

Swiss-Belhotel International

Founded in 1987 and headquartered in Hong Kong, Swiss-Belhotel International is recognized 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 six times as Indonesia's Leading Global Hotel Chain and Favourite 4-Star Hotel.

With a growing portfolio of more than 145 hotels, resorts and projects, Swiss-Belhotel International manages properties in 23 countries including Cambodia, China, Indonesia, Malaysia, Philippines, Vietnam, Bahrain, Egypt, Georgia, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Australia, New Zealand, Bulgaria, Germany, Italy, Switzerland and Tanzania. In addition to the Group Corporate Head Office in Hong Kong, Swiss-Belhotel International's worldwide operations are supported by Group / Regional Operations and Development Offices in Shanghai (China), Hanoi (Vietnam), Jakarta & Bali (Indonesia), Baden (Switzerland), Sydney (Australia), Auckland (New Zealand), Dubai (United Arab Emirates).

The Group is committed to progressively increasing its worldwide property portfolio and growing its globally recognized 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 -five-star hotel, Grand Swiss-Belresort - five-star resorts, Swiss-Belhotel - four-star hotels, Swiss-Belresort - four-star resorts, Swiss-Belsuites - upscale accommodation, Swiss-Belboutique - boutique hotels, Swiss-Belresidences -serviced apartments, Swiss-Belvillas - midscale villas, Swiss-Belinn - three-star hotels, Swiss-Belexpress - budget hotels, Swiss-Belcourt – budget residences, and the latest addition, Zest Plus - boutique budget hotels, Zest - needs-specific budget hotels, Zest OK - a modern alternative to traditional hostels. 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-Belboutique

- 4 - 5-star classification
- Located in major urban or hidden best kept secret resort location
- Eccentric with a sense of humor
- Modern or Designer Decor with quirky touch
- Mildly Rebellious room details and programs
- Luxurious facilities in unique or intimate settings
- Environmentally sensitive
- 24 hour exceptional personalized service