

essentials that  
make a  
difference



Swiss Inn

by CONTINENT

Swiss Inn  
RESORT | HOTEL | SPA



# A LOCALLY INSPIRED BRAND

Swiss Inn is dynamic lifestyle hotel brand with the aim to provide its guests the best services with high quality and to make sure guests will have effortless living experiences during their stay.

Our focus is the essentials that make a difference.



We promise a great night's sleep in a clean room, full of the latest tech, luxury hotel amenities, and fresh fun-loving features and affordable rates.

In our hotels we encourage local products and specialties throughout the F&B.



# Stay somewhere different



Swiss Inn is good fit for the midscale to upper midscale hotels that champions everyday travel at a fair price.

Nothing more important than good and refreshing sleep when you travel.



Therefore we designed our rooms carefully for comfortable rest and sound sleep, with high-quality mattresses and bedding, black-out roller shades, and a sound-reducing headboard.

# Benefits of joining Swiss Inn Hotels

## AMENITIES

- Complimentary breakfast
- High Speed Internet & WI-FI
- Quality Towels & Linens
- Laundry & Dry Cleaning
- Full Service F&B Facilities
- 24/7 GYM

## BENEFITS

- Distribution Power Backed by ELEKTRA
- User Friendly PMS
- Sales Support from the Head Office Staff
- Marketing & Promotions Support
- Social Media Management Support
- Simple but impactful brand standards
- Cost-efficient concept
- Franchise or Management Agreements

## QUICK FACTS

**INSPIRATION:** Business | Leisure

**CATEGORY:** Upper Midscale | Midscale

**LOCATIONS:** Urban | Sub Urban

**TYPE:** adapted to the local environment

**GUEST PROFILE:** Business | Leisure



*“Our developers benefit from compliment individual websites and regional team providing industry-leading operational support including a consulting support, access to leading edge suppliers and design support, and problem resolution for hotel specific matters”*



# Relaxed & Cozy Design

Arrival experience includes an optional porte-cochere and enhanced lighting with modern exterior offers color and material options adaptable to your location.

Cozy guestrooms and comfortable beds, in room work spaces everything that matters most.

## look & feel

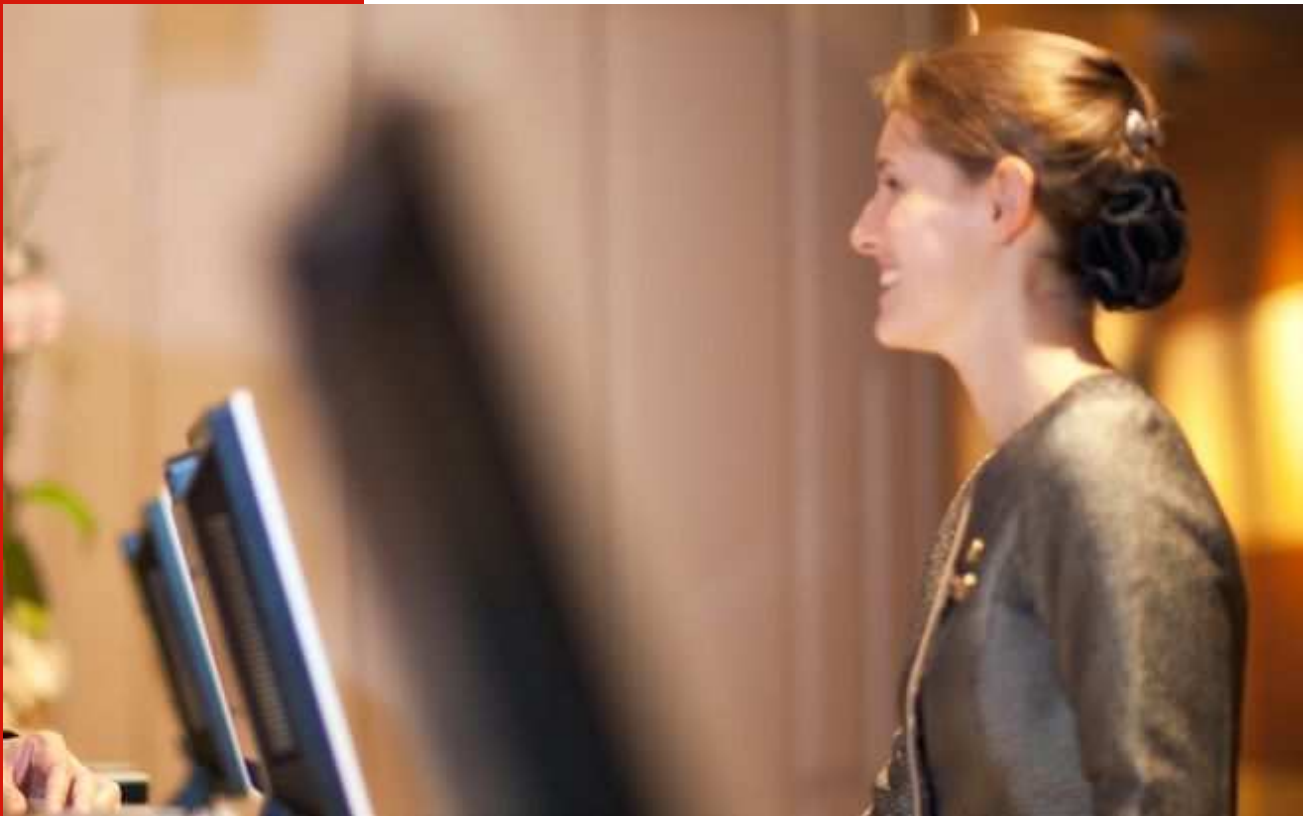
The look and feel of Swiss Inn is modern, trendy, practical and stylish.

## flexible building options

Our flexible design approach allows for customization of each product based on building type and location including new builds and conversions.

# FRANCHISE OFFER

for the existing  
properies or new  
developments



## FRANCHISE HOTEL PERFORMANCE TARGET

AVERAGE OCCUPANCY RATE  
**60%**

AVERAGE DAILY RATE  
**\$80**

AVERAGE REVPAR  
**\$60**

**LOWER COST BOOKINGS**  
Average Percentage of Direct  
booking Contribution to  
Occupancy is  
**20%**

## marketplace...

### TARGET MARKETS:

Primary and secondary city and resort destinations

### PROPERTY SIZE:

30 to 150+ keys

### COMPETITIVE SET:

Four Points | Hilton Garden Inn | Hampton Inn | Ramada |  
Encore | Wyndham Garden | La Quinta | Holiday Inn Express |  
Dedeman Park | Park Inn | Green Park Hotels | Anemon  
Hotels



Our smartly designed room features a luggage drop, comfortable armchairs, best bed that money can buy, a hospitality cabinet, movable workspace and outlets where most needed.





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[www.ContinentWorldwide.com](http://www.ContinentWorldwide.com)