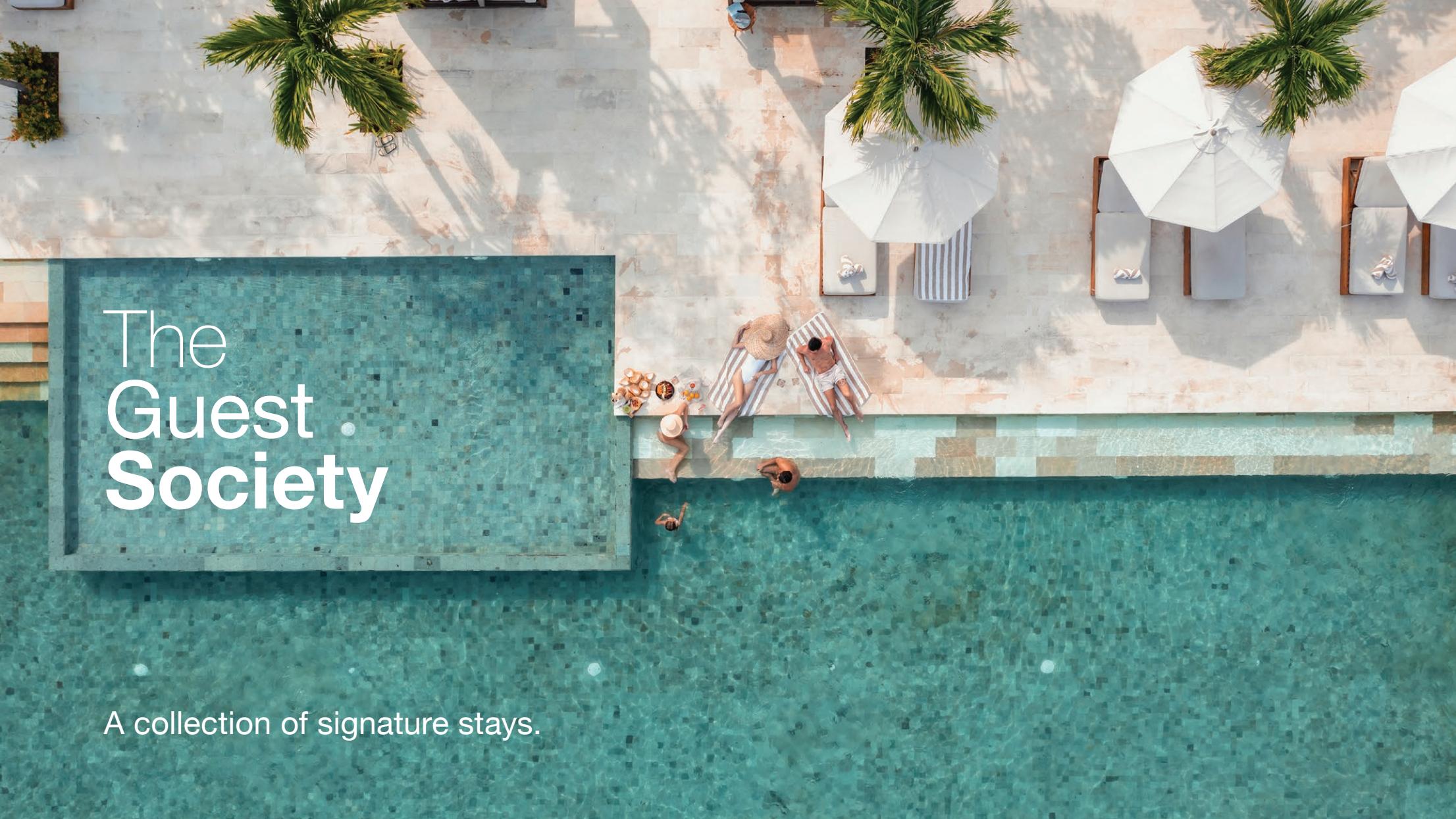
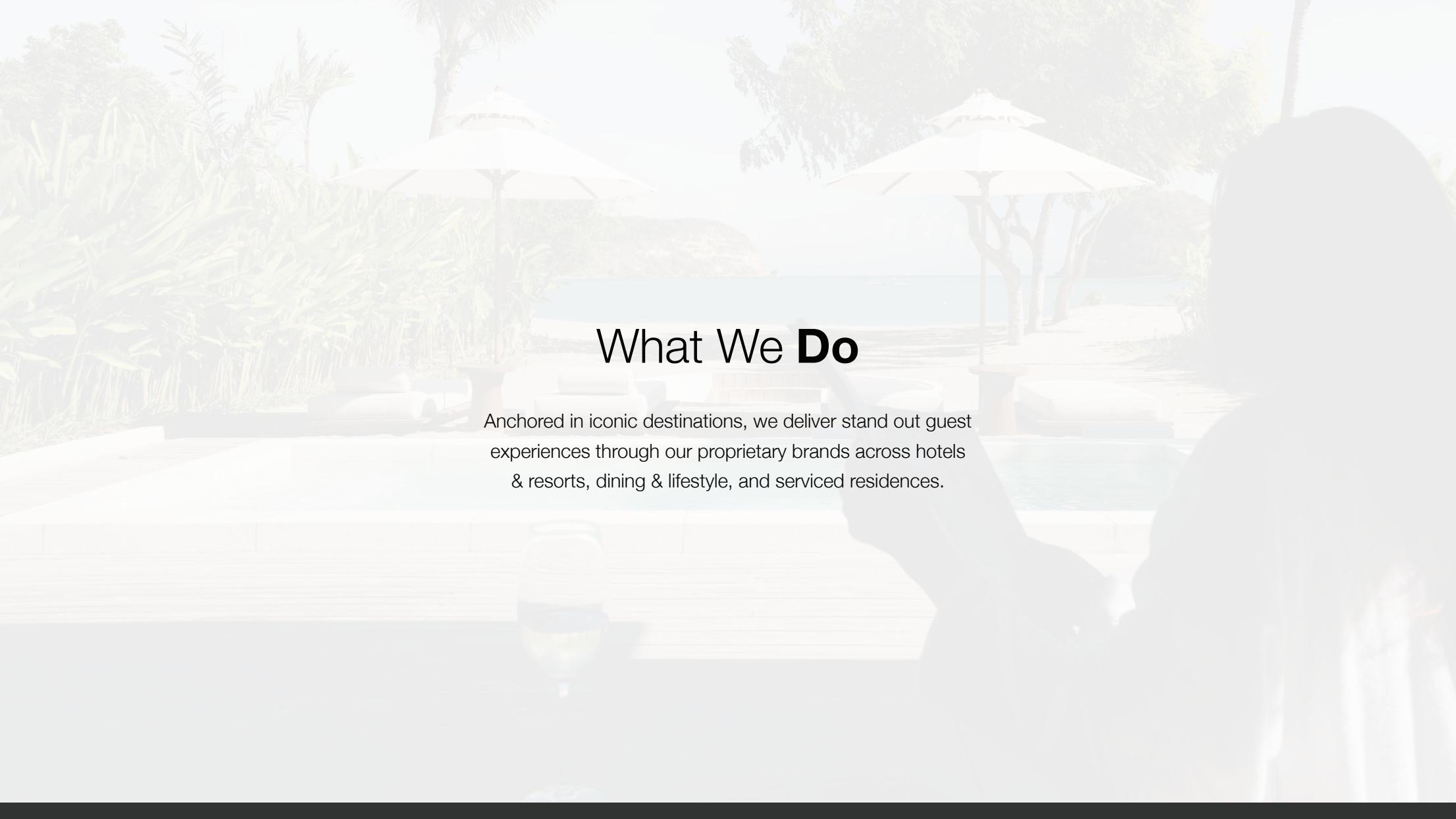


The Guest . Society

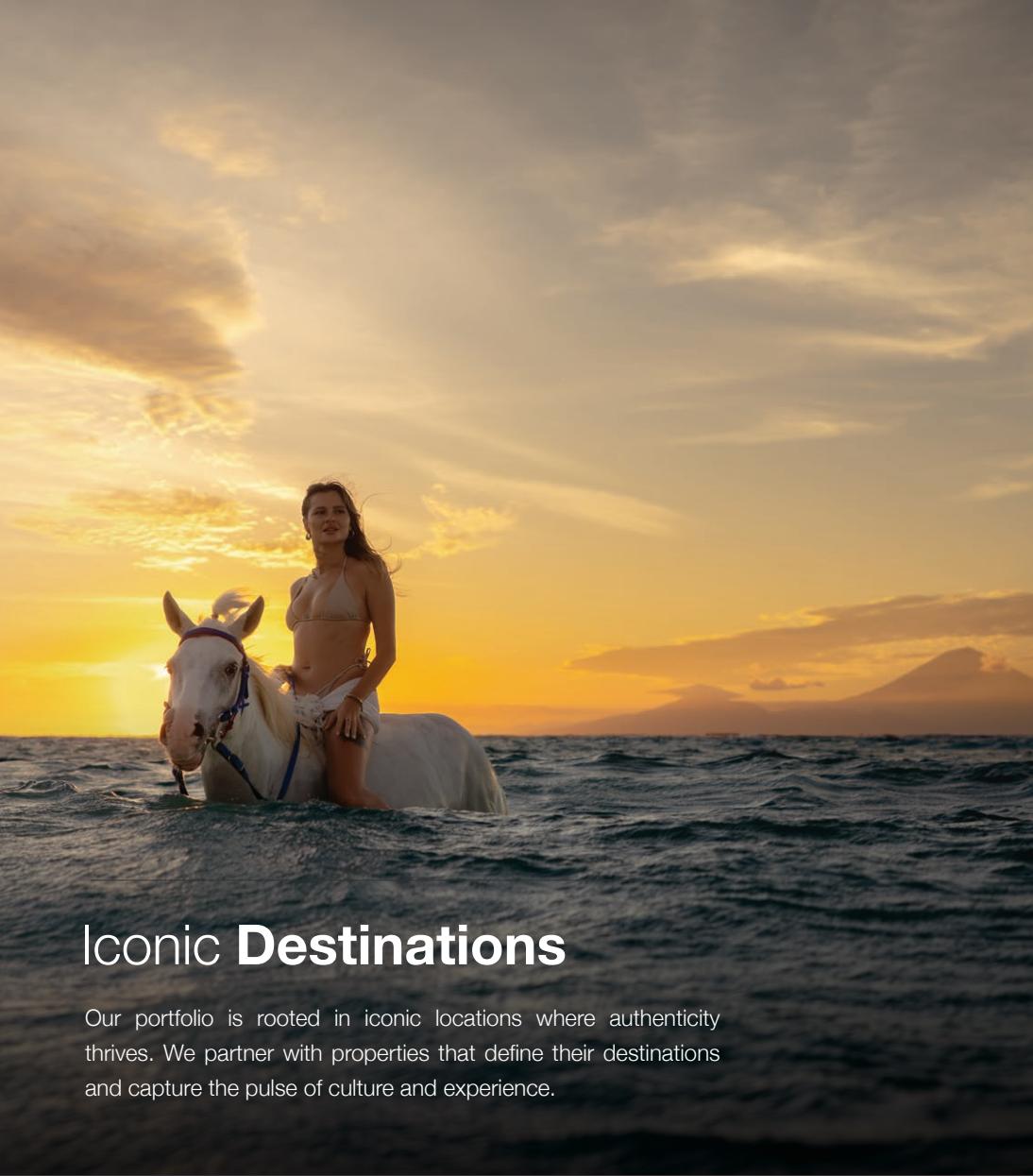
A collection of signature stays.





What We **Do**

Anchored in iconic destinations, we deliver stand out guest experiences through our proprietary brands across hotels & resorts, dining & lifestyle, and serviced residences.



Iconic Destinations

Our portfolio is rooted in iconic locations where authenticity thrives. We partner with properties that define their destinations and capture the pulse of culture and experience.



The
Guest
Society

For those
who travel differently.

The Guest Society

Where every
guest belongs.



Distinct **Experiences**

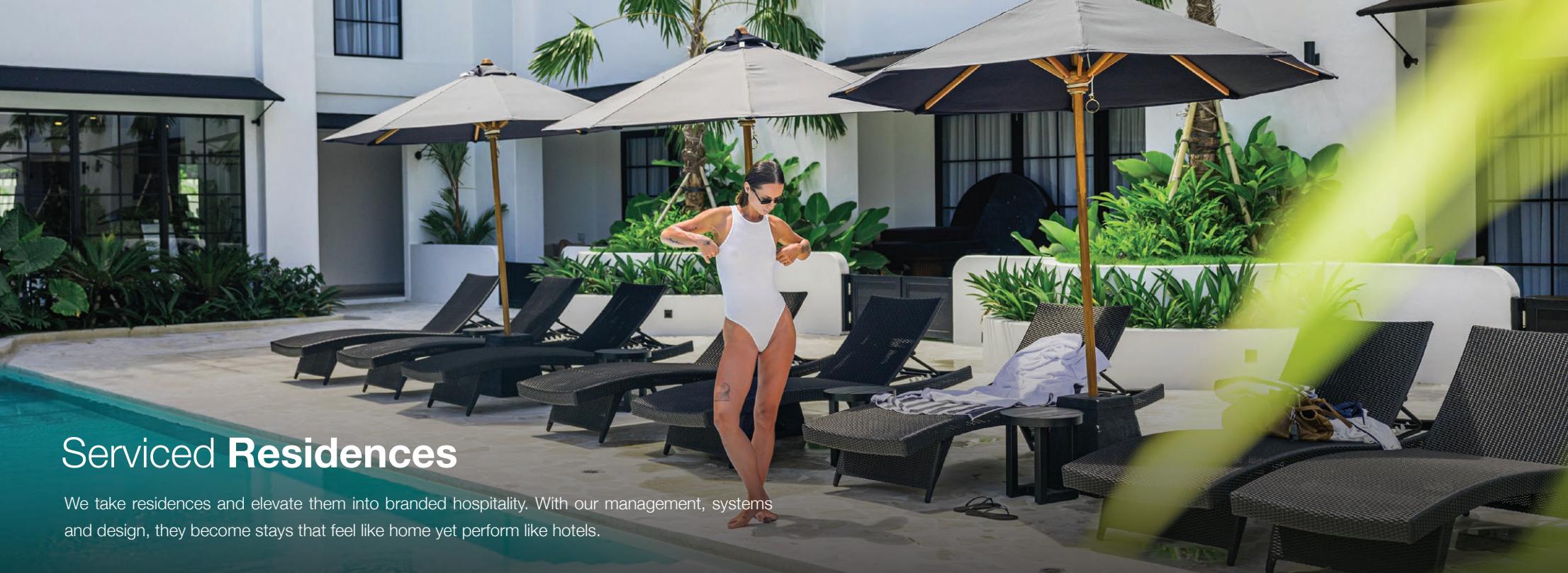
Delivering experiences that connect and leave a lasting impression. Not just accommodation, but anticipating needs, being customer-focused in every detail, and surprising in ways that matter.



Hotels & Resorts

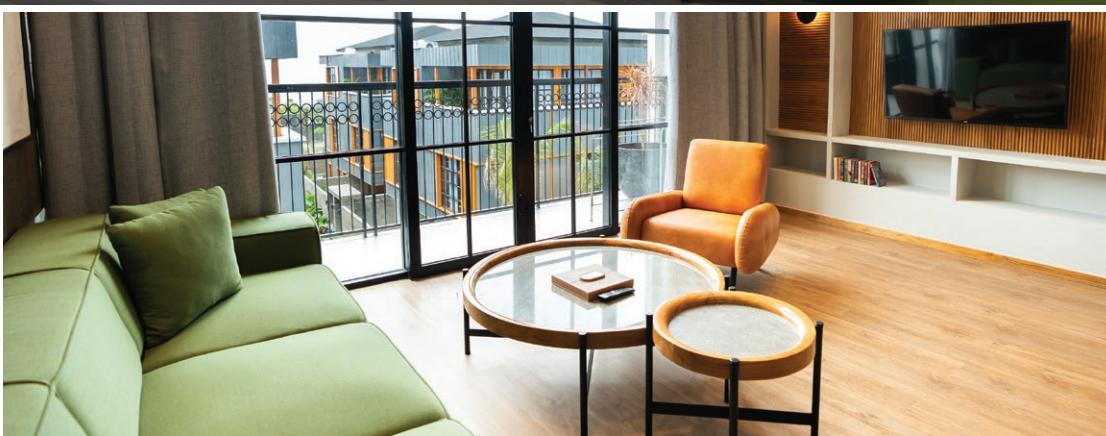
We take properties and turn them into destination hotels and resorts. With our brands, operational management and expertise, a lasting identity is created.





Serviced **Residences**

We take residences and elevate them into branded hospitality. With our management, systems and design, they become stays that feel like home yet perform like hotels.





Dining & Lifestyle

Complementing destinations with integrated restaurants, bars, and lifestyle spaces that create the heart and soul of each property. These are not just amenities but sub-brands, defining the character of the destination, shaping the guest experience, and becoming memorable touchpoints that stand independently while strengthening the whole.



by TheGuestSociety



COCANA
RESORTS



SECANA
BEACHTOWN



KUARA
LOMBOK



AMALI
LUXURY
RESIDENCE



SOMOSHOTELS



KIARA

The Guest Society

A world of places,
one society.



Who We Are

We are a brand and Hotel & Resort Management. company with full-service capabilities and a portfolio of distinct brands, each positioned for defined market segments and guest profiles.

Hotel & Resort Management
Marketing & Brand Management
F&B Operations

Our Brand Spectrum



Flexible Living,
Serviced Residence



Lifestyle,
Hotel, Serviced Residence



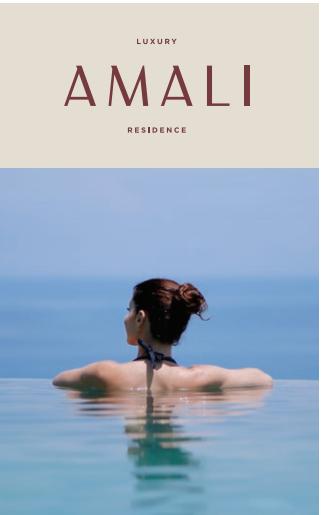
Lifestyle,
Hotel



Leisure,
Resort



Heritage,
Resort



Prestige,
Hotel, Serviced Residence

Midscale

Upscale

Ultra - Luxury

Market Tier: Ultra-Luxury, Luxury, Upscale, Midscale

Defines the level of positioning, price point, and service standard at which the brand competes.

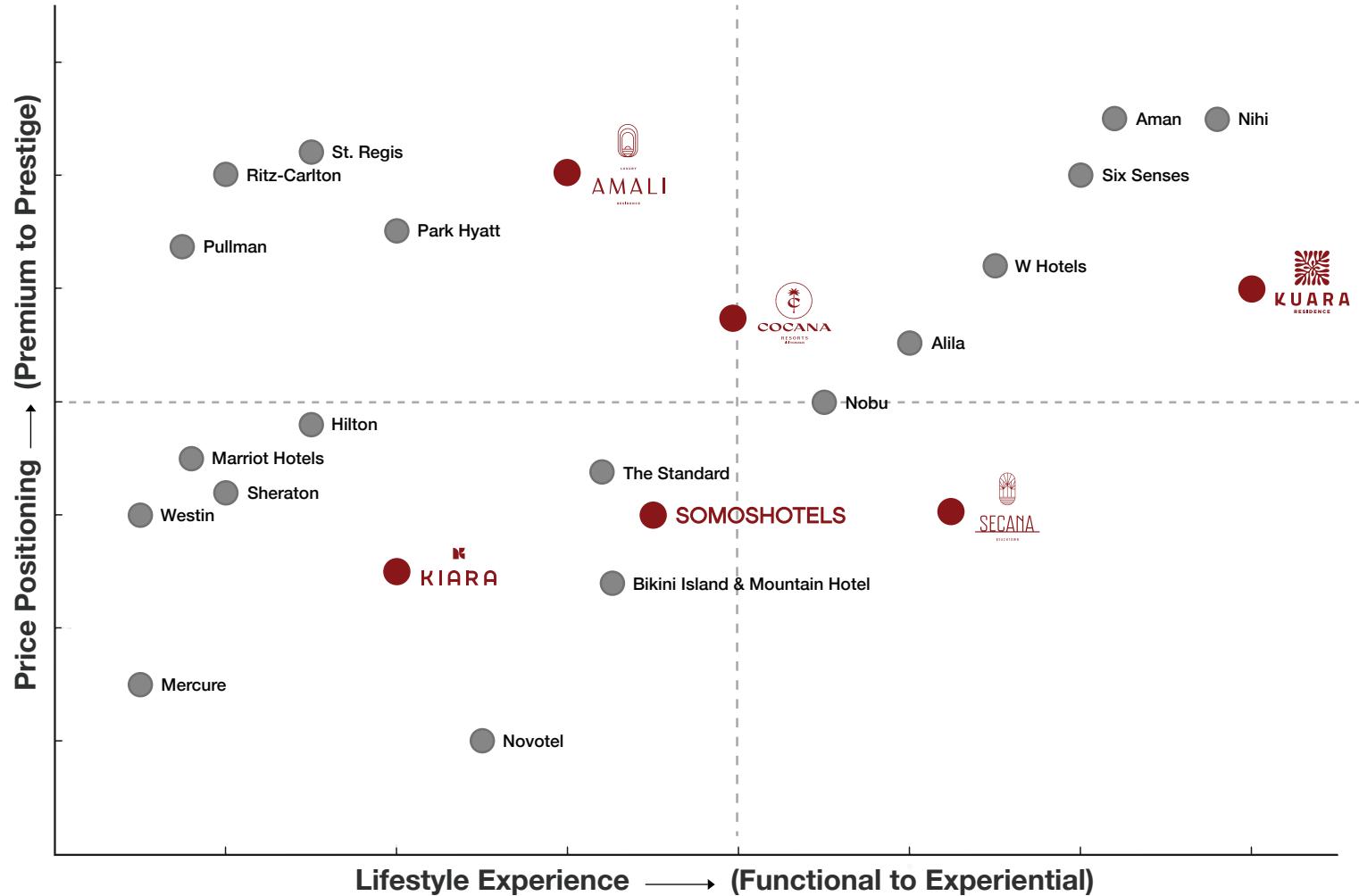
Product Type - Form: Hotel, Resort, Serviced Residence

Describes the physical structure and scale of the property, from resorts and hotels to branded residences and villas.

Product Type – Function: Prestige, Lifestyle, Heritage, Leisure, Flexible Living, Extended Stay

Captures the style and purpose of stay, shaping the guest experience through concepts such as lifestyle, boutique, leisure, or extended stay.

Our Brand **Spectrum**



Authenticity vs **Uniformity**

Younger, fresher hotel brands deliver what today's travellers value most: authenticity, adaptability, and emotional connection.

Unlike legacy chains weighed down by rigid systems, these brands innovate quickly, adapt with local culture, and create experiences that resonate. The result is stronger loyalty, faster market relevance, and a sharper long-term asset.



Why Agility Wins

Faster to **adapt** to traveler values.

Lean operations with **smarter** tech use.

Distinctive design and storytelling.

Local **culture** embedded in every stay.

Experiences guests want to share online.

Loyalty built through **emotion**.

Where Giants Fall **Short**

Global rules **erase** local authenticity.

Scale **dilutes** personal connection.

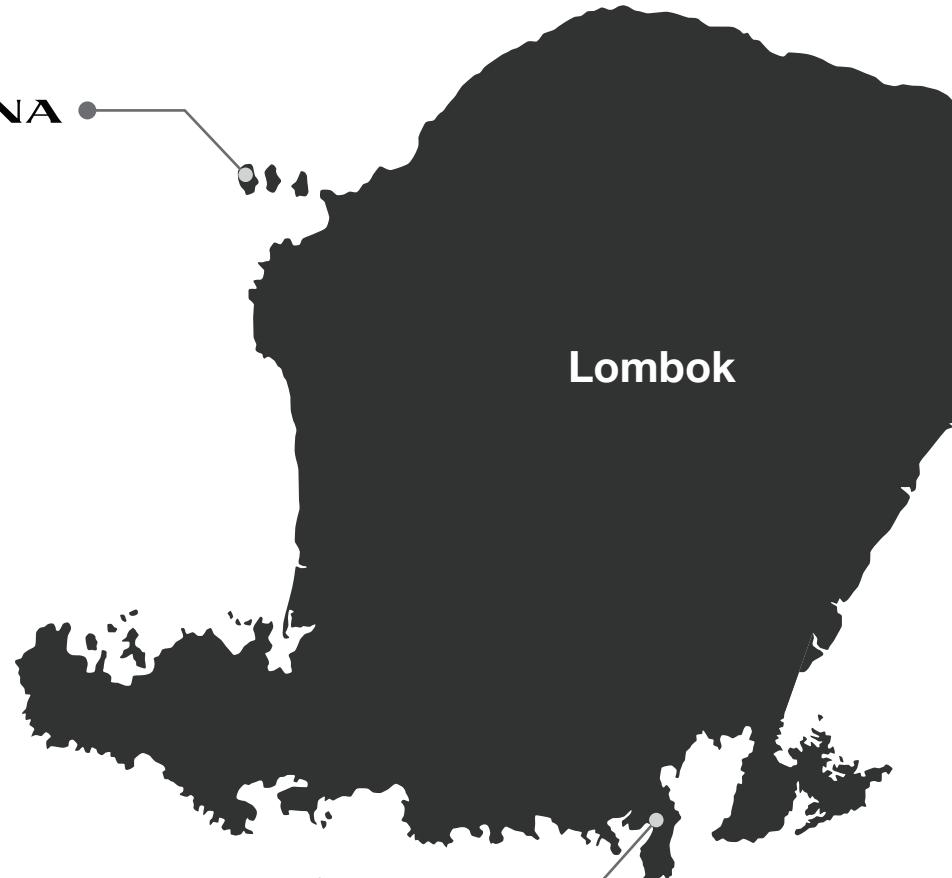
Innovation **slowed** by corporate layers.

Standardized templates breed **sameness**.

Where We Are



COCANA
RESORTS



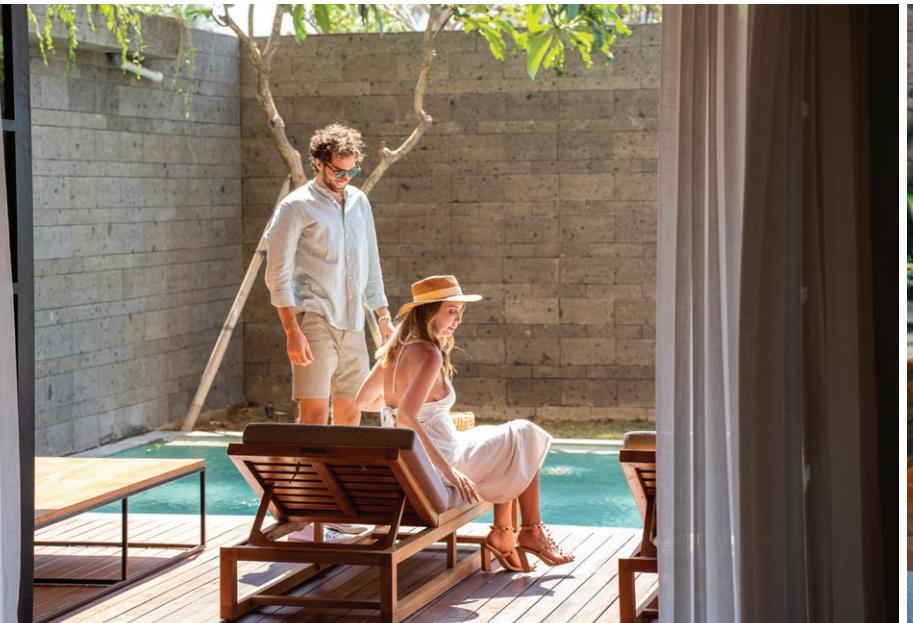
KUARA
LOMBOK



Secana is built around bold design and extensive facilities, creating destinations where guests can live, socialise, and stay connected. It offers the scale of amenities usually found in urban hotels, reimagined in a tropical setting with pools, dining venues, co-working, fitness, wellness, and social spaces that together deliver a complete hospitality experience for modern travelers.



LIVE YOUR BEST BEACHSIDE LIFE





Existing Project

Secana Beachtown – Canggu, Bali



SECANA BEACHTOWN

Brand Positioning Statement

Bold, design-led living for modern travelers.

Segment Framework

- Market Tier: Upscale
- Form: Hotel, Serviced Residence
- Function: Lifestyle

Guest Experience / Personality

- Contemporary architecture and interiors with a strong design focus
- Seamless mix of hotel services and private residences
- Designed for a new generation of globally connected guests

Value for Owners / Investors

Lifestyle positioning in a high-demand market, delivering broad appeal and long-term performance.

Optimal Development and Location Fit

- 100–200 keys with pool clubs, rooftop bars, and social dining
- High-energy districts with vibrant dining, nightlife, and creative culture
- Short to medium stays



COCANA RESORTS

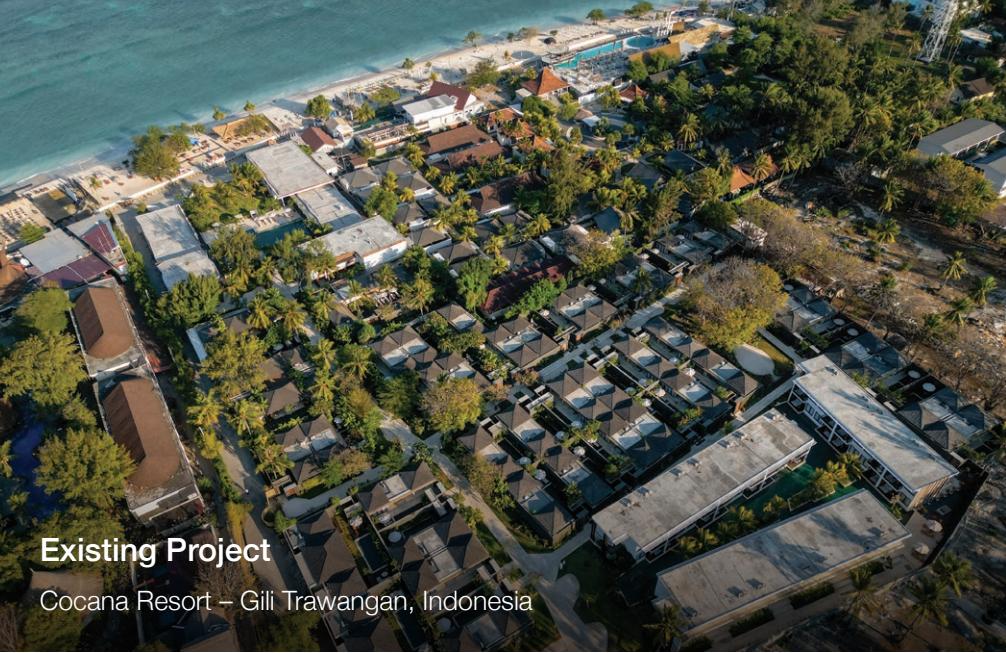
Cocana Resort offers a stylish yet relaxing take on tropical escapes, designed for couples, families, and groups seeking comfort with a sense of island ease. Each property combines barefoot living with the scale of a full resort, bringing together pools, beach clubs, dining, spa and wellness, and a wide range of activities that make every stay memorable.





Floating in a turquoise sea
and fringed by white sands
and coconut palms.





Existing Project

Cocana Resort – Gili Trawangan, Indonesia



COCANA RESORTS

Brand Positioning Statement

Relaxed and stylish island retreat for couples and families.

Segment Framework

- Market Tier: Upscale
- Form: Resort
- Function: Leisure

Guest Experience / Personality

- Effortless island living with a contemporary touch
- Choice of villas and rooms designed for comfort and flexibility
- Beachfront setting with pools, dining, and leisure activities
- Welcoming atmosphere suited to couples, families, and group getaways

Value for Owners / Investors

Upscale leisure positioning in a globally recognised destination, combining broad demand with strong commercial performance.

Optimal Development and Location Fit

- 50–150 keys with multiple dining venues and family-focused facilities
- Leisure-driven beachfront or island destinations
- Short holidays and family vacations



KUARA

LOMBOK

Kuara represents boutique luxury in harmony with nature, designed for travellers seeking tranquillity and authenticity. Each resort highlights local craftsmanship and natural materials, combining villas with private pools, beachfront settings, and spaces for wellness and reflection. The result is an intimate escape that feels rooted in its surroundings while delivering the comforts of a modern luxury resort.





*“Experience
Authentic
Heritage”*





KUARA RESORTS

Brand Positioning Statement

Tranquil, nature-connected escape rooted in local craftsmanship.

Segment Framework

- Market Tier: Luxury
- Form: Resort
- Function: Boutique

Guest Experience / Personality

- Boutique scale with a sense of privacy and intimacy
- Villas with private pools and beachfront access
- Design and materials inspired by local culture and landscape
- Wellness, spa, and relaxation at the heart of the guest journey

Value for Owners / Investors

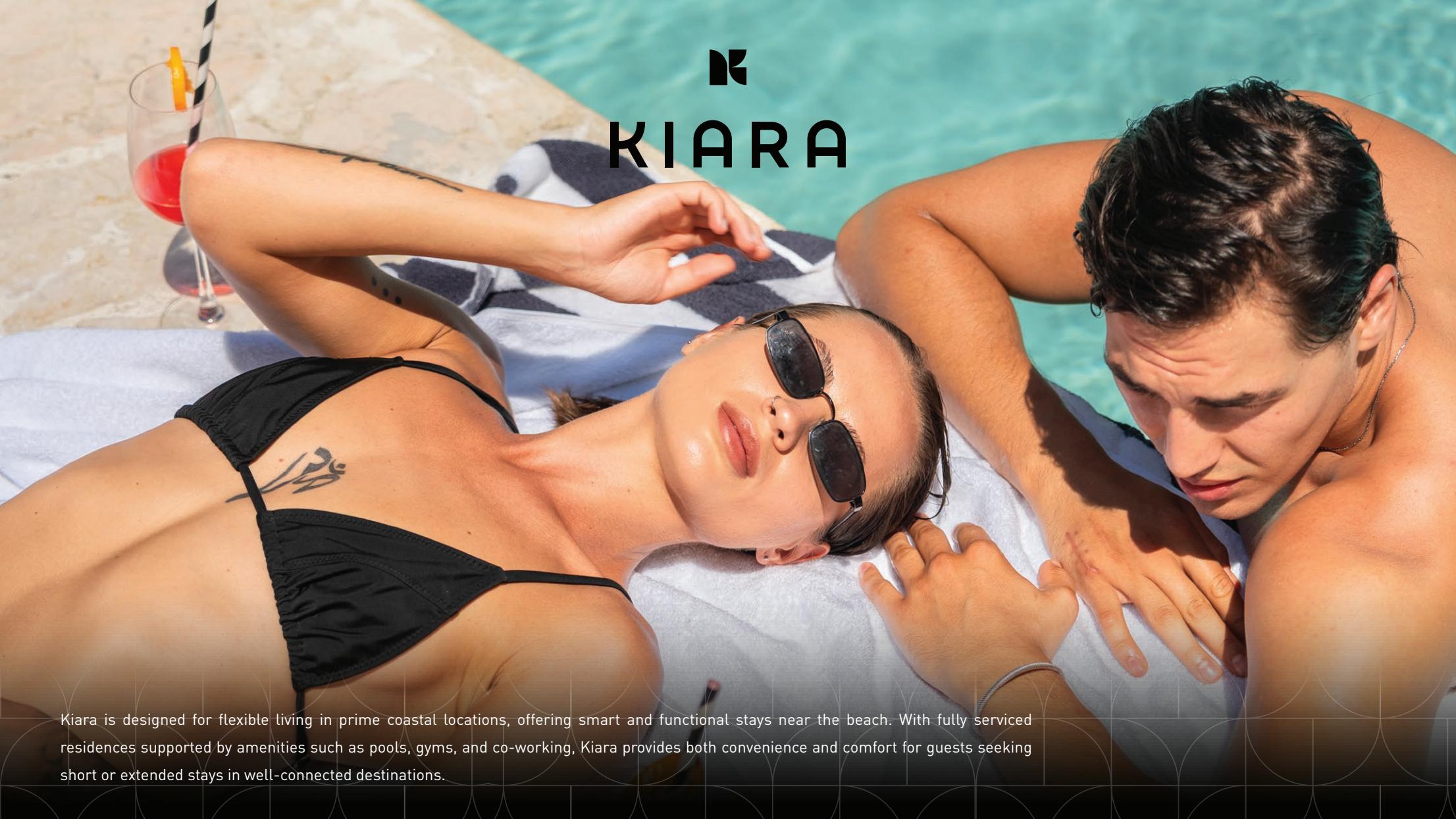
Luxury boutique positioning in emerging destinations, combining distinctiveness with growing demand for authentic, experience-led travel.

Optimal Development and Location Fit

- Boutique-scale 20–50 keys with crafted design and wellness focus
- Secluded settings such as tranquil beaches, remote islands, or heritage landscapes
- Short retreats and extended escapes



KIARA



Kiara is designed for flexible living in prime coastal locations, offering smart and functional stays near the beach. With fully serviced residences supported by amenities such as pools, gyms, and co-working, Kiara provides both convenience and comfort for guests seeking short or extended stays in well-connected destinations.



LIVE
WHERE SEA
AND SKY MEET





KIARA

Brand Positioning Statement

Smart, functional stays near the beach.

Segment Framework

- Market Tier: Midscale
- Form: Serviced Residence
- Function: Flexible Living

Guest Experience / Personality

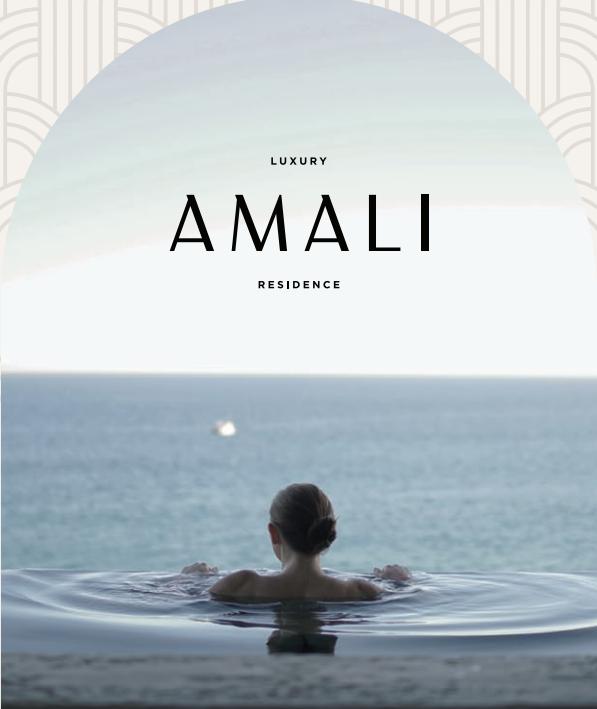
- Residences designed for comfort and efficiency
- Amenities that support both short and long stays
- Convenient coastal locations close to lifestyle attractions
- Balanced approach between practicality and leisure

Value for Owners / Investors

Midscale positioning with broad market appeal, capturing strong demand for serviced residences in beachside destinations.

Optimal Development and Location Fit

- 50–150 units with co-working, gym, and flexible living amenities
- Coastal destinations with demand for medium and long stays
- Extended stays and flexible living



LUXURY
AMALI
RESIDENCE

Amali represents the pinnacle of ultra-luxury hospitality, defined by iconic locations and prestige services. Each property combines architectural excellence with resort-scale amenities, creating destinations designed for discerning global travellers. With residences and hotels positioned on some of the world's most remarkable coastlines, Amali sets a standard of permanence and prestige.



TIMELESS LUXURY
IMPECCABLE SERVICE
BREATHTAKING OCEAN VIEW





Existing Project

Amali Luxury Residence – Uluwatu, Bali



Amali Luxury Hotel – Uluwatu, Bali



AMALI LUXURY RESIDENCE

Brand Positioning Statement

Prestige with iconic location for discerning global travellers.

Segment Framework

- Market Tier: Ultra-Luxury
- Form: Serviced Residence, Hotel
- Function: Prestige

Guest Experience / Personality

- Ultra-luxury apartments and hotel suites with expansive views
- Exclusive club, wellness, and dining facilities
- Service culture defined by discretion and refinement
- Residences and hospitality experiences built for longevity and legacy

Value for Owners / Investors

Ultra-luxury positioning in rare, iconic sites, combining limited supply with enduring global demand.

Optimal Development and Location Fit

- Large-format luxury developments with suites, spa, and dining
- Iconic destinations such as cliff-fronts, exclusive coastlines, or landmark urban districts
- Long stays and prestige travel



SOMOSHOTELS



SOMOSHOTELS is a four-star hotel brand defined by contemporary design, walk-in walk-out convenience, and extensive amenities. Each hotel combines rooms with large-scale facilities such as pool club, dining, spa, and fitness, alongside integrated commercial areas that attract both guests and the wider community.

SOMOSHOTELS.

A vibrant and eclectic brand, merging tropical allure with urban flair. Designed for modern millennials, SOMOSHOTELS offers a community-centric, lifestyle-focused experience where comfort, creativity, and playfulness coalesce in an environment that is both trendy and affordable.



SOMOS ON VACATION

SOMOSHOTELS.COM





Existing Project

SOMOSHOTELS – Uluwatu, Bali



SOMOSHOTELS

Brand Positioning Statement

Contemporary hotel living designed for connection and convenience.

Segment Framework

- Market Tier: Midscale
- Form: Hotel
- Function: Lifestyle

Guest Experience / Personality

- Design-led hotel rooms with comfort and style
- Walk-in walk-out access in prime locations
- Extensive amenities including pool club, dining, spa, and fitness
- Commercial areas with retail and social venues

Value for Owners / Investors

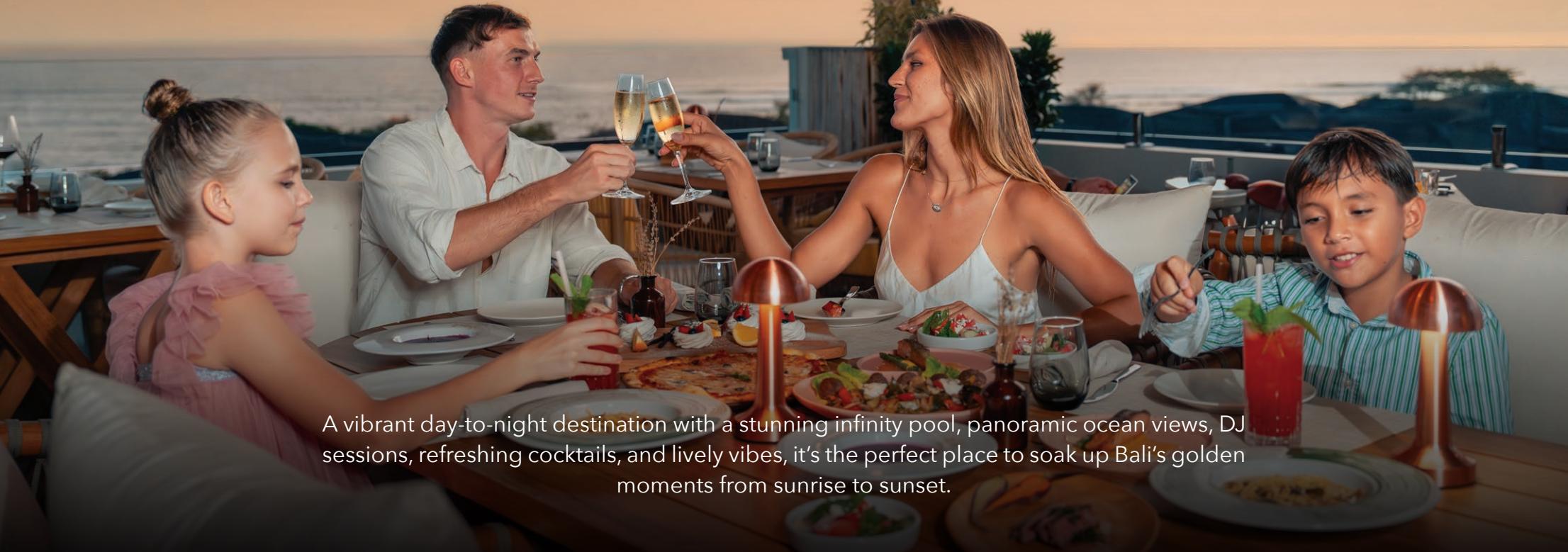
Midscale four-star positioning with broad appeal, combining guest demand with strong performance from extensive facilities and commercial integration.

Optimal Development and Location Fit

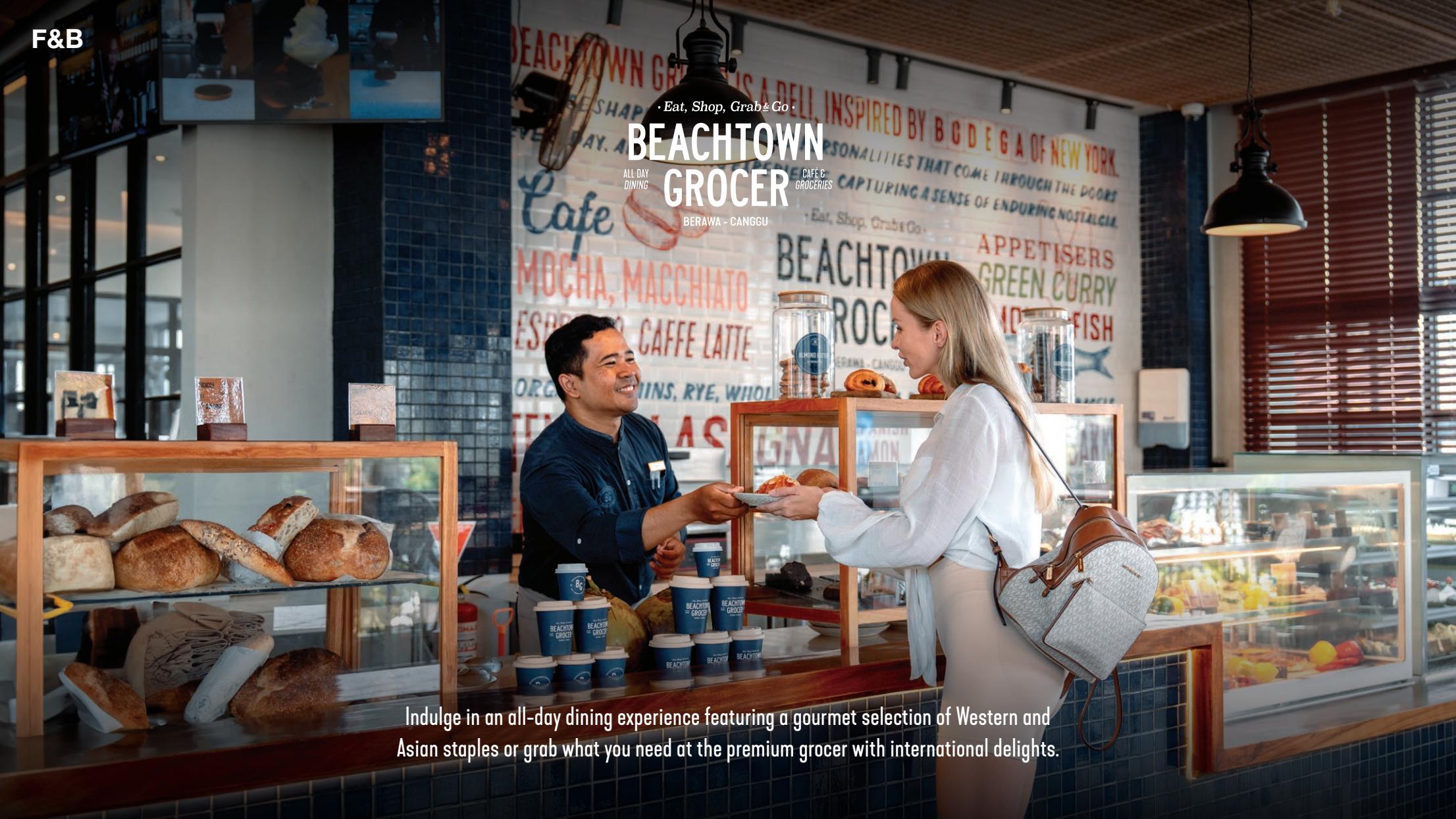
- 200–300 keys with integrated retail, F&B, fitness, and event facilities
- Lifestyle corridors such as entertainment districts or mixed-use hubs with heavy footfall
- Short and medium stays

F&B

Secana
ROOFTOP



A vibrant day-to-night destination with a stunning infinity pool, panoramic ocean views, DJ sessions, refreshing cocktails, and lively vibes, it's the perfect place to soak up Bali's golden moments from sunrise to sunset.



Eat, Shop, Grab & Go.

BEACHTOWN GROCER

ALL DAY DINING CAFE & GROCERIES BERAWA - CANGGU

Indulge in an all-day dining experience featuring a gourmet selection of Western and Asian staples or grab what you need at the premium grocer with international delights.

F&B

KONG

JL. PANTAI BERAWA NO.14
BALI

Contemporary Bistro Chic in Berawa, Bali

F&B

PACIFICA

"COCANA"



Pacifica by Cocana is the all-day restaurant at Cocana Resort, serving an international menu crafted with high standards and complemented by refreshing drinks.

COCANA
SUNSET
Club



Cocana Sunset Club floats in Gili T's golden afterglow—an inviting day beach club exuding chill vibes, laid-back luxury, and a shimmering, seductive charm.



HONEY & SMOKE

UBUD

Honey & Smoke is a wood fire restaurant in Ubud with a speakeasy feel. Flavours kissed by smoke in our vibrantly designed bistro and cocktail bar.



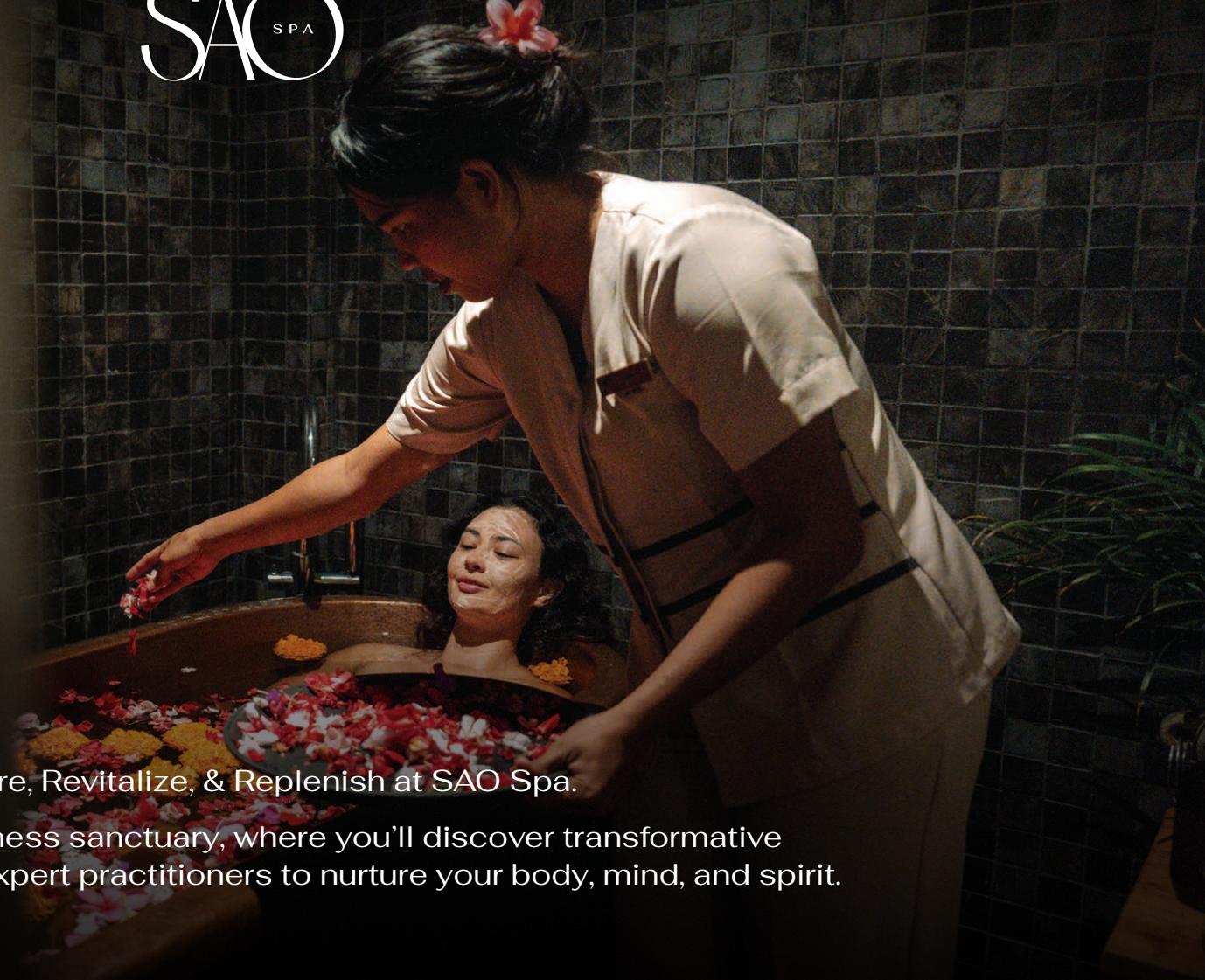
Hujan Locale is an ode to the unique ingredients and flavours of the archipelago. An edible journey through traditional street food recipes, elevated with modern flavours and interpretations.

LIFESTYLE

sayaCLUB

A photograph of four people in a gym, each using a rowing machine. From left to right: a man in a black t-shirt and shorts shouting with effort; a man in a black tank top and shorts smiling; a woman with blonde hair tied back, wearing a grey tank top and dark shorts, shouting; and a man in a black t-shirt and blue shorts looking forward. The gym has a modern design with green and black walls.

Your inclusive destination for gym,
work, & recovery



Restore, Revitalize, & Replenish at SAO Spa.

Step into your wellness sanctuary, where you'll discover transformative treatments guided by expert practitioners to nurture your body, mind, and spirit.

Technical Capabilities

Rooms & Guest Services

Front office & reservations
Concierge & guest relations
Housekeeping productivity & standards
Accessibility & safety

Food & Beverage

Concept and menu engineering
Kitchen, bar and stewarding operations
Cost control and inventory
Food safety compliance

Pre-Opening & Relaunch

Critical path and timelines
OS&E and FF&E procurement
Talent hiring and training
Channel setup, rate loading and launch

Operations & Engineering

SOP design and audits
Preventive maintenance and asset care
Security and life-safety
Night audit and cash control

Guest Experiences & Events

Spa and wellness programming
Fitness, pool, beach and kids club
Weddings, conferences and social events
AV services and production

Commercial, Sales & Revenue

Front office & reservations
Concierge & guest relations
Housekeeping productivity & standards
Accessibility & safety

Brand, Marketing & CRM

Brand architecture, naming and identity
Website UX and booking flow
SEO, SEM, paid social and campaigns
Loyalty, lifecycle, reviews and messaging

Finance, People & Risk

Budgeting, forecasting and P&L
Controls, audits and owner reporting
Workforce planning, L&D and performance
Licensing, permits and insurance

Technology

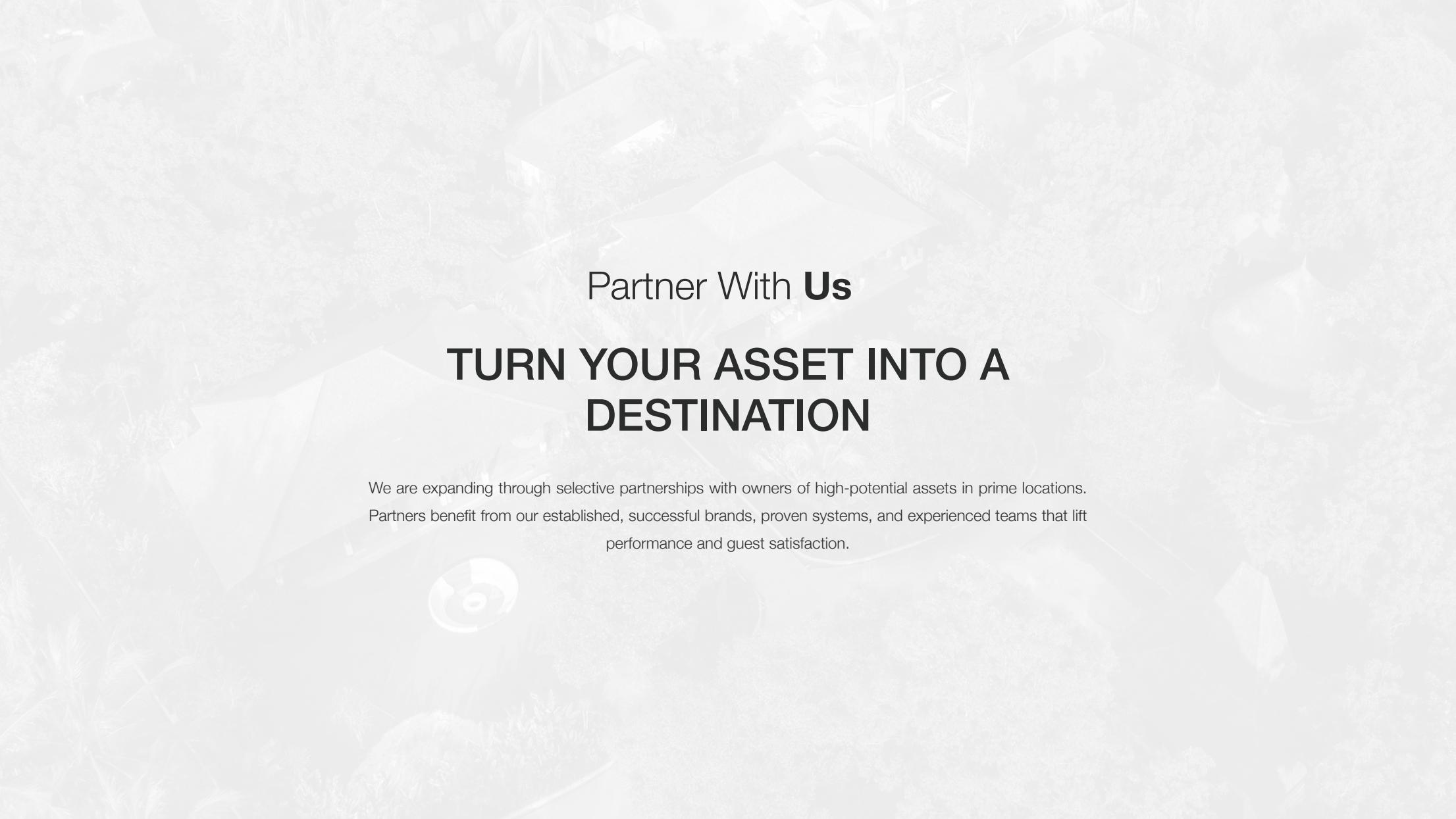
PMS, POS, CRS and RMS selection and rollout
Channel manager and payments
Guest Wi-Fi, IPTV and in-room tech
Cybersecurity, data privacy and BI

Development, Procurement & Sustainability

Feasibility and space programming
Design review and construction liaison
Vendor sourcing, RFPs and pricing
ESG, local sourcing and waste reduction

Residences & Owner Services

Rental program design
Inventory allocation and blackout rules
Owner relations and statements
HOA setup and governance



Partner With **Us**

TURN YOUR ASSET INTO A DESTINATION

We are expanding through selective partnerships with owners of high-potential assets in prime locations. Partners benefit from our established, successful brands, proven systems, and experienced teams that lift performance and guest satisfaction.

The
Guest
Society