

Swiss International
HOTELS & RESORTS

Swiss Select
by **Swiss International**

OUR BUSINESS, PORTFOLIO & EXPANSION

2026 Edition

AFRICA | ASIA | MIDDLE EAST

ROYAL SWISS

Swiss International
HOTELS & RESORTS



YESINN
by **Swiss International**

International Quality – Local Affinity

Swiss Select
by Swiss International

GET TO THE POINTS!



Perfect stay? Just one click away!

Book directly on our website:
www.swissinternationalhotels.com

International Quality – Local Affinity

TABLE OF CONTENT

Welcome Message.....	Page 4
Meet our Team.....	Page 4
About Swiss International.....	Page 5
Hotel Brands.....	Page 6
Concepts.....	Page 7
Why Choose Swiss International?.....	Page 8
Performance driven Operating Model.....	Page 9
License Formula.....	Page 10
Portfolio.....	Page 13
Portfolio - East Africa.....	Page 14
Portfolio - West Africa.....	Page 15
Portfolio - Middle East.....	Page 17
Portfolio - Southern Asia.....	Page 19
Hear from our Owners & Developers.....	Page 24
Contacts.....	Page 25

WELCOME MESSAGE FROM THE CEO & PRESIDENT

Welcome to Swiss International Hotels & Resorts.



At Swiss International, we work hand in hand with hotel owners and developers to create strong, sustainable hospitality assets that reflect Swiss precision, operational excellence, and long-term value. Guided by our core Swiss values—Efficient, Accurate, Innovative, Courteous, Anticipating, Ethical, Committed, and Sustainable—and our promise of International Quality with Local Affinity, we deliver brands and operating models that are market-relevant, performance-driven, and designed to protect and enhance owner value.

With over four decades of hospitality expertise, we combine global standards with deep local market understanding. From initial concept planning to operational execution, our approach ensures each property is strategically positioned for long-term success while offering guests authentic and memorable experiences.

We look forward to exploring opportunities to collaborate on your next hotel project and to bringing Swiss International excellence to your market.

Sincerely,

Henri Kennedie

CEO & President

Swiss International Hotels & Resorts

MEET OUR BUSINESS DEVELOPMENT TEAM



Naveed Khan – Pakistan & Saudi Arabia

Naveed drives hotel development in Pakistan and Saudi Arabia, guiding projects from opportunity assessment to Swiss International brand alignment, building strong owner relationships, and ensuring sustainable growth and long-term value for both the brand and its partners.



William Ndoto – East Africa Federation & Ethiopia

William leads hotel development across East Africa and Ethiopia, guiding owners and developers with market insights, project feasibility, and brand alignment, ensuring each property meets Swiss International's standards while delivering sustainable growth and long-term value.



Phileas Law – Greater China

Phileas leads hotel development across Greater China, helping owners and developers navigate fast-growing cities, complex regulations, and evolving consumer trends. He ensures each property aligns with Swiss International's standards while delivering strong performance and long-term value.

ABOUT SWISS INTERNATIONAL

Swiss International is an international hotel company of Swiss origin, founded in the early 1980s by a group of Swiss hoteliers. Today, the company is headquartered in Ras Al Khaimah in the United Arab Emirates, managing and franchising hotels across Africa, Asia and the Middle East under its brands, including the luxury Royal Swiss, upscale Swiss International, mid-scale Swiss Spirit Hotel & Suites and YESINN by Swiss International.

Guided by its vision “To be different and recognized” and its mission “Living up to the reputation of Swiss hospitality,” Swiss International differentiates itself with its international standards and quality in each destination where it operates.

Our Vision

“To be different and recognized”

Our Mission

“Living up to the reputation of Swiss hospitality”

The company’s culture is defined by eight core values, rooted in traditional Swiss principles and applied consistently across all its hotels and services:

**Accuracy – Anticipation – Committed – Courteous
Efficiency – Ethical – Innovation – Sustainability**

Together, these values underpin Swiss International’s service standards, guide its business decisions and support its ambition to be a distinct, recognized Swiss hotel company in the world’s fastest-growing hospitality markets.

OUR HOTEL BRANDS

ROYAL SWISS

Royal Swiss is the luxury brand of Swiss International, designed for discerning travelers who expect the very best. Located in prime city and gateway destinations, Royal Swiss hotels offer spacious rooms and suites, refined Swiss-inspired design, curated dining, and elevated wellness and meeting facilities. Every stay is crafted with precise, anticipatory service that reflects the finest traditions of Swiss hospitality.

Swiss International HOTELS & RESORTS

Swiss International is the core upscale brand, bringing “International Quality – Local Affinity” to vibrant cities and key regional hubs. These hotels blend contemporary comfort with a strong sense of place, featuring stylish guestrooms, smart work spaces, Eventives meeting facilities and signature Swiss International dining concepts. Guests experience efficient, accurate and courteous service that consistently lives up to the reputation of Swiss hospitality.



Swiss Spirit Hotel & Suites caters to business and leisure travelers seeking reliable comfort, friendly service and great value. Located in dynamic secondary cities and growing neighborhoods, Swiss Spirit Hotels & Suites offer well-designed rooms and suites, practical amenities, all-day dining and relaxed social spaces. The focus is on efficiency, warmth and convenience, everything guests need.



YESINN by Swiss International offers smart, high-standard accommodations designed for students and cost-conscious travelers, whether for short or extended stays. From private studios to shared rooms, each space is thoughtfully furnished, combining cleanliness, safety, and Swiss efficiency. Guests enjoy practical, comfortable, and affordable stays with straightforward services and cleverly designed spaces that make every visit seamless and enjoyable.

OUR CONCEPTS

Swiss International operates through clearly defined and carefully curated concepts across its Food & Beverage outlets, Meetings, Incentives, Conferences & Events (MICE) facilities, and leisure facilities. Each concept is developed with a strong focus on functionality and operational for ease of and guest engagement to drive optimal revenue and profitability.

By applying their standardized yet adaptable manuals & SOPs, Swiss International ensures a consistent level of quality, service excellence, and brand identity across its portfolio, while allowing each property to reflect local culture and market dynamics. This structured approach delivers distinctive guest experiences, optimizes revenue potential, and supports sustainable long-term performance for the hotel business.



WHY CHOOSE SWISS INTERNATIONAL?

Hospitality Expertise That Delivers Results

- ⌘ Over 40 years of experience in hotel development and operations.
- ⌘ Deep understanding of efficient, profitable hotel operations
- ⌘ Aligning strategies with performance and financial goals

Growth-Focused Market Strategy

- ⌘ Strong presence and focus in high-growth markets across Africa, the Middle East, and Asia
- ⌘ Clear hotel brand ladder covering luxury to mid-scale:
Royal Swiss | Swiss International | Swiss Spirit | YESINN by Swiss International

Profit by Design Philosophy

- ⌘ Guidance ensuring hotels meet Swiss International's standards and operational efficiency
- ⌘ Smart space planning and workflows to optimize costs and financial performance
- ⌘ Coaching to develop and build hotels that deliver long-term and sustainable profitability

Flexible & Scalable Models

- ⌘ Management and license models tailored to different owner needs
- ⌘ Practical, market-driven brand standards
- ⌘ Proven expertise in conversions, re-positioning, and re-branding hotel projects

End-to-End Support

- ⌘ Comprehensive support across development, technical services, and hotel operations
- ⌘ Expertise in sales, marketing, and e-commerce to drive demand
- ⌘ Modern and digitally innovated tools to drive revenue and optimize profitability

Swiss Values. Trusted Partnerships

- ⌘ Transparent, ethical, and reliable partnerships rooted in Swiss values
- ⌘ Long-term collaboration built on trust, accountability, and shared success



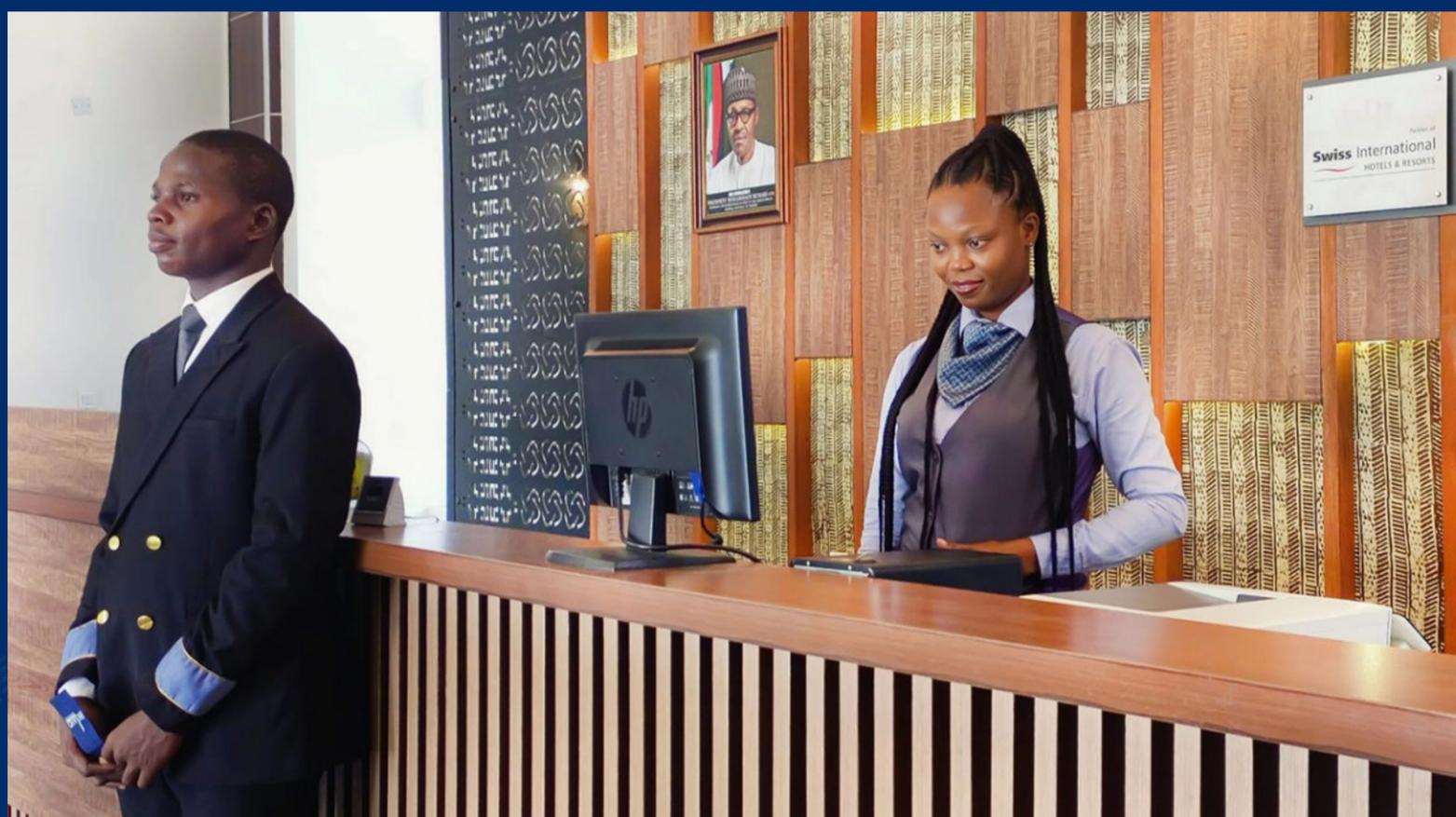
PERFORMANCE DRIVEN OPERATING MODEL

Swiss International applies a disciplined, owner-focused management style grounded in Swiss principles of efficiency, accuracy, and accountability. The approach combines strategic oversight with hands-on operational leadership, ensuring that each hotel is managed as a high-performing commercial asset. Decisions are data-driven and market-responsive, with a strong emphasis on revenue optimization, cost discipline, and long-term value creation.

This management framework is supported by structured performance monitoring and transparent reporting, enabling proactive decision-making, continuous improvement, and full alignment with owner and investor objectives.

Key Performance Indicators Monitored

- Brand Performance Index (BPI)
- Gross Operating Profit (GOP) and GOP Margin
- Average Daily Rate (ADR), RevPAR, and Occupancy
- Food cost and beverage cost ratios
- Departmental cost ratios and payroll efficiency
- Market share indices: MPI, RGI, and ARI
- Sales mix, channel performance, and distribution efficiency
- Digital marketing performance (website conversion, direct booking ratio, ROAS)
- Guest Review Index (GRI)
- Loyalty performance and repeat guest contribution
- Quality assurance on application of brand standards (Mystery Shopper)



A PROVEN LICENSE FORMULA THAT DELIVERS RESULTS

All hotels operating under a management or license agreement follow Swiss International's License Formula, which is built on 3 pillars:

The Brand, The Operating, and The Support System.

The Brand enables hotels to operate under the Swiss International name and utilize its distinctive brands and concepts, as outlined in the respective brand manuals.

The Operating System serves as the collective framework of Swiss International's Value Drivers, proven elements that generate measurable value for each hotel.

The Support include a comprehensive range of tools and assistance designed to support the hotel's optimize their license formula performance. As part of this support, hotel management have access to:

Swiss International
ACADEMY

Swiss International
OPERATIONS PORTAL

The Swiss International Academy is a virtual center of competence and expertise dedicated to hospitality training and career development. It supports continuous learning and professional growth for hotel teams. In parallel, the Swiss International Operations Portal provides hotel management with full access to manuals and brand standards, ensuring consistent and effective hotel operations in accordance to the license formula.

SWISS-WAY
by Swiss International

SWISS-WAY is an intensive training program designed to empower hotel team members to deliver service excellence by integrating Swiss International's core values into their daily operations. The program focuses on practical, value-driven guest engagement to ensure consistent service standards and optimal guest satisfaction across all departments.

SWISS-LQA
by Swiss International

All hotels are required to participate in SWISS-LQA, Swiss International's mystery guest quality assurance program. This assessment provides valuable insights into how well each property adheres to the brand's operating manuals and standard procedures. The results serve as a vital tool for stakeholders to evaluate performance, identify areas for improvement, and ensure a consistent guest experience across the portfolio.

A PROVEN LICENSE FORMULA THAT DELIVERS RESULTS

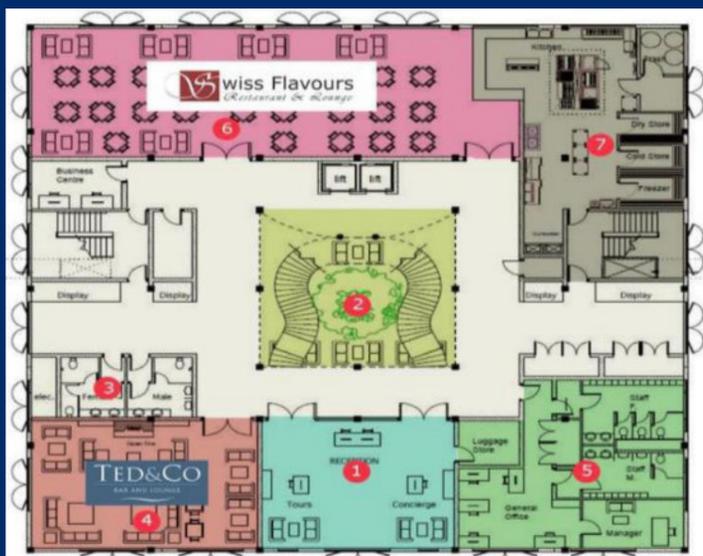


Technical Services

Swiss International Hotels & Resorts is committed to supporting hotel developers with professional design and architectural services. Delivered by a team of experienced hospitality specialists, this service ensures that new hotel constructions fully comply with international building standards and Swiss International's brand requirements. From planning to execution, the technical team provides guidance on architecture, engineering, and functional design to guarantee brand-aligned, high-quality hotel developments.

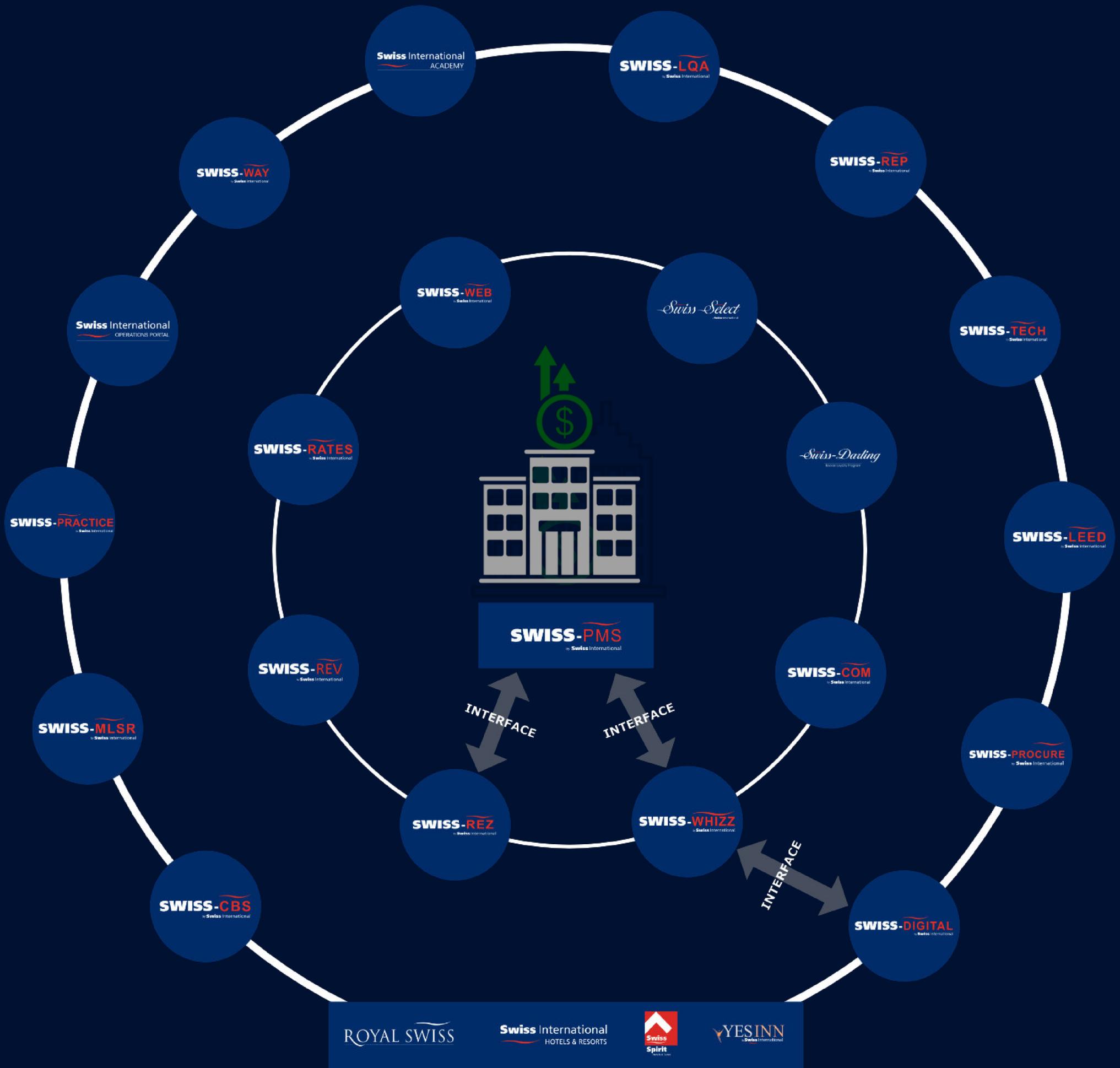
Technical Verification Services

Swiss International's Technical Verification process involves close collaboration between our technical services team and hotel owners or developers. The objective is to review and enhance spatial connectivity, layout plans, design themes, and architectural concepts. This process ensures alignment with Swiss International's brand standards while also addressing critical aspects such as Fire Life & Safety (FLS), MEP energy efficiency, and quality interior finishes. The goal is to deliver hotels that are not only aesthetically aligned with the brand but also functionally optimized and compliant with international standards.



SWISS-PROCURE is Swiss International's dedicated procurement platform, designed to support hotels with the sourcing of furniture, fixtures, and equipment (FF&E), as well as dry goods and guest amenities. In partnership with Comesoon, a trusted supplier based in China, SWISS-PROCURE ensures that all procured items meet both international quality standards and Swiss International's brand specifications. This centralized procurement solution guarantees consistency, cost efficiency, and operational excellence across the hotel portfolio.

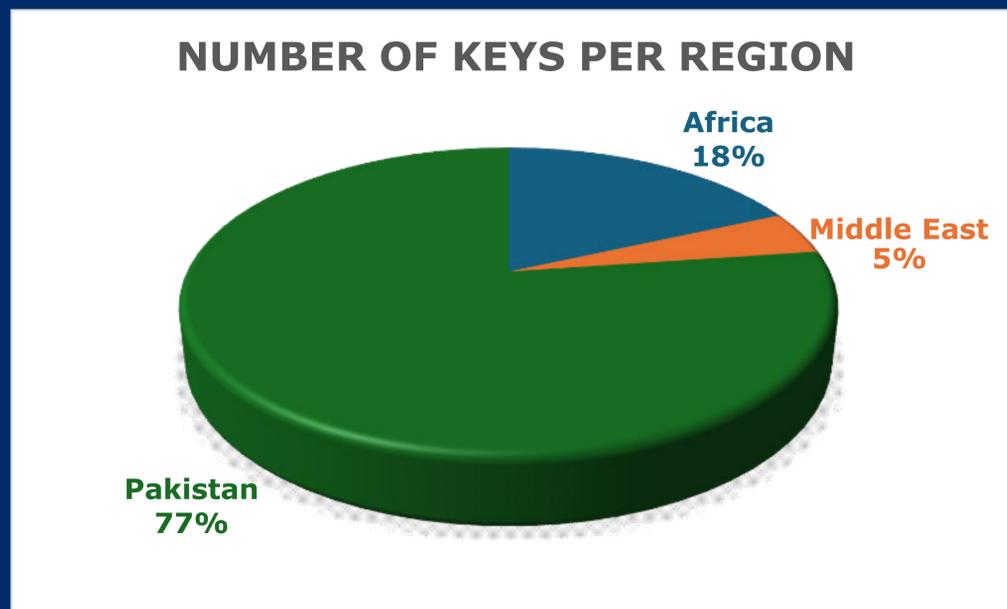
A PROVEN LICENSE FORMULA THAT DELIVERS RESULTS



OUR PORTFOLIO

Swiss International’s expansion strategy targets high-potential emerging markets across Africa, the Middle East, and South Asia, where experienced brand support and operational discipline are critical to project success. Pakistan leads the portfolio with 77% of total keys, underpinned by multiple projects in Lahore and supported by city hotels, residences, and mixed-use developments. Nigeria follows with 18%, spanning major urban and commercial centers, while the Middle East contributes 5%.

Swiss International applies its Swiss license formula, technical services, and operational expertise to ensure projects are efficiently developed, branded, and brought to market.



AFRICA		
Swiss International The Vistana	Lekki - Lagos	Nigeria
Swiss International Mabisel	Port Harcourt	Nigeria
Swiss International Rancho Valeria	Warri	Nigeria
MIDDLE EAST		
Swiss International Palace Hotel	Manama	Bahrain
PAKISTAN		
Royal Swiss Lahore	Lahore	Pakistan
Royal Swiss Lahore - Gulberg	Lahore	Pakistan
Royal Swiss Lahore Bahria Town	Lahore	Pakistan
Swiss International Lahore - Gulberg	Lahore	Pakistan
Swiss International	Bahawalpur	Pakistan
Swiss International Kalam	Kalam	Pakistan
Swiss International Residences Lahore - Bahria	Lahore	Pakistan
Swiss Spirit Fortress Stadium	Lahore	Pakistan
YESINN by Swiss International	Lahore	Pakistan
TOTAL 13 Hotels, 1,650 rooms		

EAST AFRICA

ACTIVE DEVELOPMENTS

KENYA
Nairobi
Kisumu

TANZANIA
Dar Es Salaam
Zanzibar

● SIGNED AGREEMENTS

● ACTIVE DEVELOPMENTS



WEST AFRICA

NIGERIA

Hotels in operation

Swiss International Mabisel Port Harcourt
Swiss International The Vistana Lekki, Lagos
Swiss International Rancho Valeria, Warri

ACTIVE DEVELOPMENTS

NIGERIA

Abuja
Abeokuta
Calabar
Enugu
Lagos
Owerri
Benin City

GHANA

Accra
Kumasi
Volta region

CAMEROON

Douala
Yaoundé

- SIGNED AGREEMENTS
- ACTIVE DEVELOPMENTS

NIGERIA

Abuja

GHANA

Abeokuta

Kumasi
Volta Region
Accra

Lekki, Lagos

Warri
Enugu
Owerri
Calabar

Port Harcourt

CAMEROON

Douala
Yaoundé

OUR PORTFOLIO IN WEST AFRICA



Swiss International The Vistana Lekki – Lagos

Set in Victoria Garden City, Lekki, Swiss International The Vistana Hotel offers a peaceful yet central location in Lagos. Ideal for business and leisure travelers, the hotel features stylish rooms, exceptional dining, and modern event spaces. Enjoy scenic views of Lekki and Victoria Island, with easy access to beaches, shopping malls, and entertainment hubs. Experience the perfect mix of comfort, convenience, and Swiss hospitality.



Swiss International Mabisel – Port Harcourt

Situated in the Trans-Amadi business district, Swiss International Mabisel offers 106 modern rooms, an outdoor Inspirations pool, spa, Inspirations gym, and dining options. Ideal for business and leisure, the hotel features well-equipped Eventives meeting spaces and is close to major industrial hubs. Enjoy comfort, security, and Swiss hospitality in the heart of Port Harcourt.



Swiss International Rancho Valeria – Warri

Swiss International Rancho Valeria offers 46 stylish rooms and suites in the heart of Warri. Guests can enjoy fine dining at Swiss Flavors, unwind at TED & Co Bar, or relax at the Inspirations Pool, Spa, and Gym. For events, the hotel's Eventives venues provide modern spaces ideal for meetings, weddings, and celebrations, enhanced by professional support and exceptional catering.

THE MIDDLE EAST

Hotel in operation - Bahrain
Swiss International Palace Hotel Manama

ACTIVE DEVELOPMENTS

Bahrain
Manama

Saudi Arabia
Al Khobar
Dammam
Hail
Jeddah
Mecca
Medina
Taif
Unaizah

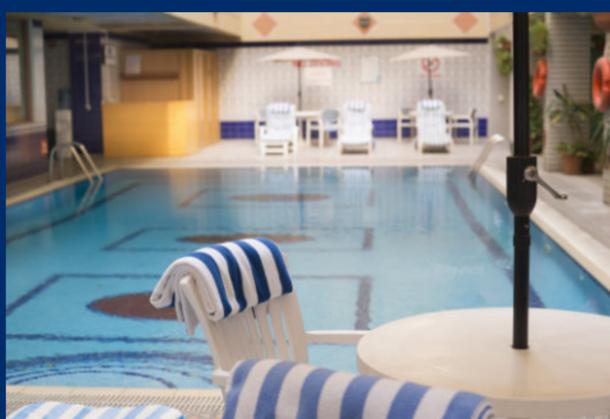
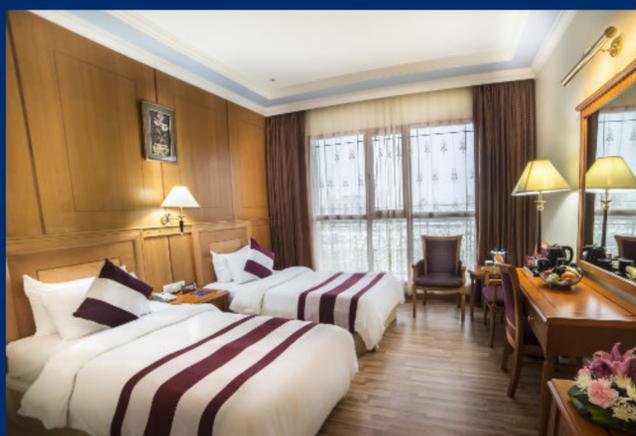


OUR PORTFOLIO IN THE MIDDLE EAST



Swiss International Palace Hotel – Manama, Bahrain

Located on lively Gudaibiya Avenue, Swiss International Palace Hotel offers 84 stylish rooms with modern amenities. Guests enjoy free Wi-Fi, a fully equipped gym, and the Inspirations outdoor pool. The hotel features diverse dining options, vibrant evening venues, and 24-hour reception. Perfect for business or leisure, it provides easy access to Manama's cultural and business hubs, including Bahrain World Trade Center and Al-Fateh Grand Mosque, blending comfort, convenience, and warm hospitality.



SOUTHERN ASIA

PAKISTAN

Hotel in operation

Royal Swiss Lahore

Hotels under construction

Royal Swiss Lahore Gulberg – Opening in 2027

Royal Swiss Lahore Bahria Town - Opening in 2029

Swiss International Lahore Gulberg – Opening in 2029

Swiss International Residences Bahria – Opening in 2029

Swiss International Bahawalpur – Opening in 2028

Swiss International Kalam - Opening in 2029

Swiss Spirit Fortress Stadium – Opening in 2026

YESINN by Swiss International – Opening in 2029

ACTIVE DEVELOPMENTS

Faisalabad
Gujrat
Gwadar
Hyderabad
Islamabad
Karachi

Lahore
Multan
Murree
Peshawar
Quetta
Skardu
Swat

PAKISTAN

● SIGNED AGREEMENTS

● ACTIVE DEVELOPMENTS

● Gwadar

● Hyderabad

● Karachi

● Quetta

● Multan

● Bahawalpur

Faisalabad

Lahore

Gujrat

Peshawar

● Murree

● Islamabad

● Kalam

● Swat

Skardu

OUR PORTFOLIO IN PAKISTAN

Luxury Hotels

Royal Swiss Lahore

Royal Swiss Lahore is a luxury hotel conveniently located near Allama Iqbal International Airport and close to the city center. Featuring 302 spacious rooms and suites, it offers elegant business and leisure facilities with personalized service. Guests can enjoy diverse dining options ranging from contemporary to Asian cuisine, unwind at the Inspirations Spa, stay active in the Inspirations Gym, or relax by the outdoor Inspirations Pool. The hotel is the perfect choice for both business and leisure travelers.



OUR PORTFOLIO IN PAKISTAN

Luxury Hotels



Royal Swiss Lahore - Bahria Town (Opening in 2029)

Royal Swiss Lahore Bahria, set within the prestigious Icon Mall, will offer 150 upscale rooms and suites designed for comfort and style. Guests will enjoy Swiss International's signature concepts, including Swiss Flavors, TED & Co., Swiss Café Leafs & Beans, the Swiss-Select Lounge, Inspirations Pool, Gym and Spa, and Eventives meeting venues. With onsite parking and hotel-wide Wi-Fi, the hotel delivers contemporary luxury and Swiss International's renowned service standards..



Royal Swiss Lahore - Gulberg (Opening in 2027)

The Royal Swiss Gulberg-Lahore, in the upscale Gulberg area, offers 200 rooms and suites with Swiss International's signature dining and lounge concepts, including Swiss Flavors and TED & Co Bar. The hotel features Eventives meeting venues, a business center with free Wi-Fi, and the Inspirations Pool, Gym, and Spa, providing a luxurious stay for both business and leisure guests.

OUR PORTFOLIO IN PAKISTAN

Upscale Hotels



Swiss International Gulberg Lahore (Opening in 2029)

Located on Lahore's vibrant M.M. Alam Road, Swiss International Lahore Gulberg features 129 rooms and suites, complemented by a commercial shopping area. Guests enjoy Swiss Flavors Restaurant, TED & Co Bar, Swiss-Select Lounge, Eventives venues, a business center with free Wi-Fi, and the Inspirations Pool, Gym, and Spa—offering upscale comfort and convenience in the city.



Swiss International Residences Lahore Bahria (Opening in 2029)

Swiss International Residences Lahore Bahria, located in Sector F near Winter Land and the Eiffel Tower Model, offers elegant serviced apartments including Swiss Flavors Restaurant & Lounge, Eventives meeting venues, Inspirations Pool, Gym & Spa, 24-hour reception, room service, housekeeping, ample parking, and free access to Swiss-Select Lounge.



Swiss International Bahawalpur (Opening in 2028)

Swiss International Bahawalpur, located in The Pelican Mall, features 100 elegant rooms and suites. Guests can enjoy Swiss Flavors Restaurant & Lounge, TED & Co Bar, Swiss-Select Lounge, Eventives meeting venues, a business center with free Wi-Fi, and the Inspirations Pool & Gym, offering a complete blend of comfort, and modern amenities in the heart of Bahawalpur.



Swiss International Kalam (Opening in 2029)

Nestled in the scenic Swat Valley, Swiss International Kalam will offer 213 rooms and suites. Guests will enjoy Swiss Flavors Restaurant & Lounge, TED & Co Bar, Swiss-Select Lounge, Eventives meeting venues, a business center with free Wi-Fi, and the Inspirations Pool, Gym, and Spa—delivering signature Swiss hospitality amid breathtaking natural beauty..

OUR PORTFOLIO IN PAKISTAN

Mid-scale Hotel



Swiss Spirit Fortress Stadium, Lahore (Opening in 2026)

Located beside Fortress Stadium in Lahore Cantt, Swiss Spirit Fortress Stadium offers 75 rooms and suites. Guests enjoy Swiss Flavors Restaurant & Lounge, Swiss Café Leafs & Beans, Eventives meeting venues, Inspirations Pool, Gym & Spa, onsite parking, and complimentary Wi-Fi—delivering comfort, convenience, and signature Swiss hospitality in a prime location.

Hotel for students and cost-conscious travelers



YESINN by Swiss International, Lahore (Opening in 2029)

Opening in 2029 on Defense Road, Lahore, YESINN by Swiss International offers students modern, comfortable accommodation with 100 rooms. The hotel features lifestyle amenities including the Swiss Café – Leafs & Beans, BUY-ME retail, an Inspiration Pool & Gym, and the flexible Eventives Meeting Room. Onsite parking and complimentary high-speed Wi-Fi ensure convenience for all guests.

WHAT OUR HOTEL OWNERS & DEVELOPERS SAY ABOUT US

We were absolutely committed to bring international hospitality standards to Bahria Town, Lahore. Swiss International, with its strong quality image from Switzerland and its reputation for Swiss excellence, was immediately our preferred choice as a hotel partner. This, combined with the company's clear business concept and license formula, provides the foundation for a successful and optimally managed hotel business.

Mr. Mian Athar - CEO of Athar Associates

Royal Swiss Lahore Bahria Town, in Lahore, Pakistan

We are pleased with our decision to work with Swiss International. This company has a clear business concept and license formula. The company also offers a wide range of the IT services and software, which nowadays is required by the international hospitality. We are looking forward to introducing Swiss International levels of hospitality to our guests in Warri.

Dr. David Mode Akoma - Chairman of Modasco Nigeria Limited

Swiss International Rancho Valeria in Warri, Nigeria

We are very pleased that we have been able to secure the management services of a professional and international hotel company such as Swiss International. They own their brands "Royal Swiss, Swiss International and Swiss Spirit." In their management formula they have introduced a smart system of sustainability and of technical integration with all social media interfaced. We look forward working together with the professionals of Swiss International.

Mr. Izaz Jaffery - CEO & Owner Silver Star Mall

Swiss Spirit Fortress Stadium in Lahore, Pakistan

CONTACT US

CORPORATE OFFICE

UNITED ARAB EMIRATES
% Alpha Hospitality Management Services
Compass Building - Ras Al Khaimah Economic Zone (RAKEZ)
P.O. Box 85644
Ras Al Khaimah, U.A.E.
info@swissinternationalhotels.com

EAST AFRICA FEDERATION & ETHIOPIA

Email: william.ndoto@swissinternationalhotels.com
Tel/ WhatsApp: +254 737 692622

WEST AFRICA (NIGERIA, CAMEROON & GHANA)

Email: info@swissinternationalhotels.com
Tel/ WhatsApp: +248 2 640 881

MIDDLE EAST (KSA, BAHRAIN, QATAR & KUWAIT)

Email: naveed.khan@swissinternationalhotels.com
Tel/ WhatsApp: +92 321 4421975

PAKISTAN

Email: naveed.khan@swissinternationalhotels.com
Tel/ WhatsApp: +92 321 4421975

AFRICA | ASIA | MIDDLE EAST

ROYAL SWISS

Swiss International
HOTELS & RESORTS



YESINN
by Swiss International

International Quality – Local Affinity