



Swiss-Belhotel International

“A Winning Partnership”

Founded in 1987 and headquartered in Hong Kong, Swiss-Belhotel International is recognised as one of the world's fastest-growing hotel management groups. Swiss-Belhotel International provides professional expertise and management services for hotels, resorts and serviced residences. Ranked amongst the world's top 100 international hotel management companies, Swiss-Belhotel International has been awarded nine times as Indonesia's Leading Global Hotel Chain and Favourite 4-Star Hotel.

Swiss-Belhotel International currently manages a portfolio of more than 145* hotels, resorts and projects located in Cambodia, China, Indonesia, Malaysia, Philippines, Vietnam, Bahrain, Egypt, Georgia, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Australia, New Zealand, Bulgaria, Georgia and Tanzania. Awarded Indonesia's Leading Global Hotel Chain for seven years, Swiss-Belhotel International is one of the world's fastest-growing international hotel and hospitality management groups. The Group provides comprehensive and highly professional development and management services in all aspects of hotel, resort and serviced residences. Offices are strategically located in Hong Kong, New Zealand, Australia, China, Indonesia, United Arab Emirates, Switzerland and Vietnam covering Oceania, Asia, Europe, Middle East, Africa and India regions.

The Group is committed to progressively increasing its worldwide property portfolio and growing its globally recognised brands by leveraging its strong market presence and extensive sales and marketing networks. At present, Swiss-Belhotel International carries 14 brands including Grand Swiss-Belhotel, Grand Swiss-Belresort, Swiss-Belhotel, Swiss-Belresort, Swiss-Belboutique, Swiss-Belsuites, Swiss-Belvillas, Swiss-Belresidences, Swiss-Belinn, Swiss-Belcourt, Swiss-Belexpress, and the latest addition, Zest Plus, Zest, and Zest OK. Each brand offers a unique level of sophistication in its facilities while consistently delivering high levels of genuine, efficient service to its guests.

“Committed to Excellence in Service and Management”, Swiss-Belhotel International builds partnerships with property owners so that their objectives and goals are achieved and the success and growth of Swiss-Belhotel International continues. The Group's unique fusion of Swiss hospitality professionalism and its Asian-inspired 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 symbol that guarantees a combination of quality, convenience and dedication to providing excellent value to 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, which is considered the ultimate compliment to the staff, the management, and to the Group as a whole.



Swiss-Belresort Watu Jimbar, Bali, Indonesia



Swiss-Belsuites Victoria Park, Auckland, New Zealand



Swiss-Belhotel Seef, Bahrain





growth and expansion

Swiss-Belhotel International has a growing portfolio of **93 Operating Hotels, 14,257 rooms** and **68* properties in Development** comprising 15,300 rooms

*Numbers may fluctuate

online presence

Swiss-Belhotel International manages reservations through 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

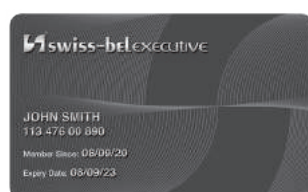
Airline Loyalty Programmes

- Singapore Airlines (KrisFlyer)
- Garuda Indonesia (GarudaMiles)
- AirAsia (AirAsia BIG)
- Gulf Air (FalconFlyer)
- Oman Air (Sindbad)
- Qantas Airways (Qantas Frequent Flyer)

guest privilege programme

Swiss-Belexecutive Card (SBEC)

With the Swiss-Belexecutive Card (SBEC), guests can enjoy a whole host of savings and VIP services at Swiss-Belhotel International Hotels and Resorts worldwide. All properties offer a unique combination of uncompromising quality, convenient location and dedication to providing value. Notable benefits include 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 (swiss-belhotel.com)**
- 2017 | **Asia's Leading Budget Hotel Brand (Zest) World Travel Award**
- 2018 | **Bali's Leading Regional Operator - Bali Tourism Awards**
- 2019 | **Indonesia's Leading Global Hotel Chain 2019-2020 Indonesia Travel & Tourism Award**



IN ALIGNMENT WITH THE GLOBALLY RECOGNISED:



HONG KONG CORPORATE HEAD OFFICE
Unit 904, 9/F Capital Centre, 151 - 159 Gloucester Road, Wanchai, Hong Kong
Tel: (852) 2836 5555 | Fax: (852) 2893 9555
E-mail: sbhkh@swiss-belhotel.com

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