

An aerial photograph of a resort pool deck. The pool is filled with clear, turquoise water. Along the edge of the pool, there are several lounge chairs with white cushions and striped towels. Some chairs are occupied by people, including a man and a woman. There are also large white umbrellas and palm trees scattered around the deck. The deck is made of light-colored stone tiles. The overall atmosphere is relaxed and luxurious.

# The Guest Society

A collection of signature stays.



A person is seen from behind, sitting at a table in the foreground. On the table is a glass of white wine. They are looking out over a swimming pool towards a tropical beach. The beach has several lounge chairs and large white umbrellas. In the background, there is a calm sea and a hilly coastline under a clear sky. The entire scene is overlaid with a semi-transparent white filter.

# 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.



A woman in a light-colored bikini is riding a white horse in the ocean. The sun is setting in the background, creating a warm, golden glow over the water and sky. The horse is partially submerged in the dark blue water.

## 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.

A red pickup truck is driving on a narrow, winding road that cuts through lush green hills. The road is surrounded by dense vegetation. In the background, the ocean is visible, with large, rocky islands or cliffs rising from the water. The sky is blue with some light clouds.

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.





A woman in a white one-piece swimsuit and sunglasses stands in a poolside lounge area. She is surrounded by several black wicker lounge chairs and large beige patio umbrellas. The area is paved with light-colored stone tiles and is bordered by a swimming pool on the left. In the background, there is a modern white building with large windows and lush green tropical plants. A large, out-of-focus green leaf is visible in the foreground on the right side.

## 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 The Guest Society

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**COCANA**  
RESORTS



**SECANA**  
BEACHTOWN



**KUARA**  
LOMBOK



LUXURY  
**AMALI**  
RESIDENCE

**SH**

**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



**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

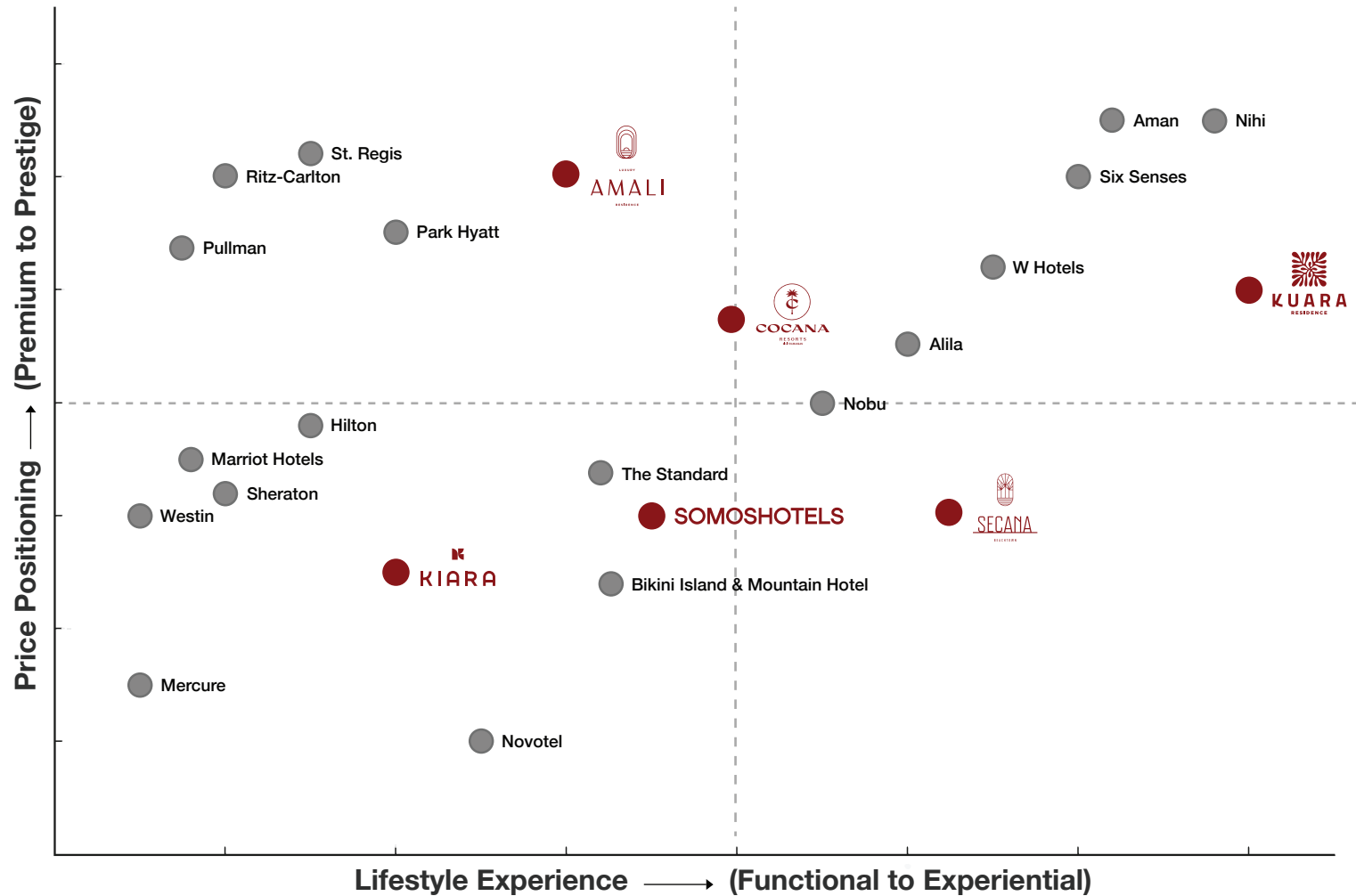
Describes the physical structure and scale of the property, from resorts and hotels to branded residences and villas.

**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.

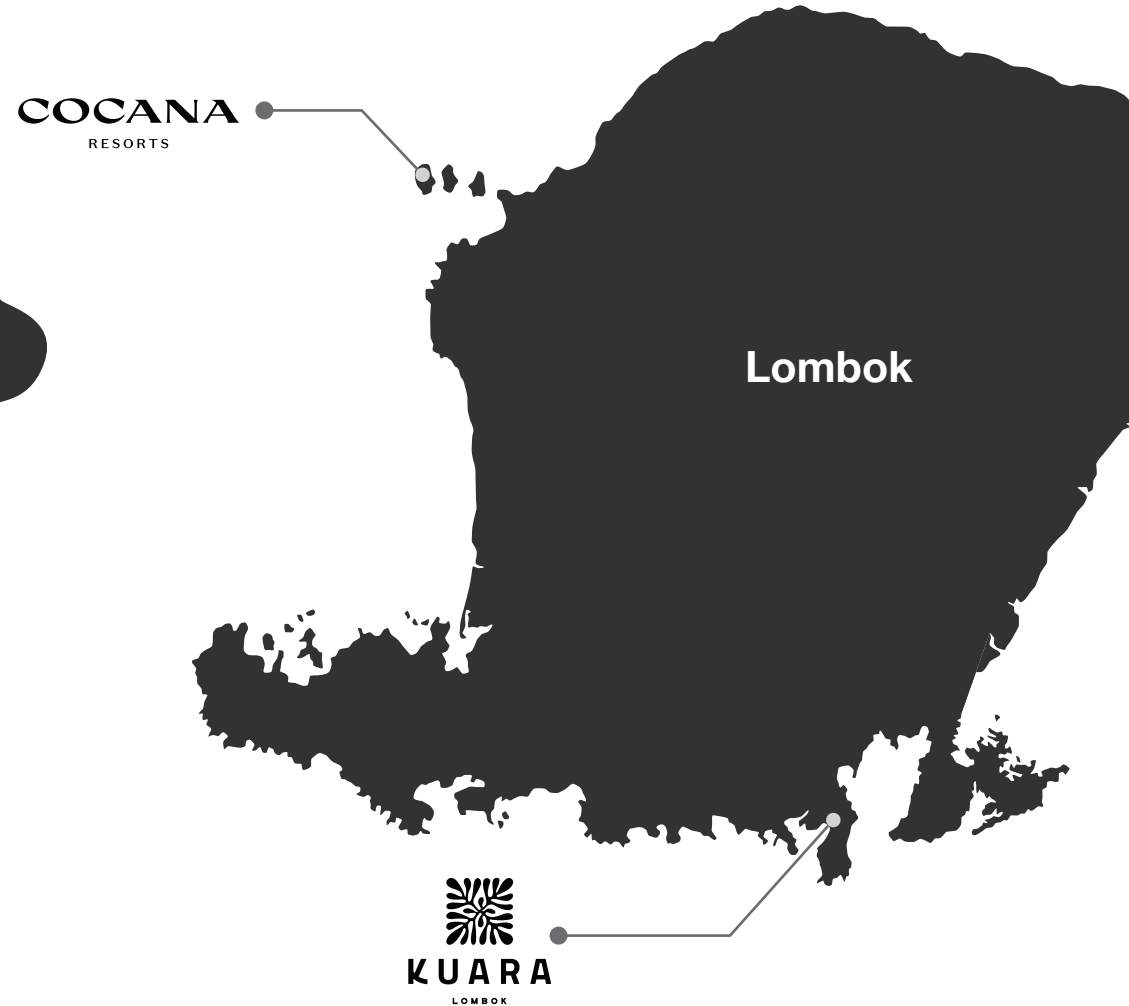
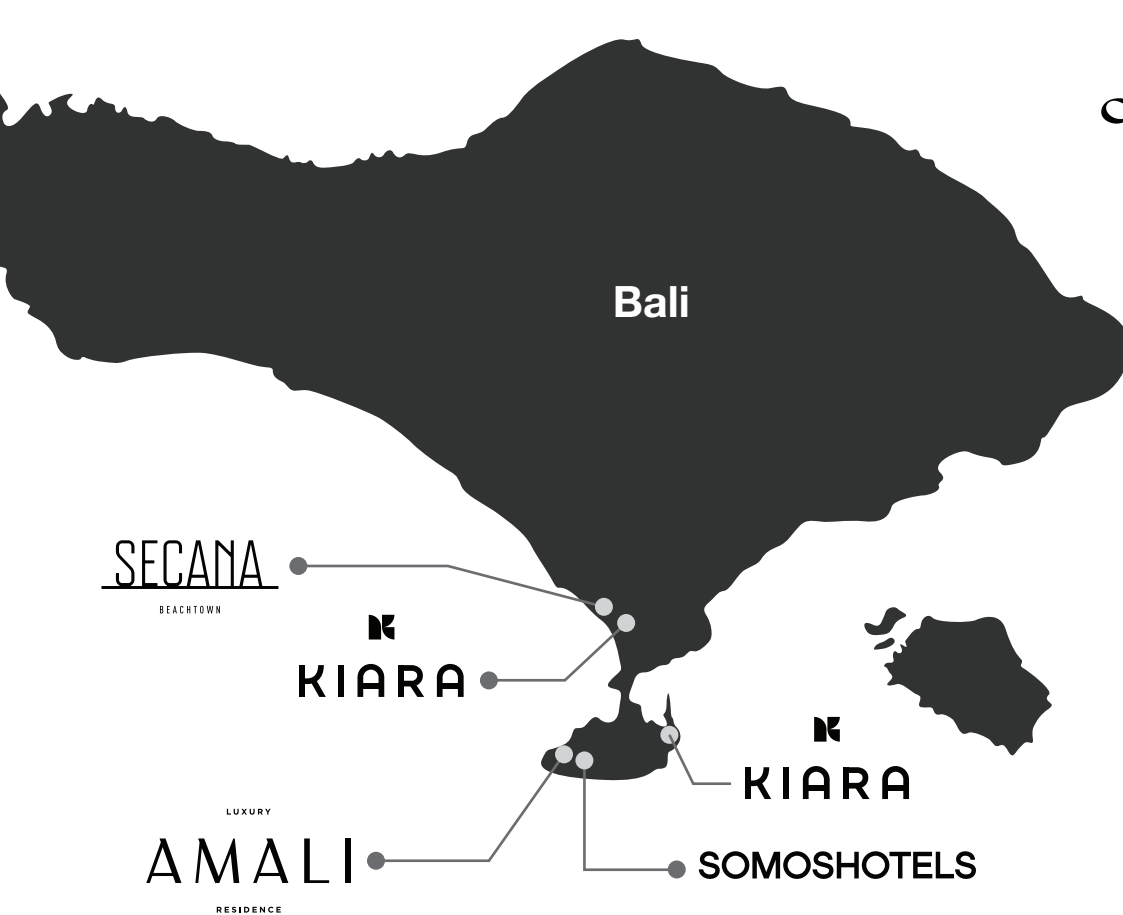
Innovation **slowed** by corporate layers.

**Standardized** templates breed **sameness**.





# Where We **Are**







# SECANA

BEACHTOWN

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.









### 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



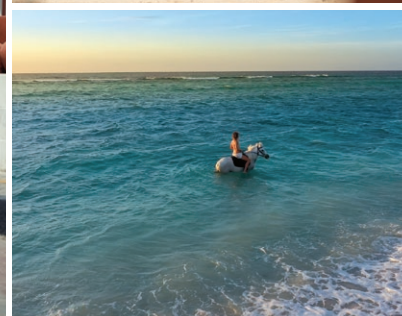
Cocana Resort offers a stylish yet relaxing take on tropical escapes, designed for couples, families, and groups seeking comfort with a sense of island ease. Each property combines barefoot living with the scale of a full resort, bringing together pools, beach clubs, dining, spa and wellness, and a wide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







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

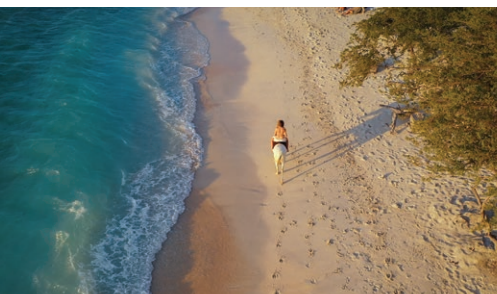






## Existing Project

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

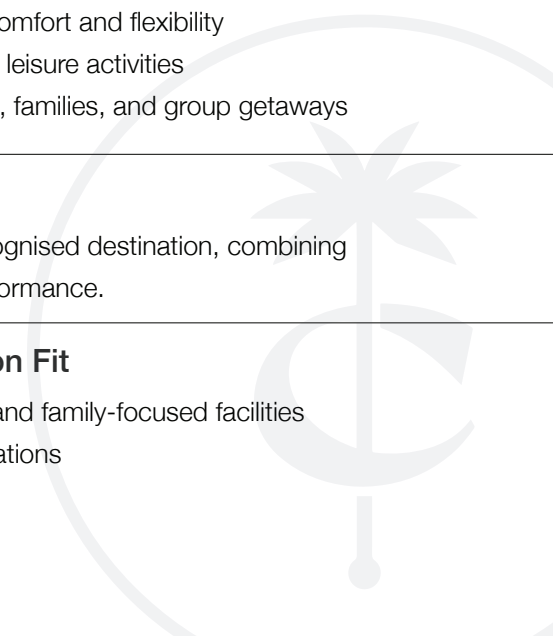
- Effortless island living with a contemporary touch
- Choice of villas and rooms designed for comfort and flexibility
- Beachfront setting with pools, dining, and leisure activities
- Welcoming atmosphere suited to couples, families, and group getaways

## 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 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.*











## Existing Project

Kuara Resort – Lombok, Indonesia



# 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

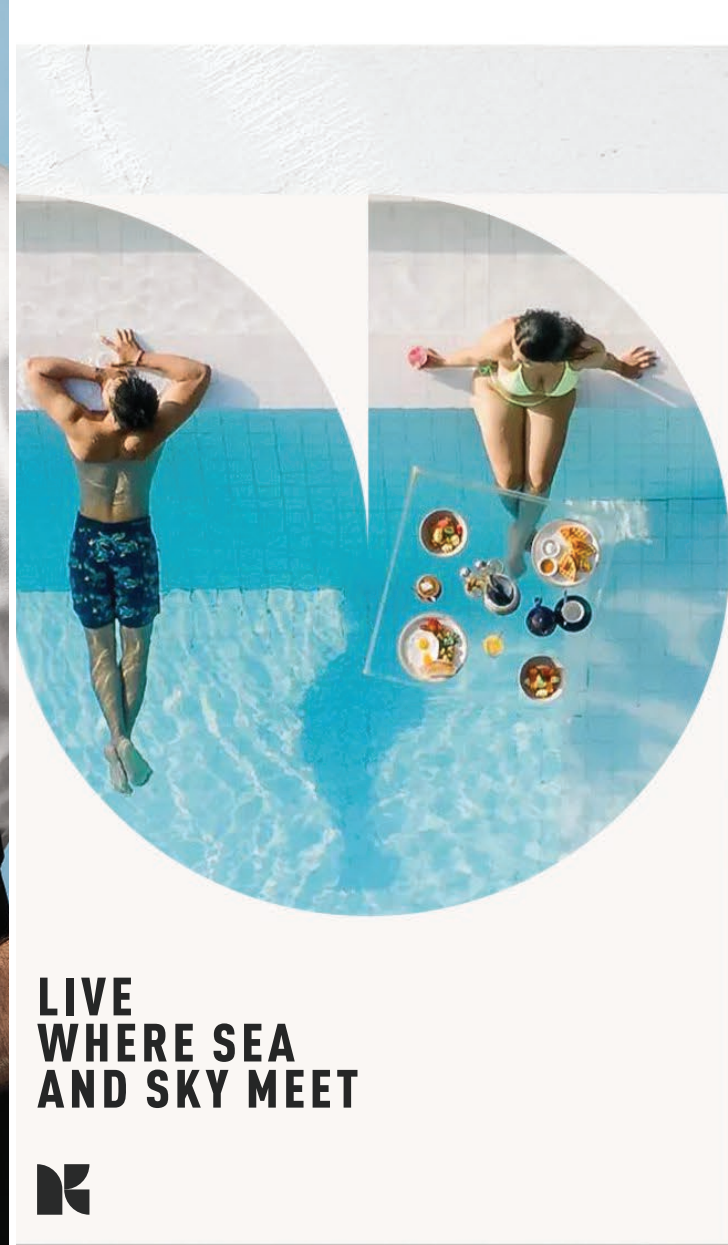


A high-angle, close-up photograph of a young couple relaxing by a swimming pool. The woman, on the left, is lying on her back on a white towel, wearing a black one-piece swimsuit and dark sunglasses. She has a tattoo on her left shoulder. The man, on the right, is leaning over her, looking down at her with a focused expression. He is shirtless and has dark, wavy hair. In the background, a glass of red wine with a black and white striped straw and an orange slice is visible on the pool deck. The pool water is a clear, vibrant blue.

# 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**







## Existing Project

Kiara Ocean Place – Batu Belig, Bali



Kiara Beachfront – Nusa Dua, Bali



# 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





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





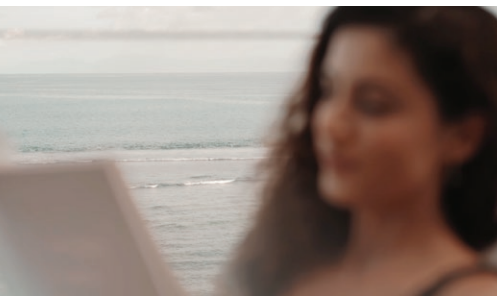


## Existing Project

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



An aerial photograph of a swimming pool with clear, rippling blue water. In the upper left, a woman with blonde hair, wearing a black one-piece swimsuit and sunglasses, is floating on a red inflatable ring. In the lower right, a man with a beard, wearing yellow swim trunks, is lying on a yellow inflatable mat. The brand name 'SOMOSHOTELS' is centered in the middle of the image in a large, bold, sans-serif font. The word 'SOMOSH' is in black, and 'HOTELS' is in yellow.

# 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.



## SOMOSONVACATION

[SOMOSHOTELS.COM](https://somoshotels.com)

SOMOSROOMSERVICE







## 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



# 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



# PACIFICA

by 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.



F&B

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.



F&B

# 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



UNEARTHED  
INDONESIAN  
TREASURES

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

Your inclusive destination for gym,  
work, & recovery



LIFESTYLE

SAO SPA



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



An aerial photograph of a resort property, featuring a large swimming pool, lush tropical landscaping with palm trees, and several buildings. The image is faded to serve as a background for the text.

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**