

# ARCHIPELAGO

HOTELS • RESORTS • SOLUTIONS

## COMPANY PROFILE

ACROSS THE ARCHIPELAGO AND BEYOND





# Message from the CEO

At Archipelago, we believe in a holistic approach to business. This means understanding that every aspect of our organization is interconnected, and success is built by integrating all the components - our people, our customers, our culture, and our environment.

Our adaptive culture allows us to embrace change as an opportunity for growth. We believe that flexibility and openness to innovation are key to staying ahead in today's fast-paced world. This mindset is not only reflected in how we operate internally but also in how we engage with our customers. We aim to build lasting relationships based on trust and mutual value, moving beyond mere transactions to create meaningful connections.

Leadership at Archipelago is rooted in collaboration and transparency. We believe that when every member of the team is involved in decision making, it fosters a deeper sense of ownership and commitment, which translates into better outcomes for our business and our customers. The well-being of our employees is a top priority. We understand that the physical, mental, and emotional health of our team directly impacts productivity, creativity, and overall success. By supporting our workforce, we cultivate a positive, dynamic environment where our people can thrive.

Our strategy is comprehensive and integrated. We align all departments, whether it's marketing, sales, operations, or finance, so that we're all working together toward common objectives. This unified approach ensures that every decision we make drives us closer to our long-term vision, prioritizing sustainable growth over short-term gains.

Sustainability is another cornerstone of our philosophy. We are committed to reducing our environmental footprint and ensuring that our business practices are socially responsible. We see ourselves as part of a larger global ecosystem, and we strive to make a positive impact through our actions. As we continue to grow and evolve, we seek to partner with individuals and organizations that share these values. By working together with like-minded partners, we can create a brighter, more sustainable future for all.

**John Flood**  
CEO  
Archipelago



Aston Sentul Lake Resort & Conference Center



fave hotel Banjarbaru - Banjarmasin

# Vision & Mission

## 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.



# Archipelago by the Numbers

**NO. 1**

Privately Owned and  
Independent Hotel Operator  
in **SOUTHEAST ASIA**

**\$6 BILLION**

Assets  
Under Management

**13**

Multi-Award Winning  
**BRANDS**

Ranked Among the

**TOP 40**

Hotel Groups  
**GLOBALLY**

**25+ YEARS**

of Industry Innovation  
and Leadership

**20,000+**

Dedicated **TEAM MEMBERS**

**200+**

Destinations

**350+**

Properties

**45,000+**

Keys

Presence Across

**5 CONTINENTS**

**4+ MILLION**

Members

ISO 9001:2015  
ISO 14001:2015  
ISO 45001:2018

**CERTIFIED**



# Our Services

## Technical Services

This service begins immediately upon signing the agreement, starting with the initial conceptualization and continuing through to the final design stages. Our in-house team of architects, interior designers, and MEP (Mechanical, Electrical, and Plumbing) engineers will work closely with your chosen architect and consultants to design a hotel that aligns with its location, market, and brand specifications while staying within your budget. Our collaborative approach ensures that the project is designed both efficiently and successfully.

To maintain brand consistency, we will provide your consultants with a detailed set of brand design standards, including building specifications, interior design guidelines, and MEP criteria, ensuring that every aspect of the hotel reflects the brand's identity. Our expertise in the hospitality industry also allows us to oversee key areas such as Back of House layouts, including kitchen designs. Additionally, we will offer financial projections and a detailed inventory of the equipment and supplies necessary for smooth hotel operations, ensuring you are fully prepared for a successful launch

## Pre-Opening Services

This crucial phase typically commences about 6 months prior to the planned Soft Opening date.

Our corporate team plays a pivotal role in establishing the hotel operations—from the recruitment and training of staff to the final commissioning and testing of equipment and systems. Our comprehensive support ensures a seamless and successful opening.

In addition to personnel preparation, our team will implement the necessary Software systems, including the setup and hosting of the Property Management System (PMS), which encompasses Front of House, Back of House, and Point of Sale (POS) systems, as well as the ARCH Central Reservation System (CRS). The CRS includes a booking engine, channel manager, and rate shopping tools, all essential for efficient online distribution and revenue management.

During this time, our corporate team will be on-site at the hotel, closely overseeing the opening procedures, conducting staff training, and ensuring the systems are correctly set up and functional. This hands-on approach guarantees that the hotel is fully prepared to provide exceptional service from day one.



## Hotel Management

Following the soft opening, our hotel management services transition into a phase of continuous daily oversight aimed at maximizing efficiency and driving revenue. We implement dynamic revenue management strategies that leverage data analytics to optimize both occupancy and pricing, ensuring peak revenue performance. In addition, our marketing and brand positioning efforts focus on targeted campaigns, social media engagement, and partnerships with travel influencers, expanding your hotel's visibility and reach. The Archipelago Central Reservation System (CRS) supports these efforts by offering advanced online tools that boost profitability and streamline operations.

Operational excellence is at the core of our approach. We ensure that all hotel functions, from front desk operations to housekeeping and engineering, are aligned with best practices to maintain high standards of quality and efficiency. Our comprehensive financial oversight includes detailed reporting, regular audits, and cost-saving measures that support the hotel's financial health without compromising service levels. Additionally, our commitment to food and beverage (F&B) excellence enhances guest satisfaction and drives revenue through curated dining experiences and event services.

We also focus on staff development, ensuring continuous training in service standards, operational efficiency, and leadership. Regular corporate visits ensure compliance with brand standards, while our public relations strategies help maintain a strong hotel reputation through media outreach and community engagement. Lastly, our engineering and maintenance teams keep the hotel in top condition, ensuring safety, functionality, and aesthetic appeal, all of which contribute to an exceptional guest experience.



Royal Malioboro by Aston



Aston Makassar Hotel & Convention Center

# Franchise Plus

Hotels today face three significant challenges that can hinder their success in a competitive industry. Establishing a strong brand presence, implementing the right technology, and maintaining robust online connectivity are crucial for staying ahead. Addressing these issues is essential for driving guest satisfaction, optimizing operations, and maximizing revenue.

## 01. LEVERAGING A STRONG BRAND

Hotels often struggle to gain visibility in a crowded market. By partnering with one of our established brands, they benefit from instant recognition and trust. Our strong brand identity helps hotels attract more guests, build credibility, and create a lasting impression, giving them a competitive edge right from the start.

## 02. IMPLEMENTING THE RIGHT TECHNOLOGY

Efficient operations and guest satisfaction rely on using the right technology. With our Sentec PMS, hotels can streamline management processes, improve operational efficiency, and enhance the guest experience. Having the right tech in place ensures smoother operations, better decision-making, and a more personalized service for guests.

## 03. ENSURING ONLINE CONNECTIVITY

In today's digital landscape, strong online connectivity is essential. Through our "Powered by Archipelago" service, hotels benefit from a comprehensive solution that includes website development, online booking systems, and distribution channels. This seamless integration helps hotels maximize visibility, drive bookings, and stay competitive in a fast-paced online environment.

# Branding

Hotels benefit significantly from having a recognized brand attached to them, as it enhances their credibility and market visibility. A strong brand attracts loyal customers who trust the consistency and quality associated with it, leading to higher occupancy rates and premium pricing opportunities. It also provides access to global marketing platforms, reservation systems, and loyalty programs, which can drive direct bookings and reduce reliance on third-party channels. Additionally, the operational support, training, and established standards offered by a brand help improve service quality, streamline operations, and increase overall profitability.



Aston Serang Hotel & Convention Center



Aston Priority Samarupang Hotel & Conference Center



Aston Serang Hotel & Convention Center

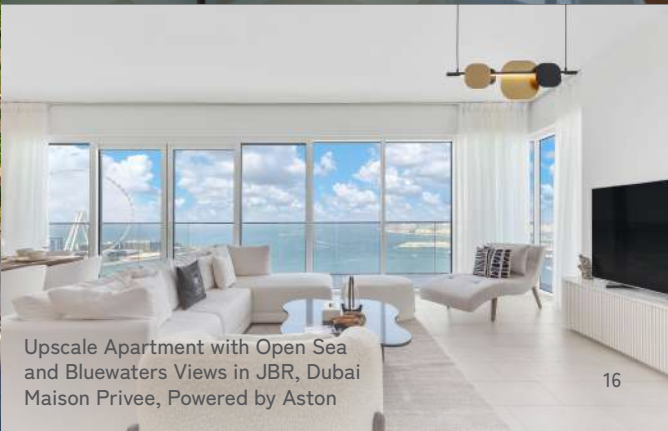
Savoy Hotel, Boracay  
Powered by Aston



Paradise Garden Hotel and Convention, Boracay  
Powered by Aston



Ubud Green Resort Villas, Ubud  
Powered by Archipelago



Upscale Apartment with Open Sea  
and Bluewaters Views in JBR, Dubai  
Maison Privee, Powered by Aston

# Powered by Archipelago

## A One-Stop Solution 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.



# Unlocking the Power of the Purchase Journey with Powered by Archipelago

At Powered by Archipelago, we understand that the key to a hotel's success lies not just in attracting guests but in deeply understanding their journey from consideration to booking, stay, and beyond. Our services are designed to empower hotels to meticulously track and optimize the purchase journey, ensuring every touchpoint is an opportunity to enhance the guest experience and maximize revenue. Here's how Powered by Archipelago makes a difference:

## 01

### **Personalized Guest Experiences**

Leveraging our advanced analytics and insights, Powered by Archipelago enables hotels to gain a profound understanding of their guests' preferences and behaviors. This knowledge allows for unparalleled personalization, making every guest feel uniquely valued from the moment they start their booking journey.

## 02

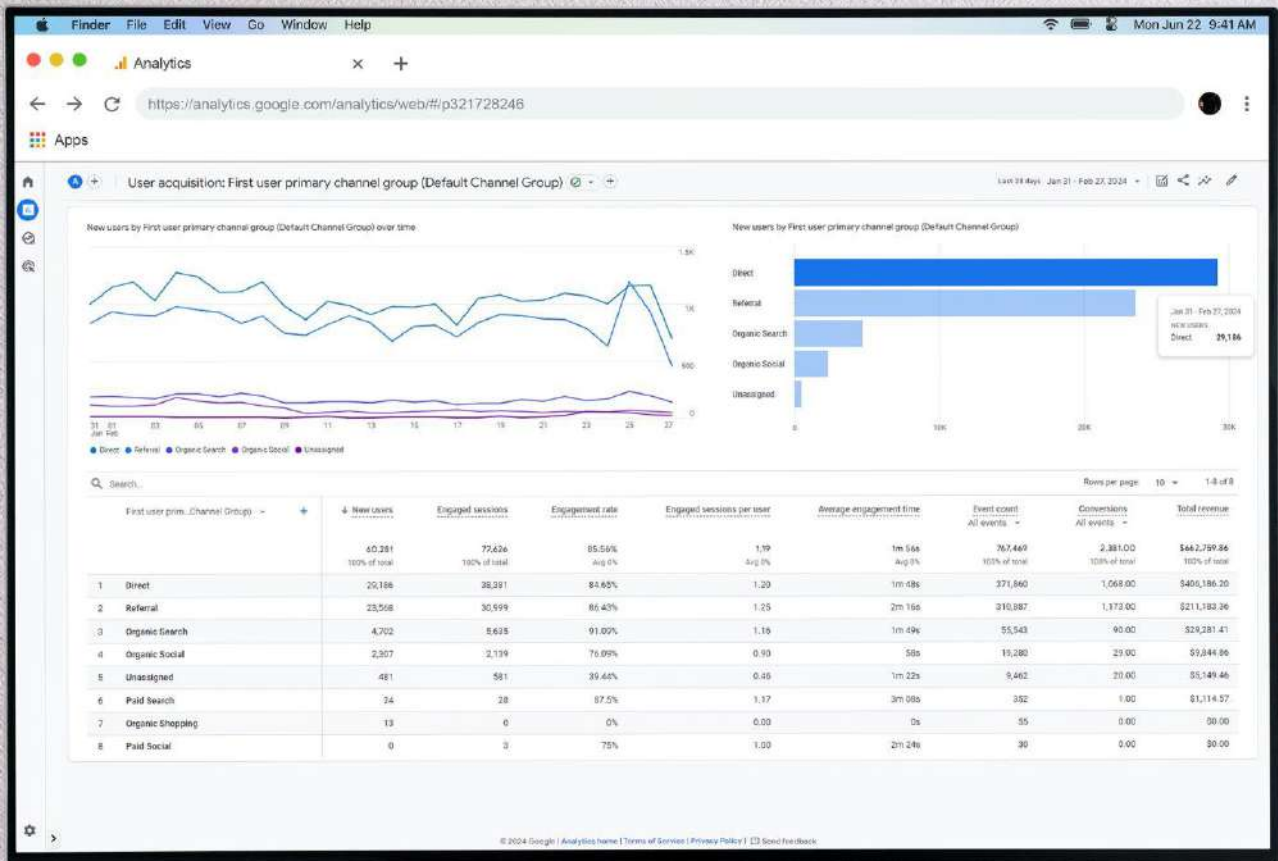
### **Strategic Marketing Optimization**

With Powered by Archipelago, hotels can pinpoint the most effective marketing channels and touchpoints throughout the purchase journey. Our tools help allocate your marketing budget more efficiently, ensuring you invest in channels that genuinely drive conversions and direct bookings.

## 03

### **Direct Booking Enhancement**

We specialize in optimizing the direct booking process, offering strategies and incentives designed to encourage guests to book directly through your channels. This not only improves your profit margins but also builds a direct relationship with your guests from the outset.



## 04

### **Purchase Journey**

Powered by Archipelago's insights into the guest purchase journey illuminate operational improvements and innovation opportunities, ensuring that every aspect of the guest experience is seamless and exceeds expectations.

## 05

### **Competitive Edge**

In a crowded market, Powered by Archipelago gives hotels a significant competitive advantage. By understanding and optimizing every step of the guest journey, our partner hotels deliver exceptional experiences that set them apart.

## 06

### **Continuous Improvement and Loyalty Building**

Our approach creates a feedback loop for continuous enhancement of the guest experience, fostering loyalty and transforming guests into enthusiastic brand advocates. Powered by Archipelago not only helps you understand your guests' current needs but also anticipates future trends, keeping you ahead in the hospitality game.

Powered by Archipelago can be your partner in unlocking the full potential of the purchase journey, ensuring that every interaction with your hotel is an opportunity to impress, engage, and retain guests. Our comprehensive suite of services empowers hotels to track, understand, and enhance the guest experience at every touchpoint, driving loyalty, and profitability in an ever-competitive landscape.



Aston Cilegon Boutique Hotel



Aston Anyer Beach Hotel



Aston Serang Hotel & Convention Center

# Architecture & Interior Design Service

Archipelago International's design professionals draw from the client's vision to develop an architectural expression appropriate to their preferences 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 questions, not answers. We 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 customers 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 Drawings (DED)  
All drawings for preliminary tender

TO LEARN MORE, [CLICK HERE](#)



# Technology

## 01

### Software Development

Our 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.

## 02

### 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 effort 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..

## 03

### 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 can easily be one of the largest revenue channels that a business can have. Archipelago is acutely aware of this and we prioritize it as if it can make or break a business, because it can.

TO LEARN MORE ABOUT:  
SENTEC **PMS**, [CLICK HERE](#)  
SENTEC **EMS**, [CLICK HERE](#)