

ARCHIPELAGO

COMPANY PROFILE

ACROSS THE ARCHIPELAGO AND BEYOND



ASTON

HUXLEY

Alana

Kamuela
VILLAS

HARPER

collection
by ASTON

Quest

HOTEL
neo

fave

NORDIC

powered by
ARCHIPELAGO



‘We are small enough to treasure each of our hotels but large and skilled enough to successfully compete on the global stage.’

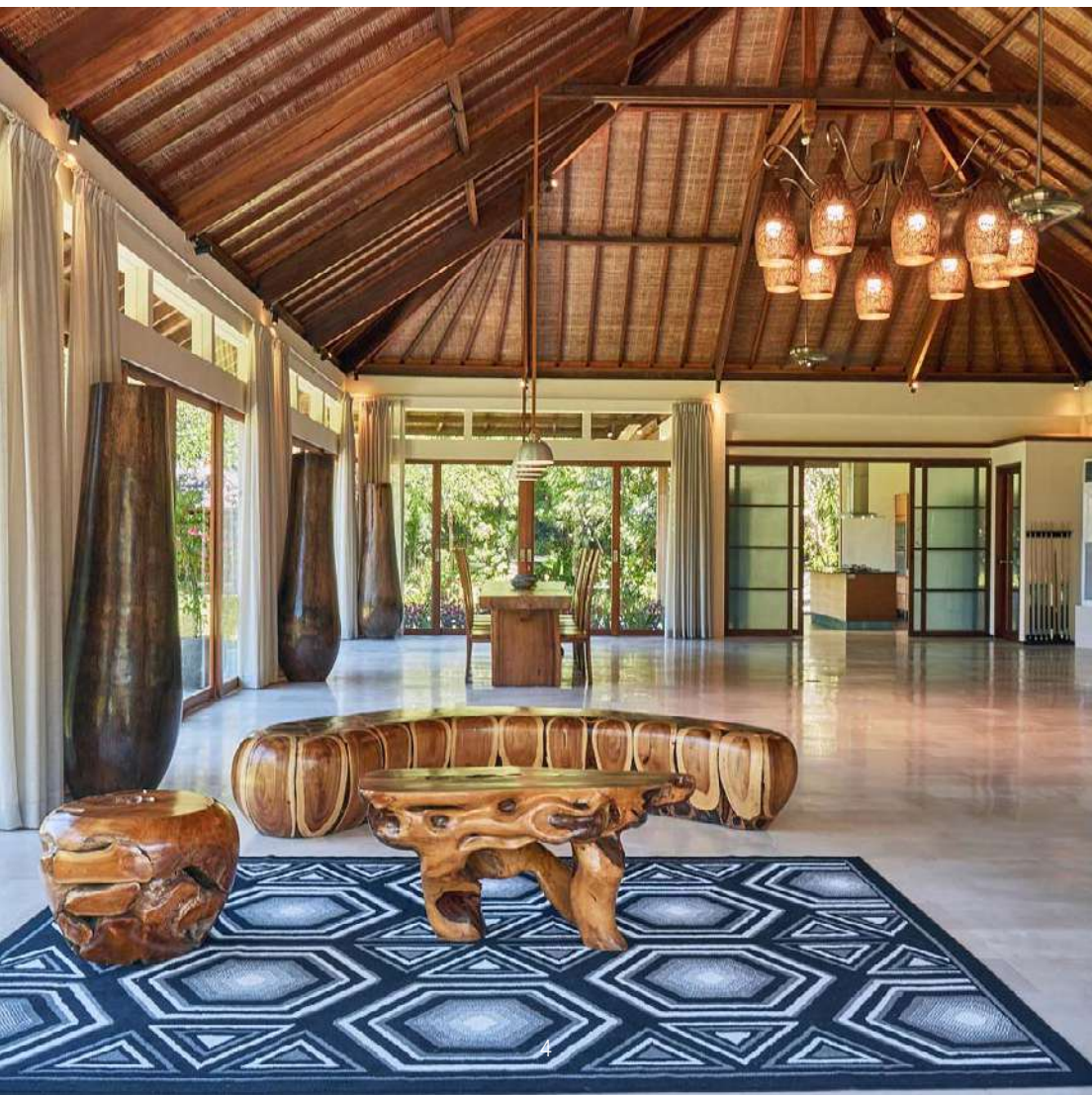
John Flood, President & CEO



The Story

Southeast Asia's largest privately owned hotel management group, operating more than 150 hotels, with a further 200 hotels under development across Southeast Asia, the Caribbean and the Middle East. A trusted hotel company with a long track record and more than 40,000 rooms operating or under development in over 70 destinations with award winning brands including ASTON, Collection by ASTON, Alana, Huxley, Kamuela, Harper, Quest, Neo, fave, Nordic and Powered by Archipelago.

We have grown organically with much success in our home markets over the last 25 years, whilst at the same time perfecting our brand portfolio, technology, systems and standards. Now, with the capabilities to compete with and outperform any major international hotel chain, our group is successfully expanding to new global markets, while staying true to our Asian roots and the worldrenowned Asian hospitality.

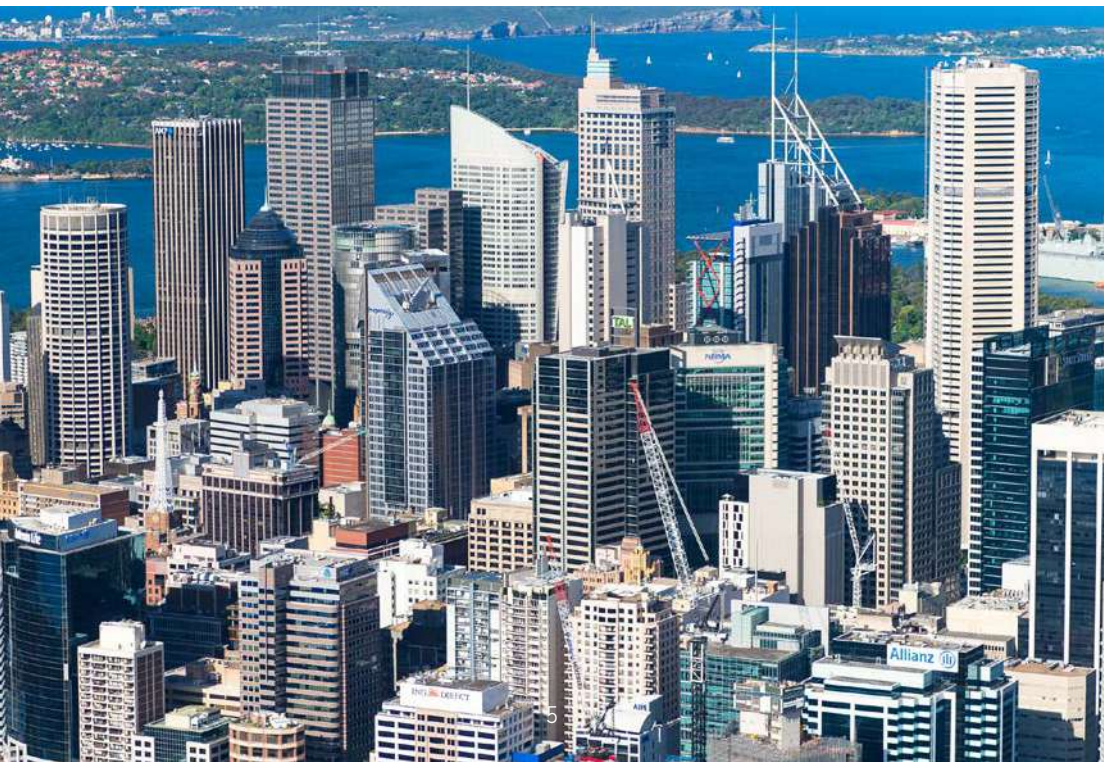


The Vision

To be widely recognized as the preferred hospitality company for guests, owners and employees wherever we operate.

The Mission

Exceeding guest expectations in all our hotels, helping our staff develop their careers, while supporting owners in designing, creating and successfully operating a 'best in class' hotel that they can be proud of.



Fast Facts

- ▶ Largest privately owned and independent hotel operator in Southeast Asia.
- ▶ Independent from any stock market and public shareholder interest.
- ▶ One of the largest project pipelines in Asia Pacific.
- ▶ Proven global hotel chain capabilities.
- ▶ Strong brand equity in the fastest growing region for outbound leisure travel globally.
- ▶ One of the first Asian hotel groups in the Middle East and the Caribbean.
- ▶ Brought condotels to Asia.
- ▶ Pioneered cloud computing in the hotel industry.
- ▶ Transparent and highly competitive fee structures with no hidden fees.
- ▶ More than two decades of experience in running some of the most successful hotel operations in Southeast Asia.

- ▶ An experienced, entrepreneurial and multinational Executive Management Team with accessibility, flexibility and transparency as our main credos.
- ▶ Advanced corporate infrastructure for industry leading Information Technology & Integration, E-Commerce, Sales & Marketing, Human Resources, Training, Technical Services and Asset Management.
- ▶ Received the ISO 9001 quality certification.
- ▶ The only hotel group in Asia (and second in the world) to set up and operate Athletes Villages for a major sports event, the 18th Asian Games in 2018, accommodating more than 18,000 athletes.
- ▶ 10 multi-award winning brands.
- ▶ 40,000 keys across 350+ properties in 70+ destinations.
- ▶ 15,000+ professional, dedicated, skilled and friendly team members.

Archipelago International in Numbers

No. 1

PRIVATELY OWNED AND
INDEPENDENT
HOTEL OPERATOR
IN SOUTHEAST ASIA

\$6 BILLION

ASSETS UNDER MANAGEMENT

10 MULTI-AWARD
WINNING **BRANDS**

RANKED AMONG THE
TOP 70 HOTEL GROUPS
 Globally

25+ YEARS

OF INDUSTRY INNOVATION
AND LEADERSHIP

15,000+

DEDICATED **TEAM MEMBERS**
SERVING FROM THEIR HEARTS

70+

DESTINATIONS

350+

PROPERTIES

40,000+
KEYS

PRESENCE ACROSS
3 CONTINENTS

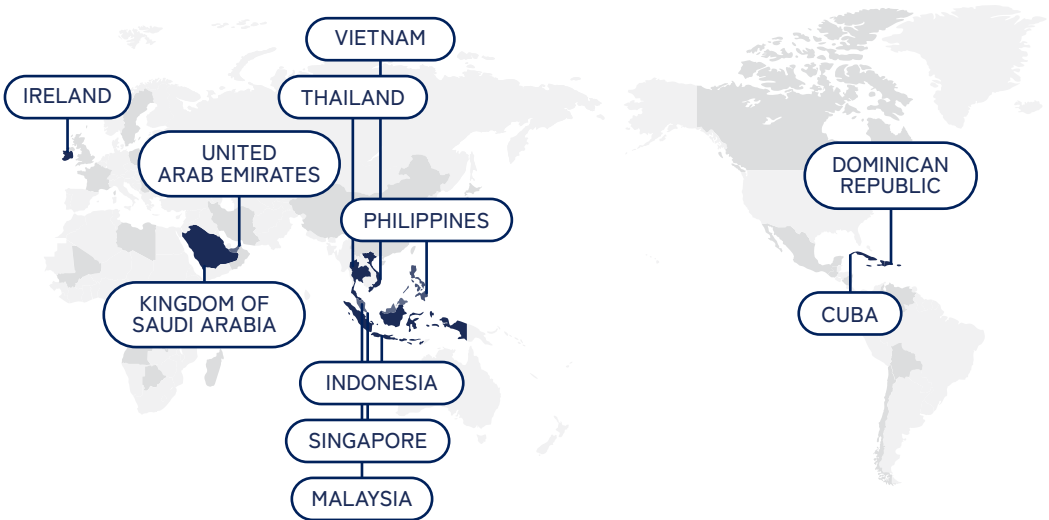
3+ MILLION
MEMBERS

ISO 9001
ISO4001 : 2015
OHSAS 18001 : 2007
CERTIFIED

Partnering

Flexible, creative and dynamic in our approach, we put forward imaginative proposals, brands and business models that are owner and partner centric. We seek like-minded owners and partners to work for and with, in the years ahead.

When you partner with Archipelago International, you gain access to our unparalleled expertise in key areas of hotel development and operations, together with our powerful brands, IT infrastructure, as well as world leading online distribution and connectivity.



Partnering

A range of flexible partnership models encompassing:

- ▶ Management
- ▶ Area Development Agreements
- ▶ Strategic Partnerships
- ▶ Country Master Franchising
- ▶ Franchising
- ▶ Manchising
- ▶ Powered by Archipelago Distribution Management

We have a track record of successful partnering with:

- ▶ Private and Public Investors
- ▶ Developers
- ▶ Sovereign Wealth Funds
- ▶ Governments
- ▶ Private Equity Funds
- ▶ Industry Intermediaries
- ▶ Independent hotels & vacation home rental agencies

Sales, Marketing and Revenue Management

Today's consumer searches for, assesses and books their hotel room in a different way than before. Mobile bookings have rapidly increased, travel agents have moved online, metasearch has become a major factor, while selling, marketing and advertising to the modern traveler has moved to digital platforms and social media.

We use the latest systems available in the market, provide software integration and connections to all our hotel units and have an effective yield management system in place to ensure our revenues are maximized and hotel owners get the best returns.



Powered by ARCHIPELAGO

A One-Stop Shop for Hotel connectivity and online distribution

Powered by Archipelago is a highly effective and cost-efficient solution for independent hotels and hotel groups to accelerate their online business and stay ahead of the competition. By utilizing the corporate distribution, revenue management, IT, HR, and partnership infrastructure of Archipelago, independent hotels and groups can immediately reduce costs and maximize profitability.



Maison Privee
FIVE Palm Jumeirah, Dubai



Lotus Central Hotel, Vietnam
Powered by ASTON



Surabaya Suites Hotel, Indonesia
Powered by Archipelago



Ocean Bay Phu Quoc Resort & Spa, Vietnam
Powered by ASTON



Information Technology

From the beginning, our founding team always believed information technology would become increasingly important in all of our businesses and in daily life. Thus, over the years, we've taken considerable time and care to carefully plan our path, identify long term trends and make strategic investments. This has resulted in Archipelago achieving considerable long term operational savings, agility and significant differentiation from most other international hotel management companies.



Software Development

The breadth and depth of expertise has allowed us to strategically choose when to buy off the shelf and when to develop our own software where it makes sense. This has resulted in Archipelago having an array of carefully crafted, homegrown HR, Sales, Marketing, Training, Auditing software and Data Science tools to streamline our management processes - most hotel chains just learn to live with the software they are locked into. Archipelago is able to tailor and evolve our software precisely to fit our needs.



Website Development

In this digital age, your website is not only the shiny front door to your business, the experience also represents how you treat your customers; it should be fast, eye-catching, informative, helpful and easy to use. Do this right and it easily is one of the largest revenue channels that a business can have with the smallest margins. Archipelago is acutely aware of this and we prioritize it as if it can make or break a business, because it can.

Over the years we've conceptualized, designed, built, maintained and optimized several dozen major hotel and brand websites, which in turn are experienced by millions and millions of visitors, and drives 100s of millions of dollars in revenue - trust us, we got this.



Architecture & Interior Design Service

Archipelago International's design professionals draw from the client's vision to develop an architectural expression appropriate to their wants and needs and to the physical context of each assignment.

Our designers possess distinct areas of expertise. Recognized throughout the industry for their problem solving skills, they draw from a broad base of knowledge to creatively tackle each assignment with a fresh and innovative approach. Our professionals use their



expertise to lead with question, not answers. engage our clients in the planning process so that their vision is accurately reflected in the final product.

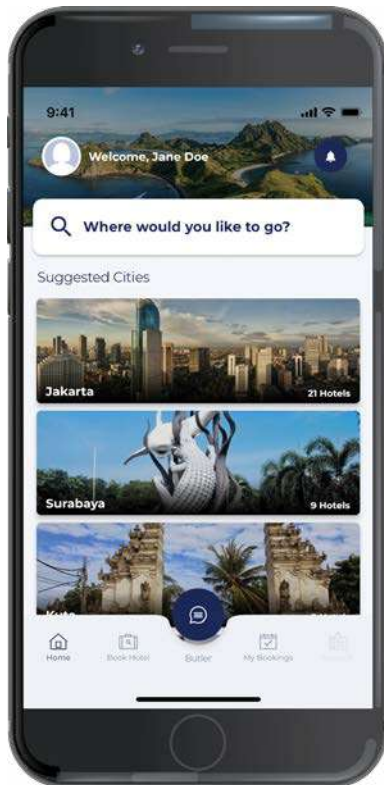
Our inspiration for problem solving is based on a true understanding of how our clients – and their end users will utilize the space.

The Product of this service:

- ▶ Architecture Schematic Design
 - ▶ Master Plan, Site Plan, Plan, Elevation, Section
- ▶ Architecture & Interior Concept Design
 - ▶ 3D Exterior, 3D Interior
- ▶ Architecture & Interior Design Engineering Drawing (DED)
 - ▶ All drawing for preliminary tender

Unique Membership Loyalty System

Archipelago International's deep technical talent has allowed us to build a bespoke membership app that uniquely caters to our guests and our operational needs. We have far more members than any other Southeast Asian hotel chain (more than 3 million members so far). By comparison our regional and local competitors very often have less than 10 thousand downloads of their app.





We were the first hotel chain (even among the global brands) that had a live chat system (which we call “Bob the Butler”), where any guest could chat with our hotel staff while checked-in. When we hosted the Asian Games in 2018, in anticipation of potential language barrier issues, we quickly adapted our Butler Chat to have a live translation feature, which allowed seamless communication between athletes from all over the world and our hotel staff.



Sustainability

For us, an investment is not an investment if it harms mother nature and pollutes planet earth.

Just a few of the green initiatives we already have in place:

- ▶ **Plastic reduction**

Plastic used in straws and toiletries packaging has been replaced by recyclable and environmentally-friendly materials. Some of our brands use soap dispensers. We have stopped the use of plastic water bottles in all guest rooms and provide mugs, which can be filled

with water from water dispensers conveniently located on guest floors. Plastic impact on our oceans is a major issue and yet hundreds of millions of plastic bottles are wasted each year by hotels alone.

▶ **Water conservation**

We have an effective linen reuse program in place that encourages our guests to refrain from having linen and towels exchanged and washed on a daily basis.

▶ **Sustainable cleaning products**

Natural alternatives that are less irritating to the environment are preferred over products with chlorine bleach and other environmentally-damaging products.





- ▶ **Energy saving**

We continue to reduce energy by introducing energy-saving equipment in all public and back-of-the-house areas and constantly train our staff and foster an energy saving work environment for all.

- ▶ **Recycling and waste reduction**

Programs are in place across all areas that reduce the use of paper and other disposables, while at the same time food waste is kept to a minimum. The World Bank predicts that by 2050 humans will produce 3,6 billion tons of waste every year, ending up in landfills and in the oceans.

Awards

Archipelago International is a proud award-winning hotel group. Our awards include those recognizing the achievements of the group as a whole, individual brand awards but also, and perhaps most importantly, the many awards our individual hotels have received as a recognition for the hard work of their management and staff, vigorously serving millions of guests over the many years.





Brands at a Glance

HIGH-END	GRAND ASTON	HUXLEY	The Royal Alana BY ASTON
	Royal Kamuela VILLAS		
UPMARKET	ASTON	HARPER BY ASTON	The Alana BY ASTON
	Quest Prime	Kamuela VILLAS	collection by ASTON
MIDRANGE	ASTON INN	ASTON CITY	Quest Hotels
	HOTEL NEO+		
ESSENTIAL	favehotels	HOTEL NEO	Quest Vibe
BUDGET	NORDIC		



ASTON Owner

‘I have been very impressed with the high level of service and commitment that I have received from Archipelago International. Everyone at the team has been great and very customer oriented. We completely trust the company and recommend it for anyone wanting a credible hotel management.’

favehotel Owner

‘When I needed to find a trusted hotel management company, I was so thankful to find out about Archipelago International. The company has been very helpful and professional, and I would recommend this company to anyone needing their services.’

NEO Owner

‘I have several properties under management with Archipelago International for several years now. Their team has taken good care of me and they are very knowledgeable, pleasant to work with and responsive.’

Royal Kamuela Villas & Suites at Monkey Forest
Ubud, Bali, Indonesia

GRAND ASTON ASTON



‘Contemporary hotels committed to living up to the highest guest standards, with a wide range of facilities and uncompromising service for demanding leisure travelers and time-pressed executives.’

Each individually-designed hotel reflects the brand’s eclectic character throughout the entire guest journey.

When arriving at the GRAND ASTON, guests step into a lively lobby, a place where they meet and mix, rather

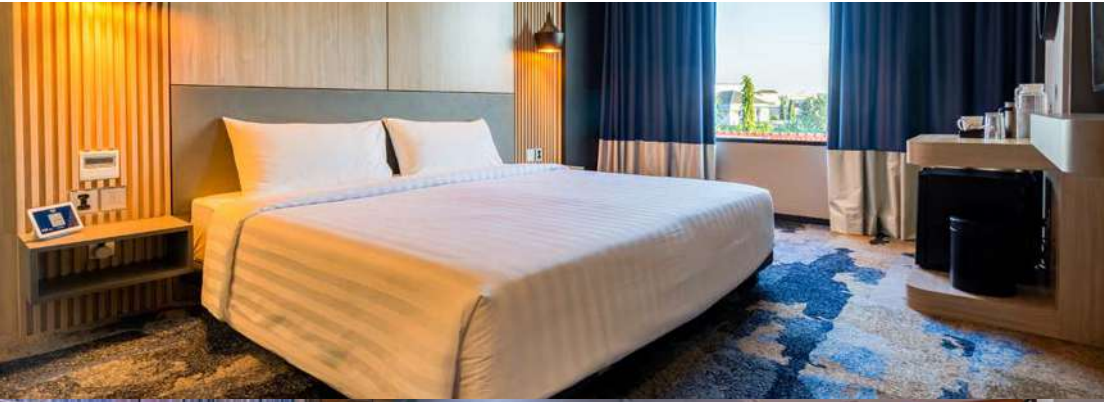
than just check-in and out. The lobby lounge is the focal point and sets the mood for more. The tone of pure sophistication extends throughout the hotel.

The choice of shapes, colors and materials make a GRAND ASTON a special place where guests immediately feel at ease, reflecting the brand's commitment to impeccable detail in every trim and finish. In addition to meeting resistance, comfort and upkeep criteria, the materials, color combinations and textures create a pleasant, subdued and restful atmosphere.

GRAND ASTON Cayo Las Brujas Beach Resort & Spa



ASTON_{INN} ASTON_{CITY} ASTON_{BOUTIQUE}



‘ASTON stands for authentic Asian hospitality, full-heartedly and with a natural smile, creating unforgettable guest experiences throughout its eclectic hotels.’

For the sophisticated and experienced business and leisure traveler alike, who appreciates quality and wants a modern, friendly and accessible hotel, ASTON provides comfortable

astonhotelsinternational.com



facilities and personalized service, perfectly addressing the changing travel needs and trends of today and tomorrow.

ASTON sets itself apart with an unrivaled track record of serving millions of satisfied domestic and international guests for more than two decades, making it the best known and most trusted hotel name in the Archipelago and beyond.

ASTON - where trust is a history of kept promises.

The Royal Alana The Alana

BY ASTON

BY ASTON



‘Subdued yet arousing, sophisticated yet friendly. Guests are rejuvenated and invigorated by the relaxing atmosphere of THE ALANA, featuring stylish designs in its guest rooms and facilities.’

Inspired by modern baroque designs, each hotel is an urban oasis with a concept, that combines regency touches with bold modern decors.

alanahotels.com

Blending classic sophistication with contemporary chic, the hotels come with modern event spaces, thus flawlessly link work and play.

THE ALANA hotels are designed as user-friendly 4 and 5 star hotels, that cater to the discerning travelers, who want to spend quality time in stimulating and tranquil surroundings.

The Alana, Sentul



HUXLEY



‘HUXLEY inspires everyone who visits, stays at or works within its space, to write their own story, create their own narrative, build their own scene.’

A new lifestyle hotel for a new generation of traveler, who likes to explore places that inspire with uniqueness, impress with stories

[huxleyhotels.com](https://www.huxleyhotels.com)



and invigorate with energy. HUXLEY is a social place where people feel welcome and at ease, surrounded by a crowd they love.

Far more than just another hotel brand, it is a lifestyle brand that creates unique experiences, that let people be themselves and come together, to let their hair down for a night, to rest and escape or to tone up. Unpretentious, modern - and full of life.



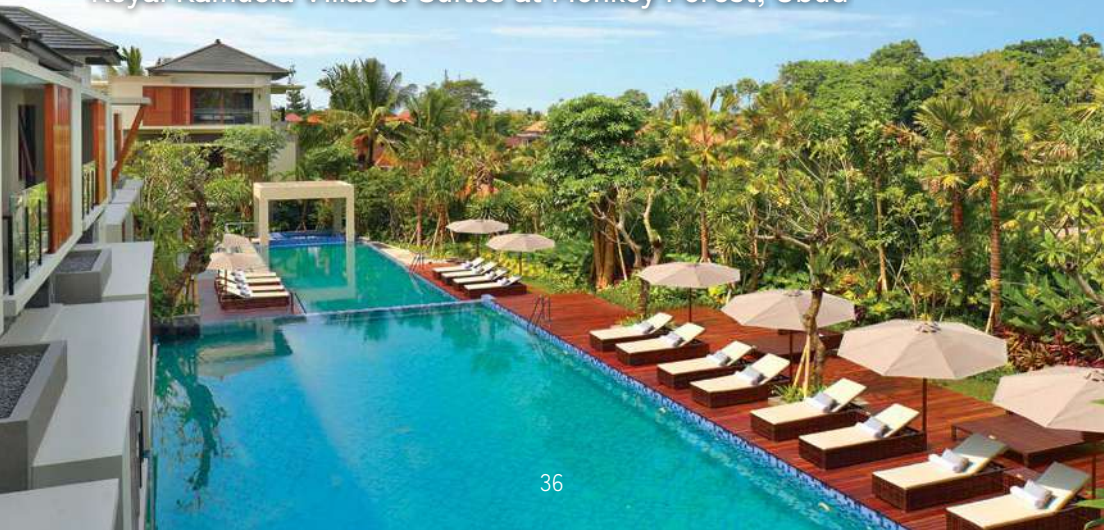
‘KAMUELA VILLAS are designed for the perfect getaway, a romantic and family holiday alike, pleasing each of the five senses and creating everlasting memories through highly personalized service, reminiscent of twenty first century Asia.’

Villas are becoming increasingly popular in resort destinations, driven by market demand for a unique

holiday experience with privacy and own personal space. The luxurious villas at the four-star KAMUELA and the five-star ROYAL KAMUELA are equipped with their own master suite bathrooms, indoor and outdoor bathrooms, a private dining room and a personal plunge pool, ensuring peace and quiet in solitude with loved ones.

Whether it is the finely manicured surrounding gardens, inviting furniture pieces or the creative architecture, KAMUELA VILLAS are crafted to the finest quality standards. Located by the sea or surrounded by paddy fields, rich in sophistication and elegance, KAMUELA means Bali getaway at its best.

Royal Kamuela Villas & Suites at Monkey Forest, Ubud





‘Modern yet infused with rustic charm, each HARPER hotel conveys a residential feel and balanced functionality, offering unobtrusive service and never-ending innovation.’

The HARPER brand is designed for 3 and 4 star hotels ranging from 100 to 250 rooms in either city or resort locations, ideally suited for the astute and worldly traveller who values individualism, style, character and genuine home experience in a convenient location.

Harper Wahid Hasyim, Medan



Harper Cikarang



The signature style is modern-rustic to suit the demand for both comfort and functionality. Room designs capitalize on natural light with oversized windows, creating a low-energy environment, while dining is offered in the form of home-cooked dishes at the hotels' relaxing Rustik Bistro & Bar. With its homey and warm character, HARPER makes missing-home less of an issue.



‘COLLECTION BY ASTON takes the brand’s diversity and eclectic character to the next level.’

Each Collection masterpiece has its own personality and the liberty to push boundaries.

Created for guests that value individualism and freedom, every hotel looks and feels very different. Whether the choice of color, the curious art piece or the bold bar

design, there is always something unique about each Collection hotel, as the brand ignores the ‘how?’ and ‘what?’ and simply asks ‘why not?’. The facilities are stylish and modern and guests know they are staying at the ASTON, but that is where the consistency stops. Deliberately so, by design - by ASTON.

Anapuri Villas



Quest Prime Quest Hotels Quest Vibe



‘Modest, friendly and comfy 2 and 3 star family-friendly hotels, that combine the value of premium budget with modern designs of lifestyle hotels. A creative family concept with smart facilities and attention to detail.’

QUEST HOTELS and QUEST VIBE typically feature 100 to 250 comfortable and cozy guest rooms, together with convenient facilities, that include a restaurant, swimming pool, parking space, gym and more.



Convenient, practical and pleasing, QUEST HOTELS are the ideal choice for families on the quest for value, stylish facilities and tranquillity. Parents and children alike will enjoy the accessibility and the functional layouts of each hotel. A place where the nearest and dearest bond and play, spend quality time together, rest their heads and recharge.

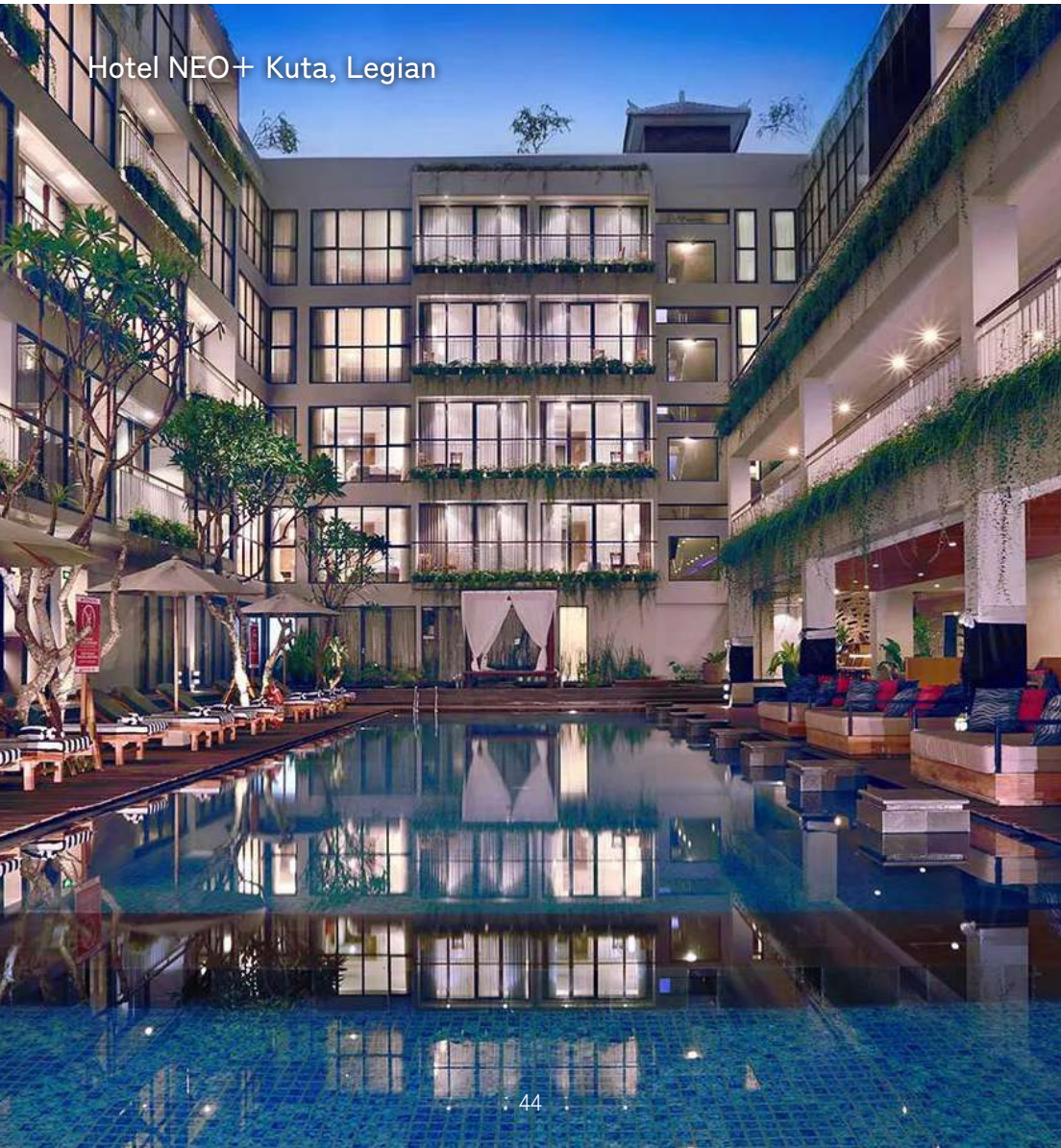


‘Breaking the mold of conventional hospitality, Hotel NEO is one step ahead of the norm.’

Created in a modern-contemporary style befitting the new trends in hotel design, HOTEL NEO offers uncluttered open spaces that create an atmosphere of relaxation and revitalization in a trendy but reasonably priced environment.

Born from the realization that the modern and well-travelled guest regards a midrange hotel, that is well-designed and attractive, as more than just an alternative to larger and more expensive upmarket hotels.

Larger 3 star hotels use the HOTEL NEO+ logo, while smaller 2.5 star ones are branded as HOTEL NEO.



Hotel NEO+ Kuta, Legian

favehotels



‘Industry leading select-service hotels, that have become the favorite choice for stylish, budget-minded travelers.’

Fun, fresh and friendly, embracing unique and inspiring designs that recognize the importance of guest experience, personal preferences and technology, favehotels place emphasis on encouraging guest productivity

[favehotels.com](https://www.favehotels.com)



and facilitating relaxation by way of its 100 to 200 rooms' smart layout and clever use of space.

In designing favehotels we have strived to avoid the 'cookie cutter approach' to budget-class branded hotels. Each favehotel boasts the signature Lime Cafe and well-equipped meeting rooms, that make for a comfortable and productive stay.

Flexibility is key, preserving the essence of favehotels while still developing unique hotels, each one daringly playful and slightly different to the next.

NORDIC



NORDIC hotels were inspired by the Nordic culture and embody ‘hygge’, a unique sense of community, and a quality of coziness and comfortable conviviality that engenders a feeling of contentment or well-being - regarded as a defining characteristic of the Danish culture.

Designed for backpackers and globetrotters, that like to roam

the planet on a hostel budget but appreciate the comfort and service of a modern hotel, NORDIC appeals to the tech-savvy Millennials, adventurous families and experienced destination explorers alike.

The hotels are modern, simple, and hallmarked by Scandi design found in warm, intimate, and friendly Nordic homes. Staying at NORDIC means staying social, connected and in-the-know about the most happening local activities and insider hotspots.

Since wanderers like to change places frequently, while staying technologically connected, NORDIC uses its own technology to target travellers on the move, while promoting the region (or even country) as a whole and not just a small local area.

Roam far and wander wide.

To find out how to start your project
on the right path and set off
in the right direction,
please contact us:

**EUROPE, MIDDLE EAST,
AFRICA, AND THE AMERICAS**

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Bali **INDONESIA**

Surabaya **INDONESIA**

Yogyakarta **INDONESIA**

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Manila **PHILIPPINES**

Bangkok **THAILAND**

Ho Chi Minh City **VIETNAM**

Seoul **SOUTH KOREA**

Dubai **UNITED ARAB EMIRATES**

Jeddah **SAUDI ARABIA**

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Dublin **IRELAND**

London **UNITED KINGDOM**

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Santo Domingo **DOMINICAN REPUBLIC**

Havana **CUBA**

KAI ZEN

改善

CONTINUOUS IMPROVEMENT

GDS CODE : YX



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