

[zesthotel.com](http://zesthotel.com)

*Zest*  
hotels  
INTERNATIONAL



a new and innovative  
budget hotel brand...

cool. comfort. convenient. connected.



A CULTURE OF PASSION



A CULTURE OF PROFESSIONALISM



## Swiss-Belhotel International Brands

Upscale – Upper Upscale  
5-star and 5-star plus classification

 *Grand* **swiss-belHOTEL**

Upscale – Upper Upscale  
5-star and 5-star plus classification

 *Grand* **swiss-belRESORT**

Midscale – Upscale  
4-5 star classification

 **swiss-belHOTEL**

Midscale – Upscale  
4-5 star classification

 **swiss-belRESORT**

Midscale – Upscale  
4-5 star classification

 **swiss-belBOUTIQUE**

Midscale – Upscale  
4-5 star classification

 **swiss-belSUITES**

Midscale – Upscale  
4-5 star classification

 **swiss-belVILLAS**

Serviced Residences and Apartments  
4-5 star classification

 **swiss-belRESIDENCES**

Economy  
3-star classification

 **swiss-belINN**

Budget-Economy Residences and Apartments  
2-3 star classification

 **swiss-belCOURT**

Budget – Economy  
2-star classification

 **swiss-belEXPRESS**

Budget – Modern  
3-star classification

*Zest*<sup>plus</sup> hotel

Budget – Modern  
2-star classification

*Zest* hotel

Budget – Modern (limited facilities)  
2-star classification

*Zest*<sup>ok</sup> hotel

[zesthotel.com](http://zesthotel.com)







Zest  
word

exciting

feel

hearty  
pleasure

gusto

keen

rind &  
aroma

enjoyable

enthusiasm

appreciation

lively

taste







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## Zest Hotels

is an exciting fresh brand wholly owned by Swiss-Belhotel International.

Zest Hotels aims to become the most innovative value hotel brand delivering a product for the modern mobile market. It is identified as the hotel brand that provides guests with clean, comfortable, modern and efficient accommodation at an affordable price. Zest hotels will be highly visible and prominently situated in strategic and easily accessible locations in major metropolitan and regional destinations.

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Zest  
hotel





## Zest market

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### Zest Hotels

Many of today's business travellers fly in for a meeting and fly out the very next day. They have a tight schedule and little time to utilize the often wide range of facilities offered by traditional hotels. Such travellers look for a hotel that offers convenience, comfort and cleanliness, whilst providing the essential facilities. Zest is perfect for these down-to-earth mobile business travellers.

Leisure travellers too will enjoy the convenient location and facilities of a Zest Hotel, whether they are there for a short sightseeing tour or an extended budget holiday. Zest offers all the facilities business and leisure travellers require: ideal location, friendly service, a smart and well-arranged room, a comfortable bed, clean bathroom, free internet in guest rooms & public areas, IDD telephone and simple work area.

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# Zest look



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## style

Designed for the value-conscious business or leisure traveller, Zest Hotels combine a prime level of comfort and international service standards with an impressive, bright and minimalist design. “Cool. Comfort. Convenient. Connected” are the hallmark of this innovative new brand, which is targeted to establish new, unique and straightforward hotel accommodation in city centres or resort locations.

## concept

The basic philosophy is to establish a new, unique and straightforward hotel product crafted for the national and international markets. Hotels under the crest of the ZEST brand will be of international standard but affordable, modern and minimalist, and aimed at the budget-conscious business and leisure travellers. The ZEST core approach is to offer a safe, clean room at the best possible price. Zest Hotels will offer consumers a recognised brand that consistently delivers a quality product.

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# Zestness

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## Zestcation

Zest Hotels are located in convenient and prime locations.

## Zestzzz...

To provide a good nights sleep, Zest Hotels have beds of comfort.

## Zest Life

Our clients are always on the go, Zest Hotels have amenities to revitalise your Zest.

## Zest Secure

Zest Hotels have in-room safes for your security and peace of mind.

## Zest Care

24/7 is our Zest for service.

## Zest Value

A simple and all-inclusive rate for Zest guests.

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## our values & strengths

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### passion and professionalism™

An international hotel management company with Eurasian culture combining the heritage and “professionalism of European hospitality with the passion and service of Asia. Truly Eurasian identity.

### exceeding expectations

To exceed the expectations of all stakeholders - developers; owners; staff; guests

### affordability and value

Zest provides product value to match market expectation and demand

### transparency/strong communication/accessibility

Transparent management policies with regular reporting and clear communications to all stakeholders – developers, owners, staff and guests

### local cultural appreciation

Development of local staff

Support development of local expertise

Working in domestic market

Local cultural values coupled with international standards

Community and social responsibility

### multi-domestic network

to act “glocally” through the creation of locally focused management hubs with international networks.

### sustainable environmental focus

Aiming to achieve green globe status in results as well as in procedures

### partnership

we do not operate unilaterally, but work in partnership with all stakeholders (developers, owners, staff, customers). We do not replace, we partner



Zest  
hotel

Zest  
hotel





## guest room

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Zest hotels provide quality accommodation for the expanding budget-scale market and have established itself as a conveniently located, inexpensive, clean, safe and comfortable place to 'rest and sleep'.

The Zest guest room features include:


- Internet connection
  - Flat screen TV
  - Extensive TV channels
  - In-room deposit box
  - Business desk
  - Electronic door-lock system
  - Energy-saving system
  - Full length mirror
  - Convenient en suite
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## restaurant



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Elegant yet simple, the restaurant features a clean, bright and refreshing appearance. Guests enjoy a high standard of service and food quality.

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we promise

we deliver

you enjoy



# Zest Hotel

## Operating Hotels

- Zest Hotel Airport, Jakarta
- Zest Hotel Bogor, West Java
- Zest Hotel Jemur Sari, Surabaya
- Zest Hotel Yogyakarta
- Zest Hotel Bandung, West Java
- Zest Hotel Harbour Bay, Batam
- Zest Hotel Legian, Bali

## Opening Hotels

- Zest Hotel Tanah Abang, Jakarta
- Zest Hotel Kebon Sirih, Jakarta
- Zest Hotel Ambon, Maluku
- Zest Hotel Parang Raja, Solo
- Zest Hotel Timika, Papua
- Zest Hotel Manado, Sulawesi



BOOK DIRECT & SAVE  
at [zesthotel.com](http://zesthotel.com)







# Zest hotels INTERNATIONAL

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**HOTELS & RESORTS**