

# Q&A

## HENRI W.R. KENNEDIE

### SWISS INTERNATIONAL HOTELS & RESORTS

**Swiss International Hotels & Resorts President & CEO**

**Henri W.R. Kennedie**

discusses the company's iOS and Android apps, as well as its operations, licensing, revenue, quality, and other relevant topics. Read along for additional information on Swissness, Swiss-Select, and more.



Swiss-Select and Swiss-Darling, can easily access their accounts and checkpoints, access their rewards, transfer their points, view their stay history, as well as access the loyalty members' exclusive offers.

Those who would like to stay in any of our hotels; can easily search and book all our hotels. Potential partners, including hotel owners and developers, can find the information required to collaborate with Swiss International, easily reaching us and our development representatives.

Our stakeholders can easily chat or write to us via our live chat. News and updates will be notified to all users, and they can easily read the latest

*"Engage, engage, and engage with all stakeholders."*

**MEDIA 7: Can you give us a rundown of the new Swiss International Hotels & Resorts app that just debuted in the Google Play store?**

**Henri W.R. Kennedie:**

The main purpose of launching the Swiss International Hotels & Resorts app was so that our guests, our loyal members, and all of our stakeholders have another platform to engage with us. As you would have seen, the Swiss International Hotels & Resorts is not your typical hotel app to make bookings only. This is because we have learned that our friends of Swiss

International Hotels & Resorts also want to be kept informed and to be able to engage with us on

the go. First and foremost, the app has been developed in its native format, meaning that our apps are developed for a single mobile operating system exclusively. So we have two native apps, one for iOS and one for Android devices. It is simple and easy to download and is free for everyone. The UI of the app is customized based on the operating system, so the user experience is unique based on the device they use.

Our app underwent extensive usability testing. Some of the key elements are:

The loyalty members,

Swiss International Hotels & Resorts news.

People seeking a career with Swiss International Hotels & Resorts, can apply or share their documents with us. We are not stopping here. During the year 2022, we plan to enhance this valuable product with hotel check-in with ease features, mobile key access for our hotel guests, restaurant menus and real-time reservations, virtual tours of the hotel and facilities, etc. With the constantly changing landscape of the digital world, we want our app to be a place

where one can be part of the Swiss International Hotels & Resorts family!

**MEDIA 7: What are the most reliable signs that a potential customer is interested in your brand? When keeping tabs on this, what method of strategy are you employing?**

HK: Occupancy, revenue, and repeat bookings. Guests are automatically enrolled in our frequency program “Swiss-Select”. From there we have monthly digital marketing campaigns horizontally to the “Swiss-Select” database and vertically from every hotel.

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*“Owners and hoteliers like to be associated with quality.”*

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**7: What are the most significant “climatic” shifts in the hospitality industry, given the current state of the market?**

HK: Climate change is already affecting the hospitality sector. Extreme weather is increasing the cost of operations and reducing the number of tourists visiting certain destinations, while local and national environmental policies and penalties are being introduced in cities and countries around the world.

**MEDIA 7: What does Swiss International offer hotels that are affiliated with them?**

HK: A brand, an operating system, and a support system. This is all wrapped up within the so-called license formula that hotel management teams must roll out in their day-to-day management

of the hotel. The hotels receive a set of different software included in the license, and the MTs get a Monthly License Services Report (MLSR), which shows the production of the SWISS-REZ CRS, the loyalty program production, the Brand Index Indicator and SWISS-REP, the reputation management. The social media report completes the MLSR. Every month, the hotel MT will receive a 2-hour Commercial Business Support session where the MLSR is discussed and where commercial and training initiatives are agreed upon. Training courses are given by the Company’s Swiss International Academy

**MEDIA 7: What sets Swiss International apart from other hotels?**

HK: The “Swissness”, stands synonymous with quality around the world. Owners and Hoteliers like to be associated with Quality.

**MEDIA 7: With over 20 years of experience in the hospitality industry, what words of advice would you like to share with our readers?**

HK: Engage, engage and engage with all stakeholders.



Founded in 1980, [Swiss International Hotels & Resorts](#) is established in Switzerland. Swiss International Hotels & Resorts is currently associated with 35 hotels in Africa, the Middle East, and Asia. The company is registered in Baar, Switzerland, and is operating from the UAE (Ras Al Khaimah). Swiss International is operating and licensing its hotels under the following brands: Royal Swiss (Luxury), Swiss International Hotels & Resorts (Upscale), Swiss Spirit Hotels & Suites (Mid-market), and YESINN by Swiss International (Economy). Please visit [www.swissinternationalhotels.com](http://www.swissinternationalhotels.com) for more information or connect with Swiss International on Facebook, Twitter, LinkedIn, Instagram, and YouTube.



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