



Swiss-Belhotel International

“A Winning Partnership”

Founded in 1987 and headquartered in Hong Kong, Swiss-Belhotel International is today recognised as one of the world’s fastest-growing hotel management groups. Swiss-Belhotel International provides highly professional management services in all aspects of hotel, resort and serviced residences. Ranked amongst the world’s top 100 international hotel management companies, Swiss-Belhotel International has been awarded six times as Indonesia’s Leading Global Hotel Chain 2010, 2011, 2012, 2013, 2014, 2015 and Most Favourite 4-Star Hotel.

Today, with a growing portfolio of more than 135 hotels, resorts and projects, Swiss-Belhotel International manages properties in China, Vietnam, Philippines, Malaysia, Indonesia, Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Australia, New Zealand, Bulgaria, Turkey, Georgia. In addition to the Group Corporate Head Office in Hong Kong, Swiss-Belhotel International worldwide operations are supported by Regional Operations and Development Offices in China, Vietnam, Indonesia, Greece, Australia, New Zealand and United Arab Emirates.

The Group is strongly committed to progressively and substantially increasing its property portfolio and keeping a globally recognised brand through a strong market presence and extensive sales and marketing networks. At present, Swiss-Belhotel International carries 13 brands including Grand Swiss-Belhotel – five-star hotel, Grand Swiss-Belresort – five-star resort, Swiss-Belhotel – four-star hotel, Swiss-Belresort – four-star resort, Swiss-Belresidences – serviced apartments, Swiss-Belvillas - midscale villas, Swiss-Belboutique – boutique hotel, Swiss-Belinn – three-star hotel, Swiss-Belcourt – budget residences, Swiss-Belexpress - budget hotel and the latest addition, Zest Hotel Plus – boutique budget hotel, Zest Hotel – modern budget hotel, Zest Hotel OK – modern alternative for traditional hostel. Each brand offers a unique level of sophistication in its facilities but ensures to consistently deliver a service that is truly genuine and passionate.

With the Group’s motto, “Committed to Excellence in Service and Management”, the ultimate aim of Swiss-Belhotel International is to build partnerships with property owners so that their objectives and goals are achieved and the success and growth of the operation and Swiss-Belhotel International is ensured.

The Group’s unique fusion of Swiss hospitality professionalism and Asian passion and 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 unique combination of quality, convenient location and dedication to providing excellent value to both business and leisure travellers. This commitment is enshrined in Swiss-Belhotel International’s philosophy of “Passion and Professionalism”. The most treasured reward for Swiss-Belhotel International is that guests return, as the ultimate compliment to the staff, the management and to the Group as a whole.



Swiss-Belresort Watu Jimbar, Bali, Indonesia



The York by Swiss-Belhotel, Sydney, Australia



Swiss-Belhotel Seef, Bahrain



Three Decades of Growth

- 1980 - 1989
- 1990 - 1999
- 2000 - Present

- Operations & Development Office
- Sales & Marketing Office
- Swiss-Belhotel International Property
- Swiss-Belhotel International Project

growth and expansion

Swiss-Belhotel International has a growing portfolio of **68 Operating Hotels** providing 10,445 rooms and **67 properties in Development** comprising 11,974 rooms

online presence

Swiss-Belhotel International manages reservations through www.swiss-belhotel.com. Aside from its powerful booking engine, the site also provides a comprehensive information on the hotel's facilities and location with a photo/video tour and travel guide for the guest's convenience.

alliances

Airline Loyalty Programmes

- Oman Air (Sindbad)
- Garuda Indonesia (GarudaMiles)
- AirAsia (AirAsia BIG)

guest loyalty programme

Swiss-Belhotel Executive Card (SBEC)

With the Swiss-Belhotel Executive Card (SBEC), you can look forward to a whole host of savings and VIP services in Swiss-Belhotel International Hotels and Resorts. All properties offer 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.



recognitions

- 2008 | **100 Club**
- 2009 | **Outstanding achievement in web development**
Hotel and Lodging Standard of Excellence Fastbooking Asia, Web Marketing Association
- 2010 | **Indonesia's Leading Global Hotel Chain Indonesia Travel & Tourism Award**
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- 2012 | **Indonesia's Leading Global Hotel Chain 2012-2013 Indonesia Travel & Tourism Award**
- 2013 | **Indonesia's Leading Global Hotel Chain 2013-2014 Indonesia Travel & Tourism Award**
- 2013 | **100 Club**
Hotels Magazine
- 2014 | **Top 5 in Pipeline - Top 10 Operators: Growth**
HVS Asia-Pacific Operator Guide 2014
- 2014 | **Top 7 - Top 10 Operators: Pipeline by number of rooms**
HVS Asia-Pacific Operator Guide 2014
- 2014 | **Indonesia's Leading Global Hotel Chain 2014-2015 Indonesia Travel & Tourism Award**
- 2015 | **Indonesia's Leading Global Hotel Chain 2015-2016 Indonesia Travel & Tourism Award**
- 2016 | **Best in Class Interactive Media Awards 2015**