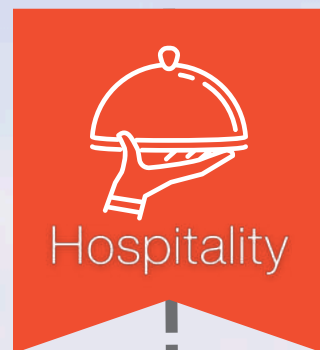
You earn with our partners

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.





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

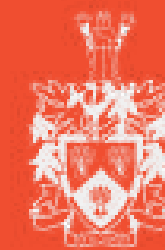
9000+

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



Passion and Professionalism™