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

John Flood, President & CEO
WHO IS ARCHIPELAGO INTERNATIONAL?

OUR VISION
To be universally recognized as the preferred hospitality company in Asia for guests, owners and employees.

OUR 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.

Archipelago International is one of the largest privately owned and independent hotel groups in Southeast Asia, one of the most dynamic and fastest growing regions for both domestic and outbound tourism.

We have grown organically with much success in our home markets over the last 20 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 international markets.

Archipelago International is proud to be only the second hotel group (after IHG at the 2012 London Olympics) to set up and operate the Athlete’s Villages at a major international games. This took place in August 2018, when over 16,000 athletes were accommodated in two Athlete’s Villages in Jakarta and Palembang, Indonesia, during the Asian Games 2018.
ARCHIPELAGO BY THE NUMBERS

No. 1 Indonesian Hotel Operator

$4 Billion assets under management

10 Multi-Award Winning Brands

20+ Years of Industry Innovation & Leadership

Ranked Among the Top 80 Hotel Groups Globally

120 million Domestic customers by 2020

250+ Properties

15,000+ Employees

19,000+ Rooms & Apartments

Over 200,000 Membership App Downloads

✔ One of the largest privately-owned hotel groups in Asia, with one of the largest pipelines.

✔ Independent from any stock market and public shareholder interests.

✔ With a Muslim population of over 225m, Indonesia is the largest source market for outbound Islamic travel and pilgrim tourism globally. Given its Indonesian infrastructure and reputation, Archipelago is uniquely positioned to partner with owners, developers and investors who recognize the potential of this rapidly growing market.

✔ Proven global hotel chain capabilities.

✔ Strong brand equity in the fastest growing region for outbound leisure travel globally.
‘We are a maverick, independent hotel operator, full of ideas, creativity and technical capability. We are the antidote to expensive and slow-moving global operators. A truly owner centric organization, an asset manager rather than a brand manager. We are therefore innovators, disruptors and honest partners’.

Norbert Vas, Vice President - Business Development
Brought condotels to Asia.
Pioneered cloud computing in the hotel business.
Transparent and highly competitive fee structures.... No hidden fees!
More than two decades of experience 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.
The first Indonesian hotel group in Makkah, Saudi Arabia and in the Americas.
LEADERSHIP

Charles Brookfield
Chairman

Charles has over 40 years of experience in the hotel industry. He has opened resorts in Cancun, Cabo San Lucas, Puerto Vallarta, Palm Springs, Park City, San Francisco, Hawaii, Guam, Jakarta, and Bali. Charles was instrumental in building the largest hotel chain in Hawaii and has been a pioneer in the industry, bringing the condotel concept to Indonesia. Charles created Archipelago in 1997 and has been living in Southeast Asia ever since.

John Flood
President & CEO

Coming from Ireland, John has worked for over 30 years in the hotel and restaurant business in Dublin, London, Paris and Copenhagen. He moved to Indonesia more than 15 years ago, managing and opening new hotels and resorts. He is responsible for the rapid growth of the company’s ten core brands ranging from 2 to 5 stars. John received his MBA from the University of Leicester in England.

Gerard Byrne
Managing Director – Archipelago Overseas

Gerry has over 25 years corporate banking, real estate and consultancy experience in hospitality and leisure projects. He is a Chartered Fellow of the Chartered Management Institute in the UK and received his MBA from the University College of Estate Management, Reading, England. He brings multi-industry strategic management expertise to our team, which will assist us in developing our business internationally.

Norbert Vas
Vice President – Business Development

Norbert is a graduate of the world renowned Centre International de Glion in Switzerland and has more than 30 years of hospitality industry experience in Indonesia, Vietnam, the USA, Germany, Belgium, Spain and Austria having held senior management positions with such notable hotel groups as Ian Schrager Hotels and Four Seasons in New York and Mandarin Oriental and IHG in Jakarta and Bali.
Jules Brookfield
Vice President – Technology & Integration

Graduated from Northeastern University in Boston with a degree in Computer Science, Jules specializes in software development and internet-related business. He is currently working to automate, integrate and standardize many aspects of our business to ensure that Archipelago International stays at the forefront of this digital age.

Sam Hoso
Vice President – Sales and Marketing

With more than 20 years of hospitality experience at dynamic city hotels and pristine beach resorts throughout Vietnam, Malaysia, Singapore and Indonesia, Sam has found his passion in Southeast Asia. He has also spent extensive time in New York City, where he worked for some of the most iconic lifestyle hotels, as well as in Germany and Turkey.

Herus Purwono
Vice President – Finance

Heras brings over 20 years of experience in the hospitality industry in different parts of Indonesia. He has served as financial controller of international brands such as Hilton, Intercontinental and the Accor group prior to joining Archipelago International, and today Heraus oversees the finance divisions of all of Archipelago’s properties.

Winston Hanes
Director of Operations

Winston Hanes has more than 20 years of experience with various international hotel chains in Boston, Milan, and Hawaii. Since joining Archipelago International in 1998 he has worked in Jakarta, Bali and Cebu (Philippines) as Executive Chef, Corporate Chef ico F&B, General Manager, and Regional General Manager. He will be coordinating the Operational Regional Managers and assisting all hotel and villa operations to ensure that guest expectations are continually exceeded.
‘Ultimately, we understand that no matter what the operational model or partnering arrangement on a particular project, our role is to drive the top line, maximize profitability and ultimately realize the maximum return on investment for our owners and partners’.

Gerard Byrne, Managing Director - Archipelago Overseas
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 that instill consumer confidence and loyalty.

While we continue to focus on fortifying our market leading position in Indonesia and Southeast Asia in general, we are making aggressive moves overseas and have opened representative offices in Singapore, India, The Kingdom of Saudi Arabia, the UAE and Ireland, to support our development internationally and in particular key markets in South Asia, The Middle East, Africa and Latin America.
A range of flexible partnership models encompassing:

☑ Management
☑ Area Development Agreements
☑ Strategic Partnerships
☑ Country Master Franchising
☑ Franchising
☑ Manchising

We have a track record of successful partnering with:

☑ Private and Public Investors
☑ Developers
☑ Sovereign Wealth Funds
☑ Governments
☑ Private Equity Funds
☑ Industry Intermediaries
We have a track record of successful partnering with:
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- Industry Intermediaries

OWNER REVIEWS

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.”

Hotel NEO owner
“I have several properties under management with Archipelago International for several years now. Their team has taken good care of mine and they are very knowledgeable, pleasant to work with and responsive.”
SALES & MARKETING

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

It is for this reason that Archipelago uses its own CRS and has it centralized in Bali, Indonesia where a complete team oversees all areas of the CRS so that individual hotels in our group are not burdened by it. The classic CRS has been re-imagined by us and is now more focused on e-commerce and yield management, ensuring a seamless booking process through the hotels systems or if guests are booking through our other channel partners.
OUR SUSTAINABLE BUSINESS

[Diagram showing various aspects of sustainable business, including operational track record, profitability, management, franchising, diversity, innovation, sustainability, investments, leadership & innovation, performance, ICT expertise, area development agreements, scope, country master franchising, asset management, scale, and strategic partnerships.]
AWARDS

The Most Popular Budget Hotels favehotels

The Most Popular MICE Hotels ASTON

ISO-9001

BRAND USED MOST OFTEN

TOP OF MIND

Indonesia Netizen Brand Choice Award 2017

Indonesia Netizen Brand Choice Award 2017

Salam Standard GREEN

Salam Standard BRONZE

Salam Standard CERTIFICATE

Salam Standard SILVER

Salam Standard GOLD
OUR BRANDS

LUXURY
- Grand Aston
- Asian Heritage Collection
- The Royal Alana
- Huxley
- Royal Kamuela

UPSCALE
- Aston
- Harper
- The Alana
- Kamuela

ECONOMY
- Aston City
- Aston Inn
- Quest Hotels
- Hotel NEO+

AFFORDABLE
- Hotel NEO
- Quest Vibe

SELECT SERVICE
- Favehotels

BUDGET-ORIENTED
- Nomad Hostels
GRAND ASTON
ASTONINN
ASTONCITY

“Contemporary and truly grand hotels committed to providing the highest international standards with a wide range of facilities and uncompromising service for demanding leisure travelers and time-pressed executives.”

The twenty-first century guest regards a five-star hotel as a luxury commodity, an opportunity to buy into a lifestyle to which he or she aspires. It is by understanding the origins of this demand for quality and style – and even status – that the function, design and intent of the exciting new Grand Aston can be properly put into context.

The choice of shapes, colors and materials help to make an ASTON hotel a special place where guests immediately feel at ease, reflecting Archipelago’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 also contribute to the end result — a pleasant, subdued and restful atmosphere.

AstonHotelsInternational.com
“Subdued yet stimulating, sophisticated yet friendly – hotels for a new generation of traveler who appreciates style, personalized service and a stimulating environment.”

Inspired by modern baroque designs, The Alana concept combines regency touches with bold modern decors. Blending classic sophistication with contemporary chic, The Alana hotels offer guests an atmosphere of relaxation and revitalization in four and five star new build hotels, resorts and residential projects.

Alana Hotels are designed and run as user-friendly destinations that cater to the world’s growing population of discerning travelers who want to spend some quality time in stimulating surroundings.

AlanaHotels.com
Between distinctive boutique hotels with a traditional touch and modern-ethnic luxury hotels, the Aston Heritage Collection ensures a diversity of styles and identities with each hotel being infused with admiration for the culture of its locality - hotels for the well-traveled who seek authenticity, a sense of place and the highest standard of personalized service.

AstonHotelsInternational.com
“HUXLEY offers everyone who visits, stays at or works within its space, a sense of freedom. Freedom to write their own story, create their own narrative, build their own scene.”

We believe it’s time to create a place for a new generation of traveler who expects to go places that revolve around their own lives.

HUXLEY is a social place where good things happen, 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 believes in creating great experiences for people.

Experiences that let people come together, to create, to let their hair down for a night, to rest and escape, to tone up, or maybe just to play.

Simple, unpretentious, modern and creative.

HuxleyHotels.com
“Kamuela Villas are modern, deluxe pool villa properties, that offer a tasteful combination of modernist and traditional local design elements along with a highly personalized service to create a sense of place, reminiscent of twenty first century Asia.”

Villas are about to become more popular in resort destinations, driven by market demand for a unique holiday experience.

Our vision is that a visit to one of our Kamuela villa properties will provide many delightful moments of heartfelt service – quietly pleasing each of the five senses and creating an overall feeling of pleasure and happiness.

Whether it is the finely manicured surrounding gardens, inviting furniture pieces or the creative architecture that reflects the excitement and dynamism of an emerging Asia, Kamuela Villas are designed and crafted to the finest standards.

KamuelaVillas.com
“Modern yet infused with rustic charm, Harper Hotels convey a residential feel and balanced functionality, offering unobtrusive service and never-ending innovation – hotels for the astute traveler who values individualism and character.”

The HARPER brand is for 3 and 4 star new-built hotels ranging from 100 to 250 rooms in either city or resort locations.

Rooms will be a minimum bay size of 28sqm and a maximum of 40sqm, while suites will be 1.5 bays.

The signature style will be modern-rustic to suit the demand for both comfort and functionality. Room designs will capitalize on natural light with oversized windows, creating a low-energy environment.
Quest Hotels are ideal for city or resort locations and offer cool, clean and comfy rooms and suites imaginatively designed with a modern sophistication and contemporary chic vibe.

Quest Hotels and Quest Vibes are typically 100 to 250 rooms in size and have the usual facilities and services one would expect to find in 2 and 3 star hotels such as a coffee shop, meeting rooms, parking spaces as well as a small spa and gym.

“Affordable, cool, clean and comfy 2 and 3 star hotels combining the value of premium budget hotels with unique and inspiring designs, creative hospitality concepts and state of the art technology, for travelers seeking a stylish yet comfortable environment.”

QuestHotels.com
“Chic and affordable hotels that open the door to a new world of wellbeing and sensations. Designed 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 consumer regards an economy class but well designed, interesting hotel as an acceptable alternative to larger and more expensive 4 and 5 star hotels.

Smaller 2.5 star NEOs use the Hotel NEO name whilst larger 3 star NEO’s use the Hotel NEO+ logo.
“Select service, fun, fresh and friendly hotels – so surprisingly different and fast becoming the favorite choice for smart budget-minded travelers.”

The smart design and clever use of space in the hotel’s 100 to 250 guest rooms will be aimed at encouraging guest productivity while facilitating relaxation.

In designing favehotels we have strived to avoid the “cookie cutter approach” to budget class branded hotels.

Flexibility is key – preserving the essence of favehotels while still developing unique hotels - each one slightly different to the next.
“NOMAD Hostels provide budget-oriented, sociable accommodation where guests can rent a bed in a dormitory and share a bathroom, lounge, restaurant, laundry, and super-fast Wi-Fi connection.”

With its unique design and the best in-class service, some of the hostels will also provide the following extras: multifunctional spaces with connecting games-room, vending machines, coin-operated laundry machines for guest’s comfort, a public coffee shop where guests can relax in the outdoor seating area.
To find out how to start your project on the right path and set off in the right direction, you can contact the following:

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